



Course Structure under CBCS

(For the candidates admitted from the academic year 2016-2017 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 Practical – I (CP)	Fashion Illustration (P)	4	2	3	40	60	100
			First Allied Course –I (AC)	Textile Science	6	4	3	25	75	100
			Value education	Value education	2	2	3	25	75	100
	Total				30	18				600
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 – II (CC)	Fashion Clothing & Psychology	6	6	3	25	75	100
			First Allied Course – II (AP)	Sewing Techniques (P)	4	2	3	40	60	100
			First Allied Course – III (AC)	Sewing Techniques	6	6	3	25	75	100
	IV	Environmental Studies	Environmental Studies	2	2	3	25	75	100	
	Total				30	22				600
III	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 – III (CC)	Wet Processing	6	4	3	25	75	100
			Core Practical – II (CP)	Wet Processing (P)	4	2	3	40	60	100
			Second Allied Course – I (AC)	Indian Textiles & Embroidery	6	4	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	
	Total				30	18				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 – IV (CC)	Garment Manufacturing Technology	5	5	3	25	75	100
		Second Allied Course – II (AP)	Children’s Garment (P)	4	4	3	40	60	100
		Second Allied Course - III (AC)	Pattern Making and Grading	5	4	3	25	75	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	Skill Based Elective - I	2	2	3	25	75	100
Total				30	23				700
V	III	Core Course – V (CC)	Fashion Business	5	5	3	25	75	100
		Core Practical - III (CP)	Fashion Portfolio (P)	5	5	3	40	60	100
		Core Course – VI (CC)	Textile Testing	5	5	3	25	75	100
		Core Practical - IV (CP)	Textile Testing (P)	4	3	3	40	60	100
		Major Based Elective – I	Fashion Merchandising & Marketing	5	5	3	25	75	100
	IV	Skill Based Elective –II	Skill Based Elective - II	2	2	3	25	75	100
		Skill Based Elective – III	Skill Based Elective – III	2	2	3	25	75	100
		Soft Skills Development		2	2	3	25	75	100
	Total				30	29			
VI	III	Core Course – VII (CC)	Export Documentation	6	6	3	25	75	100
		Core Course – VIII (CC)	Quality and Cost Control	6	6	3	25	75	100
		Core Practical - V (CP)	Adult’s Garment (P)	6	6	3	40	60	100
		Major Based Elective II	Fabric structure and Design	5	4	3	25	75	100
		Major Based Elective III	Computer Aided Designing	6	6	3	40	60	100
	V	Extension Activities	Extension Activities	-	1	-	-	-	-
		Gender Studies	Gender Studies	1	1	3	25	75	100
Total				30	30				600
Grand Total				180	140				3900

Internship for 15 days during the summer vacation after the II year in Textile Designing, Processing & Garment constructing units, , prepare & submit the report.

Language (Part-I)	- 4
English (Part-II)	- 4
Core Paper	- 8
Core Practical	- 5
Allied Paper	- 4
Allied Practical	- 2
Non-Major Elective	- 2
Skill Based Elective	- 3
Major Based Elective	- 3
Environmental Studies	- 1
Value Education	- 1
Soft Skill Development	- 1
Gender Studies	- 1
Extension Activities	- 1 (Credit only)

* for those who studied Tamil upto 10th +2 (Regular Stream)

+ Syllabus for other Languages should be on par with Tamil at degree level

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

** Extension Activities shall be outside instruction hours

Non Major Elective I & II – for those who studied Tamil under Part I

- Basic Tamil I & II for other language students
- Special Tamil I & II for those who studied Tamil upto 10th or +2 but opt for other languages in degree programme

Note:

	Internal Marks	External Marks
1. Theory	25	75
2. Practical	40	60
3. Separate passing minimum is prescribed for Internal and External marks		

FOR THEORY

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 PRACTICAL

The passing minimum for CIA shall be 40% out of 40 marks [i.e. 16 marks]
The passing minimum for University Examinations shall be 40% out of 60 marks [i.e. 24 marks]

CORE COURSE I

INTRODUCTION TO FASHION DESIGNING

Objectives:

1. To understand the fashion concepts and scope of fashion industry.
2. To know the basic principles of 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 Colour

Introduction to colour, colour wheel (Prang & Munsell system) Properties and qualities of colour, colour scheme Theories of colour harmony, colour and garment, colour selection. Principles of combining colour. Procedure for combining colour.

