

BHARATHIAR UNIVERSITY COIMBATORE-641 046
B.Sc. FASHION DESIGN & TECHNOLOGY
(For the CCII students admitted from the academic year 2016-17 onwards)

SCHEME OF EXAMINATIONS- (CBCS Pattern)

PART	Course Title	Ins.Hrs./ Week	Examination				Credits
			Dur.Hrs	CIA	Uni. Exam	Total	
	SEMESTER I						
I	Language-I	6	3	25	75	100	4
II	English I	6	3	25	75	100	4
III	Core I –Textile Science	4	3	20	55	75	3
III	Core II –Textile and Apparel Design Concept	4	3	20	55	75	3
III	Core Practical - I Textile and Apparel Design	4	3	40	60	100	4
III	Allied Practical I - Fashion Sketching	4	3	40	60	100	4
IV	Environmental Studies #	2	3		50	50	2
	SEMESTER II						
I	Language-II	6	3	25	75	100	4
II	English II	6	3	25	75	100	4
III	Core III - Apparel Fashion Design	4	3	20	55	75	3
III	Core IV - Pattern Making and Drafting	4	3	20	55	75	3
III	Core Practical II - Fashion Illustration	4	3	30	45	75	3
	Allied Practical II - E- Design	4	3	40	60	100	4
IV	Value Education - Human Rights #	2	3		50	50	2
	SEMESTER III						
III	Core V - Apparel Manufacturing Techniques	5	3	20	55	75	3
III	Core - VI - Knitting Technology	4	3	20	55	75	3
III	Core - VII - History of Costumes	4	3	20	55	75	3
III	Core Practical III - Dyeing and Printing	4	3	30	45	75	3
III	Allied Practical III - Fashion Accessories, Lifestyle Products & Surface Embellishment	5	3	40	60	100	4
III	Skill Based Subject Practical I - Garment Construction – I - Children's Apparel	6	3	30	45	75	3
IV	Tamil @ / Advanced Tamil # (or)Non-Major Elective-I Yoga for Human Excellence # / Women's Rights # Constitution of India #	2	3		50	50	2
	SEMESTER IV						
III	Core - VIII - Apparel Marketing	5	3	20	55	75	3
III	Core - IX - Fashion Journalism	5	3	20	55	75	3
III	Allied - I Production & Quality Control	5	3	25	75	100	4
III	Core Practical IV : Fashion Presentation	4	3	30	45	75	3

III	Core Practical V : Garment Construction II Women's Apparel	5	3	40	60	100	4
III	Skill Based Subject Practical II - Fashion Photography	4	3	30	45	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-major Elective II: General Awareness #	2	3	50		50	2
SEMESTER V							
III	Core - X - Apparel Merchandising	5	3	20	55	75	3
III	Core - XI - Export Analysis & Documentation	5	3	25	75	100	4
III	Core - XII - Garment Casting & Programming	4	3	25	75	100	4
III	Core Practical - VI - Draping	4	3	30	45	75	3
III	Core Practical - VII Garment Construction III - Men's Apparel	4	3	40	60	100	4
III	Skill Based Practical III - Computer Aided Design(CAD)	4	3	30	45	75	3
IV	Core Practical VIII - Garment Quality Inspection	4	3	40	60	100	4
SEMESTER VI							
III	Core - XIII - Apparel Industrial Engineering	5	3	20	55	75	3
III	Core - XIV - Fashion Business Organization	5	3	20	55	75	3
III	Skill based Practical -IV Export Sampling Methods	5	3	30	45	75	3
III	CorePractical IX -Visual Merchandising Presentation	5	3	40	60	100	4
III	Project – Fashion Port Folio Presentation *	-	-	-	-	100	4
Total						3500	140

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

@ No University Examinations. Only Continuous Internal Assessment (CIA)

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* Project work/Internship: For Report 80% Marks & Viva-Voce 20% Marks

CORE I

TEXTILE SCIENCE

OBJECTIVE:

The subject aims to make the students differentiate types of fabrics and yarns and the use of it in clothing.

UNIT – 1: TEXTILE FIBERS

Flow chart from fiber to finished fabric -Fiber classification Different methods of fiber identification – physical examination, burning test, chemical test. Properties of natural fibers (vegetables and animal) i.e. cotton, linen, wool, silk, etc. - Properties of Synthetic fibers i.e. Polyester, nylon, acrylic, etc.

UNIT – 2 :YARN

Different yarn formation process i.e. cotton yarn, woolen / worsted yarn, synthetic or blended yarn – blending, opening, cleaning, doubling, carding, combing, drawing, roving, spinning, yarn twist – S and Z. Different types of yarns -Fiber quality requirements for different types of yarn and fabrics. -Different methods of fabric formation i.e. Weaving, Knitting, non- woven. - Comparative study of woven, knitted and non- woven fabrics.

UNIT – 3: WEAVING

Different types of weaves – plain, satin, sateen, twill, bird’s eye, jacquard, basket, ribbed, crepe, pile, dobby, tri-axial, lappet. -Properties and uses of different weaves. -Construction of different weaves – their EPI and PPI. Different types of Weaving machinery, i.e. dobby, jacquard.Common defects in weaving.

UNIT – 4:WOVEN FABRIC

woven -Classification of woven -Properties and end users of woven -Different methods of production – Web formation, bonding, finishing, and fusing.

UNIT – 5:NON-WOVEN FABRIC – classification of non-woven fabric- different formation – properties of non-woven-different methods and finishing.-Gain complete knowledge about the fabric and yarn structure, weaving

REFERENCE BOOKS:

1. Textiles – Fiber to Fabric by Bernard P. Corbman McGraw Hill
2. Introduction to textiles by KVP Singh Kalyani Publishers
3. Textiles – Fiber to Fabric by Bernard P. CorbmanMc Gram Hill
- 4 Textiles fabric & Their Selection, Wingate, I.B. Allied Publications Pvt. Ltd., Chennai.
5. Fundamentals of Textiles and Their care. Dantyagi.S. Orient Longman Ltd., New Delhi 198B

CORE-II

TEXTILE AND APPAREL DESIGN CONCEPT

OBJECTIVE: The course aims to enhance the drawing skills of the learner in terms of designs and color

UNIT – 1:

DRAWING CONCEPTS Elements of drawing- principle of drawing- geometrical forms, sketching and types- shades and techniques, space- balance, texture and types visual and tactile- types of shades-study of light and dark- hatching types- illusion of depth, Aerial space, linear space, banner space, balance , symmetrical, asymmetrical, radial, types of rhythm.

UNIT – 2: COLOR CONCEPTS - color theory- color schemes- color techniques- color emotion- color communication, color intensity, hue value and characters-mono chromatic, analogous, achromatic, complementary, split complementary, warm and cool colors, tint and shade, neutral color- color psychology.

UNIT – 3: DESIGN CONCEPTS- elements of design- principle of design- textile design – types of textile design- design and motifs-natural design(floral and leaf), geometrical design- abstract design-traditional design-hand block printing design-stencil design-smudging, collage design.

UNIT – 4: APPAREL DESIGN CONCEPTS-application of principle of design on garment-good structural design- decorative design-balance – formal and informal balance, rhythm through repetition, radiation and gradation emphasis, harmony and proportion.

UNIT – 5: THEMES COLOR AND TREND- application of themes on garment- aqua- clouds – architecture-sculpture- flora and fauna – seasonal color- seasonal trend-year trend- year color.

TEXT BOOK:

1. Design Studies By Manmeetsodhia- Kalyani Publishers Reference Book:
2. Fashion and color by Mary Garthe- Rockport Publishers
3. Color Harmony 2 by Bride M. Whelan- Rockport Publishers

CORE PRACTICAL I

TEXTILE AND APPAREL DESIGN

1. Draw a Nature study of Birds, Animal forms Trees.
2. Draw a Fruits, Vegetables, flowers and geometrical forms.
3. Prepare exercises in lettering various types of Lines, rounds, zigzag, thin and thick.
4. Draw a COLOR WHEEL and warm and cool colors,
5. Draw analogous colors- tints, tones and shades, achromatic and monochromatic colors.
6. Draw effects of colors- red, blue, green, yellow, orange, pink, purple, grey black, white, neutrals.
7. Prepare a Textile designs on paper (8” x9” or 9” X 12”)
8. Prepare a two colour dress material textile designs, size- 9x9 inches.
9. Prepare a sari border design
10. Prepare a sari pallu design

11. Prepare sari border and pallu design with two colors and four colors
12. Prepare Elements of apparel design.
13. Prepare and draw Principle of apparel design
14. Prepare Fabric color and communication
15. Prepare Apparel printing motifs

Allied Practical– 1

FASHION SKETCHING

1. Prepare the following Charts
 - a. Prang colour chart
 - b. Value Chart
 - c. Intensity Chart
2. Color schemes
 - a. Monochromatic colour harmony
 - b. Analogous colour harmony
 - c. Complimentary colour harmony
 - d. Double complementary colour harmony
 - e. Split complementary colour harmony
 - f. Triad colour harmony
3. Draw Illustration of Gathers, Folds, and Pleats.
4. **Drawing a Elements of Apparel in Fashion (Technical drawing or Flat sketches)**
 - Types of collars
 - Types of Necklines
 - Types of Pockets
 - Types of Sleeves
 - Types of Cuffs
 - Types of Skirts and Yokes
 - Types of Trousers
 - Types of Swim wear
 - Types of Apparels
5. **Draw a Technical Element Aspect:**
 - Bows, Smocking, Drawstring, jabot, rouleau, shirring, tucks, vents, waist bands, yokes, Embroidery, Patch work, Appliqué work, ruffles, frills and flounces.

Book: Encyclopedia of Fashion Details – Patrick John – Ireland.

SEMESTER II
APPAREL FASHION DESIGN

CORE III

UNIT I : Fashion Terminology – Fashion, style, fad, classic, and collection, Haute Couture, Pre –a –Porter, mass market, chic, avant-garde, Custom-made , couture, couturier, mannequin , fashion- show, trend, forecasting, fashion cycle, fashion director, fashion editor, fashion merchandising, buying house.