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.

References:-

1. Suzanne G. Marshall, Hazel O. Jackson M. Sue Stanley, Mary Kefgen, Individuality in Clothing Selection and Personal Appearance, Phyllis 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. V.D. Dudeja, Professional Management of Fashion Industry, Gangandeeep Publications, New Delhi, 2005.

CORE PARCTICAL I

FASHION ILLUSTRATION (P)

Objectives:

1. To impart skills in basic sketching.
2. To make the students to sketch on croqui.

I. Basic Sketching

- i. Pencil grading and smudging techniques.
- ii. Human figures in proportion using 8-head theory.
- iii. Drawing eyes, nose, ears, lips face, and hair styles.
- iv. Sketching of different angles of foot and palm.

II. Sketching on Basic Croqui

- i. Sketching fullness, hemlines and waist bands.
- ii. Sketching of seams and shirring.
- iii. Necklines, Collars, Sleeves and Cuffs.
- iv. Children's Wear
- v. Women's Wear
- vi. Men's Wear
- vii. Accessories

References:

1. Ritu Beri, Fashion Illustration and Rendering (2005), B. Jain Publishers (P) Ltd., New Delhi.
2. Bina Abling (2001), Fashion Rendering with Colours, Prentice Hall, New Jersey.
3. Patrick John Ireland (2005), Fashion Design Illustration. Men, Om Books International, New Delhi.
4. Alfred D. Dorkenzio (2001), Fashion Sketching: Drawing the Fashion Figure, Thomas Learning Custom Publishing.

FIRST ALLIED COURSE 1

TEXTILE SCIENCE

Objectives:

1. To enable students to gain knowledge in yarn making.
2. To teach different types of fabric construction.

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. N.S.Kaplan (2008) Textile Fibres, Abhishek Publications, Chandigarh.
3. Meenakshi Rastogi (2009) fibres and yarn, Sonali Publications, New delhi,.
4. Sara J. Radolph and Anna L. Lang Ford, Textiles, Prentice hall, New York, 2002.
5. Murphy, W.S.(2001), Handbook of weaving, Abhishek publication, Chandigarh.
6. Gokerneshan.N (2009), Weaving Preparation Technology, Abishek Publications, Chandigarh.

CORE COURSE II

FASHION CLOTHING & PSYCHOLOGY

Objectives;

1. To impart knowledge about fashion accessories and designing for figure irregularities
2. To explain students with current scenario of the world fashion centres,

Unit I Fashion Accessories

Shoes, handbags, jewellery, hats, ties and others. Prepare a picture 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, Socio Psychology of fashion, Technology, Economical, Political, legal and seasonal. Recurring silhouettes – changes in silhouettes from 1895 onwards; fashion cycle; fashion Prediction; 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.

References:

1. Benneett, “Femina Book of Fashion”, Coleman & Co., Ltd., Mumbai (1998)
2. Jeanette 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

SEWING TECHNIQUES (P)

Objectives:

1. To enable students to learn about sewing machines.
 2. To gain skillfulness in sewing techniques.
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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 type)

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. Chris Jefferys(2004), 101 Essential Tips – Basic Sewing, D.K. Publishing.
4. Besty Hosegood(2006), The Complete Book of Sewing, Dorling Kindersley Ltd., London.

FIRST ALLIED COURSE III

SEWING TECHNIQUES

Objectives:

1. To enable students to study the essentials needed for basic sewing
2. To develop skills in drafting patterns for basic garment details

Unit I Sewing Equipment

Sewing machine - 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

Seams : 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.
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 III

WET PROCESSING

Objectives:

1. To educate students about textile dyeing and printing
2. To make them understand various textile finishes.

Unit I Textile Processing

Definition, Need for Processing, Dry and Wet Processing as related to common fabrics: Cotton, Silk, Wool and 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 style-block, 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, Stentering, Stiffening, Decanting, Beetling, Glazing, Schreinerizing, Embossing, Moiering, Ciering, Raising, Napping, Giggling, Shearing. Water Proofing, Water repellency, Sanforizing, Wash and Wear, fire proofing, Crepe and Crinkle effect.