UNIT II: Elements and Principles of Design – line, shape or form, colour, size and texture. Application of structural and decorative design. Principles of design -balance –formal and informal, rhythm-through repetition, radiation and gradation, emphasis, harmony and proportion. Application of principles of design in a dress.

UNIT III: Wardrobe Planning : for different age groups, Fashion and season, Designing dresses for different occasions –business meetings, parties/ dinners, evening wear, red carpet, wedding , sports, Academic wear for different category.

UNIT IV: Designing Dresses for Different Figures –Stout figure, thin figure, slender figure, narrow shoulders, broad shoulders, round shoulders, large bust, flat chest, large hip, and large abdomen, round face, large face, small face, prominent chin and jaw, prominent forehead.

UNIT V: Study about designers – India, France, Germany, U.S, United Kingdom and Italy (any one popular designer)

Reference:

1. Fashion Sketch Book – BinaAbling, Fair Child Publications, New York Wardrobe
2. Strategies for Women –Judith Rasband, Delmar publishers London
3. Inside the Fashion Business- Bennett, Coleman &Co,Mumbai.
- 4.Art and Fashion in clothing selection – Harriet T,McJimsey,The Iowa University press,Ames,Iowa.
5. Fashion – from concept to consumer – Gini Stephens Frings, 6th Edition, prentics Hall.

CORE IV **PATTERN MAKING AND DRAFTING**

Objectives:

To familiarize students with tools and methodologies of pattern making And analyze the designs and selection of pattern making principles.

UNIT I: Introduction to pattern making-tools and equipments –standard measurements-types of pattern making-flat pattern- draping.

UNIT II: Drafting a basic bodice block front – drafting basic bodice block back – dart manipulation- pivoting and slash – single dart series- Mid shoulder-centre front- French dart-mid armhole dart- bust dart. Double dart series- shoulder and waist dart-center front neck and center front waist dart- mid armhole and French dart.

UNIT III: Drafting a sleeves block-sleeve variation – cap sleeve-puff at cap-puff at hem- Leg O Mutton sleeve- Bell sleeve. Drafting a collar – collar variation – mandarin collar- peter pan collar- shirt collar.

UNIT IV: Drafting a skirt block front- Drafting a skirt block back- skirt variations- ‘A’ line flared skirt – Godet skirt- gore skirt- full circular skirt- wrap skirt

UNIT V: Basic Torso foundation development- fullness garment – yoke fullness garment- pleats fullness garment – gathers fullness garment

Reference book:

Pattern making for fashion design – Helen Joseph Armstrong.
Dress fitting – Bray Natalie

CORE PRACTICAL - II

FASHION ILLUSTRATION

1. Draw a mechanical Croqui – 10 head Theory.
2. Photo Analyze for pose – Draw a Fashion Illustration different poses.
3. Draw a face with elements (eyes, nose, lips ears and hair style)
4. Draw different garments drape on Fashion figure and apply Fabric texture on Fashion Illustration with Suitable medium.
5. Draw a illustration - wedding collection.

Books: The encyclopedia of Fashion Illustration Techniques- Carol A.
Figure Drawing for Fashion Design - de E Drudi (Autor)
Fashion Sketchbook – BinaAbling

ALLIED PRACTICAL II

E-DESIGN

1. Draw two colour dress material textile natural design, size – 9x9 inches using coral draw software.
2. Draw two colour dress material textile abstract design, size – 9x9 inches using coral draw software.
3. Draw two colour dress material textile Geometrical design, size – 9x9 inches using coral draw software.
4. Do colour separation in given dress material design by coral draw.
5. Separate first and second colour of given design by film processing coral draw
6. Using coral draw prepare textile traditional butta and border design
7. Using coral draw; prepare textile traditional sari design with 2 colors and 4 colors
8. Using coral draw, apply different color for a garment.
9. Using Photoshop prepare a garment using elements of design
- 10) Do colour separation in given dress material design by Photoshop.

SEMESTER III

CORE V APPAREL MANUFACTURING TECHNIQUES

OBJECTIVE: To Make the Student Understand the Techniques in Apparel construction

Unit I- Parts and functions of a single needle machine, essential tools – cutting tools, measuring tools, marking tools, general tools, pressing tools. Seams and seam finishes – types, working of seams and seam finishes. Hems – types, stitches used.

Unit II- Fullness – Definition, types. Darts, Tucks, pleats, flares and godets, gathers and shirrs, frills or ruffles, flounces. Facings – bias facing, shaped facing and decorative facing. Binding – single bias binding, double bias binding.

Unit III- Plackets – definition, characteristics of good placket, types – Inconspicuous plackets and conspicuous plackets. Method of constructing the same. Fasteners – conspicuous (Button and button – holes, button loops, button with holes, shank buttons, eyelets and cords). Inconspicuous (press buttons, hooks and eyes, zips)

Unit IV- Sleeves – Definition, types, set – in sleeves – plain sleeve, puff sleeve, bishop sleeve, bell, circular. Modified armhole – squared armhole, cap sleeve and Magyar sleeve. Sleeve and bodice combined – raglan, kimono and dolman. Yokes – types, simple yoke, yoke with fullness within the yoke, yoke supporting/ releasing fullness.

Unit V- Collars – definition, types, peter pan, scalloped, puritan, sailor, square, rippled, full shirt collar, open collar, Chinese, turtle neck, shawl collar. Pockets – types, patch pocket, bound pocket, pocket in a seam, front hip pocket-garment defects and remedies.

References:

1. Practical clothing construction – Part I and II, Mary Mathews, Cosmic press, Chennai (1986)
2. The complete book of sewing – Dorling Kindersley limited, London, (1986)
3. Sewing and knitting – A reader’s digest, step by step guide, readers digest pvt limited.

CORE VI KNITTING TECHNOLOGY

OBJECTIVE- The subject aims to make the students understand various knitting techniques

UNIT-I Knitting – Definition- evolution- classification- types of knitting- hand knitting-machine knitting-circular knitting-flat knitting-knitting techniques-characteristics of knitted fabrics.

UNIT-II General terms- principles of knitting technology- parts of knitting machine-circular knitting machine- flat knitting machine-knitted loop structure stitch density.

UNIT-III Weft knitting –classification-circular rib knitting – purl- interlock- jacquard-single jersey -basic knitting elements-types and functions –knitting cycle,CAM-system-3 way technique to develop design-knit- tuck- miss-effect of stitches on fabric properties.

UNIT-IV Warp knitting-lapping variations-tricot- Rachel- simplex and Milanese -kitten Rachel-single bar-2 bar- multi bar machines- Types of threading- production of nets- curtains- heavy fabrics- elasticized fabrics. Fabric analysis of knitted fabric- Types of knitted fabric – fabric structure- fabric properties

UNIT V FABRIC Care and maintenance of knitted material-washing- drying- ironing- storing- laundering process and maintained -laundry -Water- hard and soft water, methods of softening water. – Stiffening Agents – Starch other stiffening agents, preparation of starch. Laundry blues, their application and Washing – Wash board, suction washer, wash boiler, washing machine. Drying equipment – outdoor and indoor types. Irons and ironing board – types of iron (box, flat, automatic, steam iron)

REFERENCE:

1. Knitting technology, David spencer, pergamen press, Oxford (1982)
2. 2.Principles of knitting, D B Ajonker, Universal publishing corporation.(1998)
3. 3.Warp knit elements, Wilkens C U, Wilkens (1997).

CORE - VII

HISTORY OF COSTUMES

OBJECTIVE:

The subject aims to make the student understand the clothing trends in different states of India as well as costumes for Western culture.

UNIT – 1: COSTUMES -origin of costume, Growth of dress out of painting, cutting etc..., Study of dyed and printed textiles of India – Bandhani- patola- ikat- kalamkari –techniques used- Study of woven textiles of India - Dacca Muslin- Banarasi /Chanderi brocades- baluchar- himrus and amrus Kashmir shawls- pochampalli- silk sarees of Kanchipuram.

UNIT – 2: TRADITIONAL COSTUMES IN DIFFERENT STATES OF INDIA- Costumes of India – Traditional costume of different states of India (Tamil Nadu, Kerala, Andhra Pradesh, Karnataka, Assam, Orissa, Bihar, West Bengal, Maharashtra, Rajasthan, Haryana, Himachal Pradesh, Uttar Pradesh, Jammu and Kashmir, Gujarat, Madhya Pradesh)

UNIT-3: American Indians of the southwest,-American Indians of plains and northwest,

UNIT- 4: Mexico- Colombia- UK-European countries-Egypt, Greece, roman, Scotland, Denmark and Switzerland.

UNIT-5: Eastern countries- Mongolia, china, Japan, Pakistan, African costumes.

TEXT BOOK

1. History of fashion, ManmeetSodhia-Kalyani Publishers
2. Fashion Kaleidoscope, MeharCastelino-Rupa and Co

REFERENCES:

- 1) Costumes Of Indian And Pakistan, Das SN, DB Taraporevala Sons & Co, Bombay(1958)
- 2) Historic Costume , chas A, ‘ Bernard and Co, Illinois(1961)
- 3) REFERENCE BOOKS : Indian Jewellery – M.L.Nigam, Lustre Press Pvt Ltd, India (1999)
- 4) Indian Costume – G.H Ghosrye, Popular books Pvt Ltd.

CORE PRACTICAL III

DYEING AND PRINTING

1. Preparation of sample for printing – cotton, silk, polyester and jute
2. Preparation of printing paste
3. Preparation of samples for hand block printing
4. Preparation of stencil & use stencil printing and spray painting.
5. preparation of screen & samples for screen printing
6. Prepare Tie & dye samples
7. Prepare Batik samples.
8. Fabric Dyeing-cotton, silk, polyester and jute

ALLIED PRACTICAL III

FASHION ACCESSORIES, LIFESTYLE PRODUCTS & SURFACE EMBLLISHMENT

Create designs with concepts and suitable mediums.