References:

1. Manivsakam.N. Treatment of Textile processing Effluents, Sakthi Publications, Coimbatore, 1995.
2. C.W. Pellow (2000) Dyes and Dyeing, Abhishek publication
3. Carbman B.P (2000) Fiber to Fabric, International Students Edition MC Graw Hill Book Co., Singapore.
4. Clarke, W. (2004) An Introduction to Textile Printing, Wood Head Publishing Limited.
5. J.L.Smith, (2000) Textile Processing, Abhisekh Publications, Chandigarh.

CORE PRACTICAL II
WET PROCESSING (P)

Objectives:

- To make the learners to identify various fibre.
 - To impart knowledge in textile dyeing and printing.
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. Carbman B.P (2000) Fiber to Fabric, International Students Edition MC Graw Hill Book Co., Singapore.
2. Shenai, V.A., Technology of Textiles Processing, Chemistry of Dyes and Principles of Dyeing, A Sevak Publication, Bombay, 2002
3. Gulrajani, M.L., Deepti Gupta, Natural Dyes and their Application to Textiles, Indian Institute of Technology, New Delhi, 1992.
4. Clarke, W. (2004) An Introduction to Textile Printing, Wood Head Publishing Limited.
5. C.W. Pellow (2000) Dyes and Dyeing, Abhishek Publication.

SECOND ALLIED COURSE I

INDIAN TEXTILES & EMBROIDERY

Objectives:

1. To make students to study the origin of Indian textiles and costumes.
2. To understand the origin of traditional embroidery of India.

Unit I Origin of Costumes

Theories of clothing origin, Invention of needle, Development of sewing, Development of garment styles and 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 to 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. Manmeet Sodhia , History of Fashion, Kalyani Publishers, New Delhi, .2000.
5. Premalatha Mullick, Textile Designing, Kalyani Publishers, New Delhi, 2007.

NON MAJOR ELECTIVE I

FASHION ACCESSORIES DESIGNING

Objectives:

1. To know about different types of Accessories
2. To create an idea for making different Accessories

Unit I Introduction to Fashion Accessories

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

Unit II Sketching Accessories

Sketching Jewellery; Sketching sun glasses; Sketching hats; Detailing for other accessories. Preparing an album for Accessories

Unit III Fashion Accessories

Foot wear; Handbags; Belts; Gloves; Hats; Scarves; Ties; Sunglasses; Changing of Accessories from ancient to modern times. Use of fashion accessories for different occasions.

Unit IV Jewellery

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

Unit V Children's fashion Accessories

Bib, booties, 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. Easy to make book vol:1-vol:18, Octopus Publishing group – New York, 2002

CORE COURSE IV
GARMENT MANUFACTURING TECHNOLOGY

Objectives:

1. To make the students aware of marker making.
2. To learn the sewing machine mechanism.

Unit I Marker making and cutting

Planning, drawing and reproduction of the marker- Requirements of marker planning and efficiency of the marker plan. Spreading of fabric - forming a lay, requirement of the spreading process, methods of spreading and nature of fabric packages. Fabric cutting- objectives and methods of cutting.

Unit II Seam and sewing problem

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

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

CHILDREN'S GARMENT (P)

Objectives:

1. To gain practical skills in drafting and constructing apparels for kids.
2. To gain knowledge in material consumption for garment and estimate the cost.

Design and Construction of the following garments:

1. Infant Dresses

- i. Jabla
- ii. Panty
- iii. Bib
- iv. Bonnet
- v. Baby Frock
- vi. Baby Bed Set

2. Toddler's Dresses

- i. Romper
- ii. Frock-A-line/ summer/ Yoke frock

3. Pre schooler's Dresses (Boys)

- i. Shirt
- ii. Shorts

Constructing one in each item.

4. Pre Schooler's Dresses (Girls)

- i. Full skirt
- ii. Blouse

Constructing one in each item.