1. Draw and make a fashion Jewelry (any 5)
2. Draw a antiquity (traditional) jewelry design
3. Draw and make a wedding head gear (two designs)
4. Draw a leather goods designs (15 designs)
5. Draw a leather foot wear design (10 design)
6. Draw a watches (5 designs)
7. Draw a lifestyle eye glasses(5 design)
8. Prepare Hand embroidery – 20 stitches -10 samples (Running, double running, stem, chain, lazy daisy, magic chain, satin, long and short, seed, French knot, bullion knot, button hole, fly, fishbone, herringbone, couching, feather –single and double, cut work.
9. Prepare traditional embroidery -Embroidery of Kashmir, Phulkari of Punjab, Gujarat – Kutch embroidery, embroidery of Rajasthan, Kasuti of Karnataka, Chickenkari work of Lucknow, Kantha of Bengal.
10. Prepare Machine Embroidery- 3 samples.
11. Prepare Smocking -3 types
12. Prepare a sample for Bead work aari work, seqencework, zardoshi.

**SKILL BASED SUBJECT PRACTICAL I
GARMENT CONSTRUCTION-I CHILDREN'S APPAREL**

Drafting and constructing the following garments for the features Prescribed List the measurements required and materials suitable Calculate the cost of the garment Calculate the material required-Layout method and direct measurement Method

1. Bib- Variation in outline shape
2. Panty-plain or plastic lined panty
3. Jabla- without sleeve, front open (or) Magyar sleeve, back opens
4. Baba suit- knickers with chest piece attached (or) Romper
5. 'A'-Line petticoat- double pointed dart, neck line and armhole finished with facing (or) petticoat with gathered waist
6. Summer frock- with suspenders at shoulder line, without sleeve/collars (or) Angel top with raglan sleeve, fullness at neck line
7. Yoke frock- yoke at chest line, with open, puff sleeve, gathered skirt9OR0 frock with collar, without sleeve, gathered/ circular skirt at waist line (or) Princess line frock
8. Knickers- elastic waist, side pockets
9. Shirt- open collar, with pocket

**SEMESTER IV
CORE VIII APPAREL MARKETING**

OBJECTIVE: The subject aim to make the students understand the apparel marketing procedures

UNIT-I Meaning and classification of Marketing , fashion Marketing ,fashion Market – Size and structure, Marketing environment – Micro and macro marketing environment , Trends in marketing environment .

UNIT-II Marketing Function – Assembling, standardization and Grading and packaging, product planning and development, importance of fashion products, Nature of fashion products. The fashion industry and new product development, product mix and range planning, Fashion and related cycles.

UNIT-III Fashion Advertising and preparation of advertising for apparel market , Advertising media used in apparel market – Advantages and limitations, Advertising department – structure and functions , advertising agencies – structure and functions . Advertising Budget.

UNIT-IV Fashion sales promotional programme for apparel marketing , communication in prop motion, Personal selling, point of purchase, sales promotion – Objectives and methods, Marketing Research – Definition, Scope and Process – Areas of research.

UNIT-V Pricing policies and strategies for apparel products, importance of price policies, Functions and factors influencing pricing- internal and external, pricing strategies for new products, methods of setting prices.

REFERENCES;

1. Marketing- RSN Pillai and Bhagavathi, S Chand and Company Ltd, New Delhi.
2. Marketing management – Dr B K ChatterjeeJaico, Juice publishing house, Bombay.
3. Marketing Principles and methods – Philip C F and Duncon, Irwin Publications.
4. Principles of marketing – back Man T N, Munard H H and Davidson W R, Ronald Press Company Newyork.
5. Fashion marketing – Mike Easey, Black well Science Ltd.
6. Advertising – C N Sonatakki, Klyani Publishers New Delhi.

CORE IX

FASHION JOURNALISM

Objectives:

Give specific training professionals in the fashion industry, who wish to start or recycled in this way- Formalize and establish the most common genres in fashion magazines and trends.

UNIT 1 - FASHION JOURNALISM- Mechanisms of current fashion press- Fluency influence writing a style and language appropriate- Dealing with interviews, writing property and knowledge fashion news- Mastering Social Media tools on all platforms (blogs, twitter, face book, Printer....) and apply the new Journalism and Fashion Communication

UNIT - 2 : INTRODUCTION TO FASHION EDITORIAL-Introduction and brief history of fashion journalism - Technology of media, Journals. Fashion Magazines: female, trends, fashion television, fashion in newspapers, Internet- Genres of fashion journalism, modeling and analysis: a chronicle, critique specialized reportage, interview - Figure of the fashion editor

UNIT - 3 FASHION JOURNALISM-The future for the fashion press - Fashion and communication strategies- The relationship of the brand with the media- Appropriate forms of communication for a brand - Fashion Advertising- The fashion editorial: visual language of fashion.

UNIT - 4 COMMUNICATION FASHION-Advertising communication - Media informatics - T V Communication - internet communication - fashion details - global marketing - fashion models- fashion costumes-fashion photography- fashion show - fashion cosmetology- fashion wear- merchandising communication-client co-ordination - buyer.

UNIT 5 : SOCIAL NETWORK IN FASHION-A new generation, a new language - Building and managing a blog - Ego blogs vs. specializes blogs - Monetize your blog - Social networks and thier use in fashion - fashion communication network, social and ethics, social concepts, fashion advertisement communication, network processing.

REFERENCE BOOK

1. Professional Journalism M.V.Kamath
2. Fashion communications Marian Frances Wolbers
3. Writing for the Fashion business. Kristen K. Swanson
4. Media & Communication (general)

5. Print Media & Photo journalism Charles nandi
6. The elements of Journalism Bill Kovach & Tom Rosentiel.

ALLIED I

PRODUCTION & QUALITY CONTROL

OBJECTIVE:

The course aims to introduce machines in fashion, planning time, quality, skills and safety concerns in Industrial setup.

UNIT – 1: METHOD OF STUDY Basic methods study- introduction, method study part in your job, sequence of improvement, principles of motion economy, how to record methods. Basic work measurements- work measurements, elements, timing, timing errors, rating, allowances, standard time calculations, PMTS.

UNIT – 2: PRINCIPLES OF INDUSTRIAL MANAGEMENT Balancing – basics, theoretical balance, skills inventory, initial balance, balance control -Production systems- Planning and control. Principles of cutting- types of cutting in the fashion industry -Principles of sewing- types of machines and accessories to simplify and modernize the concept of basic sewing. - Principles of pressing- types of press.

UNIT – 3: FASHION INDUSTRY Packaging- various methods, people involved and precautions to be taken. Quality control at each stage.- Quality standards- ISO, etc. -Quality from design to dispatch introduction , design, cloth and trimmings, fusible, cutting, making up, after make, quality cycle.

UNIT – 4: QUALITY CONTROL Production and people -Training – importance, methods of training , how training can be made effective.-Charting and layouts- introduction, single line, double line, product layout, process layout.- Industrial visits.

UNIT – 5: TQM Quality Assurance –Quality Management – Total Quality –TQM procedures - Industrial Management – Industrial Safety – Industrial Welfare – Industrial Psychology – Quality Control

TEXT BOOK 1. Intro to clothing &Production Management -A J Chuter,Blackwell Science

REFERENCE BOOK

1. The Tech of clothing manufacture -Harold Carr Blackwell
2. Garment Technology for Fashion Designers - Gerry Cooklin Blackwell

CORE PRACTICAL IV

FASHION PRESENTATION

1. Create A Theme Board
2. Create A Mood-Board
3. Create A Color-Board
4. Make A Fabric Swatches Board
5. Make A Client Board
6. Create A Collection Of Illustration Of Garments (Manual And Photoshop)
7. Draw A Technical Garment
8. Illustrate Collection Of Accessories

CORE PRACTICAL V

GARMENT CONSTRUCTION II-WOMEN'S APPAREL

Designing, drafting and constructing the following garments for the features prescribed List the Measurements required and Materials suitable Calculate the cost of the garment, Calculate the material required –Layout method and direct measurements method

1. Saree Petticoat- Six Panel, Decorated bottom.
2. Skirts – Circular/umbrella/panel with style variations.
3. Blouse- front open, Fashioned neck, Waist band at front, with sleeve.
4. Salwar (or) Churidhar (or) Parallels (or) Bell Bottom
5. Kameez – with /without slit, with or without flare, with /without opening, with or without panels, with /without yoke.
6. Nightie –With yoke, front open, with sleeve, full length.
7. Ladies pant- waist band, zip attached, tight fitting / parallel pants.
8. Short kurta / top – Decorative / surface design in tailored placket, with or without collar.

SKILL BASED SUBJECT PRACTICAL II

FASHION PHOTOGRAPHY

1. Types of photography.
2. Still photography.
3. Outdoor and Indoor photography.
4. Fashion model photography.
5. Fashion magazine photography.
6. Types of photo prints.

SEMESTER V
CORE - X APPAREL MERCHANDISING

UNIT I Merchandising:

Introduction, Meaning- Apparel Merchandising – Concepts of ‘Six Rights’-Organisation structure of an apparel industry – Classification of Exporters - Rating or Grading of export houses – Classification of buyers – Export merchandising and retail merchandising –Company profile and its contents

UNIT II Process flow in apparel industry

Buyer sourcing & communication – Enquiry – Orderconfirmation – order review and its importance – Planning & programming: Master planning, Scheduling or route card – Factors for route card - programming for yarn, knitting, dyeing, stitching, sampling, accessories – Samples: Meaning &importance – Types of samples –expedition of samples

UNIT III Inspection and its types – Testing – Check points before cutting - Pilot run or trial run and its importance – Approvals - Types of approvals – Shipping marks – Final inspection procedures –Self, Second and Third party inspection - Effective expedition procedures – Order sheet and its contents – Packing list and its contents – Document formats: order sheet, packing list, invoice, inspection and testing reports etc., - Assortment and its types

UNIT IV- Types of merchandiser - Functions of a merchandiser – Essential requisites of a good merchandiser – Vendor sourcing, evaluation and development – Global sourcing – Vendor nomination by buyers – Reasons for vendor nomination – Documents recording and maintenance – Claims and reasons for claims - Factory audits – Buyer’s code of conducts