References:

1. Hilary Campbell, Designing Patterns, Om Book Services, New Delhi, 2003.
2. Helen Joseph, Pattern Making for Fashion Design, Armstrong Pearson Education, Delhi, 2000.
3. Samantha Me Nesby – Baby Couture, K.P. Books, USA, 2005.
4. Winifred Aldrich, Metric Pattern Cutting for Childrens Wear and Baby Wear – Third Edition, Black Well Publishing, New Delhi, 2007.

SECOND ALLIED COURSE III

PATTERN MAKING AND GRADING

Objectives:

1. To acquire skills about types of pattern making.
2. To learn pattern alteration skills and garment fitting.

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. Connie Amaden-Crawford (2004) The Art of Fashion Draping 3rd edition, Bloomsbury Academic.
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.
5. Maggie Mc Cormick Gordon (2002) The ultimate sewing book, Collins and Brown Ltd., London.

NON MAJOR ELECTIVE II

VISUAL MERCHANDISING

Objectives:

1. To create an knowledge about merchandising
2. To know about how merchandising used in sales & promotion

Unit I Introduction to Visual Merchandising

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

Unit II 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;

Unit III Store and Window Settings

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

Unit IV Mannequins

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

Unit V 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 V
FASHION BUSINESS

Objectives:

1. To make the learners to know the basic communication process.
2. To understand fashion communication process

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.

References:

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. Houp, Kenneth and Thomas, Reporting Technical Information, Mc Millan Publishing Co., Inc New York, 1980.
3. Zane K. Quible, Margaret H. Johnson, Dennis L. Mott, (1981) Introduction to Business Communication, Prentice Hall., USA.
4. Easey M, Fashion Marketing, Blackwell Sciences, 1994.
5. Kitty G. Dickerson,(2002) Inside the Fashion Business, 7th Edition Published by Prentice Hall, USA.

CORE PRACTICAL III
FASHION PORTFOLIO (P)

Objectives:-

1. To make students understand the significance of portfolio presentations
2. To impart practical skills for portfolio presentations.

Develop a collection on any one of the category

1. Womens
2. Kids
3. Mens

Each collection will incorporate supporting design process as follows.

- Mood board
- Story board
- Fabric design development
- Design development
- Range development
- Final collection
- Flats and specification
- Cost sheet

References:

1. Campbell, D et. Al (2001) : How to develop a professional portfolio : Allyn& Bacon by Waterier, John W.
2. Aspelund Karl ,2010, Design Process, Fairchild Publication
3. Seivewright Simon 2012, Basics Fashion Design -Research and Design,Bloomsbury Publication India.

CORE COURSE IV

TEXTILE TESTING

Objectives:

1. To impart knowledge on fibre, yarn and fabric testing.
2. To make the learners understand the working principles of textile testing equipment.

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.

References:

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 PRACTICAL IV
TEXTILE TESTING (P)

Objectives:

1. To impart knowledge about fiber and its strength.
2. To gain knowledge about fabric properties.

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. Booth.J.E (2001) Principles of Textile Testing, Butterworths, London,
2. Raul Jewel (2005) Textile Testing, APH Publishing Corporation, New Delhi.
3. Grover & Hamby (2003), Handbook of Textile Testing and Quality Control, Wiley Eastern Private Ltd. New Delhi.

MAJOR BASED ELECTIVE I

FASHION MERCHANDISING & MARKETING

Objectives:

1. To impart knowledge about marketing and merchandising.
2. To understand the role played by the fashion buying offices.

UNIT I

Introduction to Merchandising, Requirements of a merchandiser, Responsibilities of a merchandiser, merchandising terminology, 6 months merchandising plan-buying calendar

UNIT II

Types of Merchandising - Export House – manufacturer Exporter-Merchant exporter – Buying house- Buying Agency –Types of Buying agency, Selection of Buyer's & Buying Agency, Functions of merchandiser in an Export house, buying house and buying agency, Importance of LC amendments

UNIT III

Importance of costing in Apparel industry-elements of costing, fabric construction/GSM calculation, patterning vs. costing, fabric consumption calculation, fabric costing- woven and knits, value added materials in garments, Garment costing-men's style, ladies style,childrens style, shipping charges, trial costing

UNIT IV

Introduction, Meaning, nature, functions, importance, marketing environment

- Definitions of Marketing, Concept of Marketing,
- Marketing Mix
- Segmentation
- Targeting
- Positioning

Analysis of consumer markets and buyer behaviour, criteria consumers use in fashion selection, Consumer identification with fashion life cycle, Merchandising the fashion life cycle, Understanding consumer behaviour, Role of the Digital marketing (internet): technological development, development of ecommerce, different commercial models and diverse roles of websites.

UNIT V

Product Mix, Product Life Cycle, New Product Development customer profiles, marketing research methods, test marketing, Types of Resident buying offices, Fashion consultant, trade publications.

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 Mokolvey, 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 VII

EXPORT DOCUMENTATION

Objectives:

1. To expose the learners to international export markets.
2. To impart knowledge on trading policies.

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 VIII
QUALITY AND COST CONTROL

Objectives:

1. To know about raw material quality control Specifications.
2. To understand the importance of quality control in textiles and apparel industries.

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.

References:

1. Patty Brown, Janett Rice,-Ready to wear apparel analysis, Prentice Hall,1998.
2. Salinger, Jacob Apparel, “Manufacturing Analysis”, New York, Textile Books Futs, 2001.
3. Introduction to Clothing Production Management, A.J. Chuter, Second Edition, Black Well Publishing, Second Edition, 2004.
4. Apparel Merchandising, Robin Mathew, First Edition, Book Enclave Publishing, 2008.
5. Textile Industry Development and Growth, Satish Tiwari, First Edition, Anmol Publications Pvt. Ltd., 2000.

CORE PRACTICAL V
ADULT'S GARMENT (P)

Objectives:

1. To impart knowledge about Design.
2. To gain Practical knowledge about how to construct a garment.

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

References:

1. Pattern maker with Marie Clayton,(2008) Make your own clothes – 20 custom fit pattern to sew, Collins & Brown, London.
2. Hillary Campbell,(2003) Designing Patterns – Om BookServices, New Delhi,.
3. Helen Joseph, (2000), Pattern Making for Fashion design, Armstrong pearson Education, New Delhi.
4. Zarapkar K.R.,(2005),System of Cutting, Navneet Publications India.
5. Winifred Adrich, (2004), Metric Pattern Cutting for menswear, Blackwell publishing, Om Books International, New Delhi.

MAJOR BASED ELECTIVE II
FABRIC STRUCTURE AND DESIGN

OBJECTIVES:

1. To understand types of weave.
2. To develop new weave design.

Unit I

Elements of woven design-methods of fabric representation-weave repeat unit-draft and lifting plan- construction for elementary weaves-plain warp rib-weft rib-twill-modification of twills-satin & sateen weaves-their derivatives.

Unit II

Ordinary and brighten comb-its modification- huck a back-its modification-crepe weave –mock leno.

Unit III

Extra warp & extra weft figuring-single & live colours—backed fabrics-warp and weft backed fabrics.

Unit IV

Pile fabrics-basic structure-twill back & satin back-weft pile length density-and fastness of pile-teny pile-3pile-4pile-and 6 pile.

Unit V

Double cloth-classification-self stitched-face to back-back to face-stitched double cloth warp and weft center stitched double cloth.

References:

1. Watsons textile design and colour grosichkli newness butter wath 1980.
2. Watsons advanced textile design grosichkli new
3. Krutteirp technology,spencer d.j pergalianbros,oxford 1982

MAJOR BASED ELECTIVE III
COMPUTER AIDED DESIGNING (P)

Objectives

1. To gain knowledge in CAD.
2. To acquire knowledge about how to design and develop a garment in computer

1. Developing/designing the following in computer:

- i. Motifs using Coral draw and Adobe photoshop
- ii. Weave patterns for dobby 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)

References:

1. Individuality in Clothing Selection and Personal Appearance, Suzanne G.Marshall, Hazel C, Jackson M, Sue Stanley, Mary Kelgen, Phullis Touchie Specnt, New Jersey,2000.
2. Fashion Design on Computers, Kathleen Colussey M,N.J. Prentice Hall, Upper Saddle River,2000.
3. Computer Aided Pattern Design and Product Development, Alison Beazley Terry bond, Black Wele, Amazon, 2003.