UNIT V-Export associations – Apparel Export Promotion Council – Journals and magazines related to apparel and textiles –Trade shows and Fairs – Participation in trade shows – Advantages of trade shows and fairs - Apparel & Textile Trade shows and fairs in India –

REFERENCES:

1. Daragho' Reilly, Jullian J. Gibbs, Building Buyer Relationships.
- 2 McMillan Publishing Co., Inside the Fashion Business..
3. Strong Elian, Fashion Merchandising.
4. Apparel merchandising
5. Apparel Views, Jan'09, “ Apparel Merchandising – The concept of six rights”

CORE - XI EXPORT ANALYSIS & DOCUMENTATION

OBJECTIVE: The subject aims to develop the skill in export and documentation

Unit I: Cost estimation of yarn, knitted fabric, dyeing, printing & finishing. Cost estimation for cutting, stitching, checking, forwarding, shipping and insurance –INCO terms & their relationship with costing. Estimation of factory cost for vest, briefs, shorts, T-Shirts, pajamas, children’s wear and women’s wear. Various factors to be considered in costing for domestic products & international products.

Unit II: Introduction – Apparel Export promotion Council and it's role – Registration formalities – Registration cum membership certificate – Import Export code – RBI code. Benefits and incentives offered by Government of India to garment export. Role of SEZ and apparel parks in export.

Unit III: Need, rationale and types of documents relating to goods – Invoice – Packing note and list – Certificate of origin – Certificates related to shipment – Mate receipt – Shipping bill – Certificate of measurement – Bill of lading – Air way bill – Documents related to payment – Letter of credit – Bill of exchange – Letter of hypothecation – Bank certificate for payment – Document related to inspection – Certificate of inspection – GSP and other forms. Importance of insurance of goods in foreign trade – ECGC and its role.

Unit IV: Import license – Procedure for import license – Import trade control regulation procedure – Special schemes – Replenishment license – Advance license – Split up license – Spares for after sales service license – Code number – Bill of entry.

Unit V: Pre shipment inspection and quality control – Foreign exchange formalities – Pre shipment documents. Shipment of goods and port procedures – Customs clearance.

BOOKS FOR REFERENCE:

1. Paras Ram, Hand Book of Import and export Procedures

CORE - X II

GARMENT CASTING & PROGRAMMING

Unit- 1 - INTRODUCTION TO COST ACCOUNTING-Responsibility Accounting , uses of cost accounting, elements of cost, direct labor, factory overhead, cost of goods manufactured statement, cost behavior patterns in the Apparel Industry, Fixed , variable, semi variable, job order for process costing.

Unit-2 - ACCOUNTING FOR FACTORY OVERHEAD- Capacity level concepts, production and service department, direct and indirect costs, over and under applied overhead-bank statement – final accounting- cost accounting- random statistics.

Unit- 3 - COST VOLUME PROFIT ANALYSIS - Break even analysis: Contribution margin, variable cost ratio, and marginal income, sales mix by garment style, effect of volume change, price volume analysis. Apparel marketing cost analysis– Marketing cost accounting marketing cost standards, variance analysis for marketing costs, effective variance.

Unit-4 - DETERMINING PRICING OF APPAREL PRODUCTS: Price elasticity of demand and supply , marginal revenue and marginal cost, cost plus pricing , variable cost pricing , direct cost pricing – estimating- cost pricing control- planning- production cost- marketing cost-management costing & procedure.

Unit- 5 -DERIVATION OF COST OF APPAREL - woven and knitted. The budgeting process includes budgeting principles for the Apparel Industry, fixed and variable budget, and laminations of budgets in any justification effort.

REFERENCE BOOK:

1. N.Vinayakam, P.L.Mani, K.L.Nagarajan – Principles of Accountancy – S.Chand& Company Ltd.,
2. T.S.Grewal – Introduction to Accountancy– S.Chand& Company Ltd.,
3. R.L.Gupta, V.K.Gupta, M.C.Shukla – Financial Accounting – Sultanchand& sons
4. T.S.Grewal, S.C.Gupta, S.P.Jain – Advanced Accountancy– Sultanchand& sons

CORE – PRACTICAL VI

DRAPING

1. Prepare a basic bodice block – front
2. Prepare a basic bodice block – back
3. Create Dart manipulation, neck lines and collar
4. Prepare sleeve block
5. Prepare sleeve variations
6. Prepare skirt block – front
7. Prepare skirt block – back
8. Prepare yoke in bodice and skirt.
9. Prepare fullness of garment. Using various technical aspect – (pleats and gathers)
10. Create any 10 different garments using draping technique.

CORE PRACTICAL - VII
PRACTICAL GARMENT CONSTRUCTION III- MEN'S APPAREL

Designing, drafting and constructing the following garments for the features Prescribed List the measurements required and materials suitable, Calculate the cost of the garment Calculate the material required – layout method and direct measurement method

1. S.B.Vest and D.B Vest– with/ without collar, button attached, sleeveless
2. Shirt – full open, shirt collar, patch pocket,
3. kurta –stand collar, side pocket, half open
4. Pyjama- Elastic /Tape attached waist.
5. Pleated trousers – pleats in front, Darts at back, side pocket, fly with button /zip.
6. T-Shirt – open collar, zip attached
7. Bermudas –patch pocket

SKILL BASED SUBJECT PRACTICAL III COMPUTER AIDED DESIGN (CAD)

1. **Application of colour harmony in Design**
 - Monochromatic colour harmony • Analogous colour harmony • Complementary colour harmony
 - Double Complementary colour harmony • Split complementary colour harmony
 - Triad colour harmony • Tetrad colour harmony • Neutral colour harmony
2. **Applications of Principles of design in dress design**
 - Balance –Formal and informal • Rhythm – by line movement, gradation, repetition.
 - Emphasis • Proportion • Harmony
3. **Design Garments for the following.**
4. • Sports Wear- Tennis, Basket ball/foot ball (men and Women), Golf, any other. • Summer Wear - Children, men and women • Spring Wear - Children, men and women • School uniforms – Preschool, school, higher secondary and college going students-boys and girls.
5. **Prepare pattern for the following**
 - Bib • Jabla • Knicker
6. **Grade the following patterns**
 - Bodice front • Bodice back

CORE PRACTICAL VIII GARMENT QUALITY INSPECTION

1. Quality parameters of the following
 - i. Yarn
 - ii. Fabric
 - iii. Fabric dyeing and Printing
2. Step used in Fabric Quality Inspection shredding
3. Step used in Marker planning Quality Inspection
4. Step used in Cutting process Quality Inspection
5. Step used in Cutting process Quality Inspection
6. Step used in Line balance Quality Inspection
7. Step used in Trimming Quality Inspection
8. Step used in Sewing Quality Inspection
9. Step used in Pressing, Labeling and Packing Quality Inspection
10. Chart and complete Functions of final inspection.
11. Export operations in Shipment

SEMESTER VI
CORE XIII APPAREL INDUSTRIAL ENGINEERING

UNIT I: Plant Engineering Introduction to apparel Industry- Plant Location – Factors influencing plant location -Location Economics. Plant Layout – Classification - Process Layout - Product Layout - Combination Layout – Plant layout procedures – factory building.

UNIT II: Product Design Product design, planning and development – Factors affecting apparel design - design by imitation – Product planning. Requirements for product design, Constituents of product planning and product development procedure. Requirements for process planning.

UNIT III: Line Balancing Production - Definitions - Terminology - Basic Production Systems - Evaluating and Choosing the System - Process Flow and Charts for Garment - Scheduling Calculations - Introduction to Balancing Theory - Balance Control - Balancing Exercises for Garment -Industry.

UNIT IV Production Planning and Control Functions: Planning, action and control phases – Forecasting order writing – process planning & routing – material control - scheduling – dispatching – re-planning. Coordinating Departmental Activities. Scheduling techniques: Load analysis sheet, Gantt chart, Order schedule chart. Cutting & Sewing room planning: Drawing and reproduction of the Marker – Marker planning & spreading specification – Cutting planning and requirements - Sorting and Bundling

UNIT V: Productivity Measurement of Productivity - Total Factor Productivity - Quick Response - Criteria for Increasing Productivity in Garment Industry - conducting productivity analysis survey in the garment industry.

References:

1. A. J. Chuter, Introduction to Production Management
2. Tripathi, Personal Management and Industrial Relations.
3. O.P. Khanna, Industrial Engineering and Management.
4. Rama Moorthi, Production and Operations Management.
5. T.R. Banga& S.C. Sharma, Industrial Organisation and Engineering Economics

CORE - XIV FASHION BUSINESS ORGANISATION

Unit I Fashion Environment:

Introduction to fashion industry - Fashion environment - Demographic & Psychographic, Economic, Sociological and psychological factors – Fashion cycle.Fashion business- Designer"s role, manufacturer"s role and retailer"s role.Leaders of fashion - Theories of fashion adoption.

Unit II Fashion Business:

Scope of fashion business - Primary level, secondary level and retail level – Type of fashion designers - Role of fashion designers – Principles of merchandising – Types of merchandising –

Role of merchandiser - Effect of Consumer – Types of buyers – communication with buyers and consumers.

Unit III Fashion Forecasting:

Fashion forecasting – Need for forecasting - Forecasting agencies – Role of forecasting agencies - Fashion direction and recent trends – Product development – product mix, factors affecting product mix.

Unit IV Fashion Market

Market research: Types of market – Retail & wholesale market – Domestic & international market – Designers labels – Chain stores – Brand market. Sourcing: method of sourcing – Raw material sourcing – Accessory sourcing .Resource planning – Supply and demand chain analysis – Just in time technology.

Unit V Advertisement and Promotions

Advertising: purpose – methods - types of advertising media - Sales promotion methods - Trade fairs and fashion shows as sales promotion techniques - Feedback to production and marketing departments - Use of computers as a tool for effective merchandising - Fashion auxiliary services.

References

1. Fashion Merchandising, Elian Stone,
2. Inside the Fashion Business..McMillan Publishing Co.,
3. Apparel Merchandising 4. Fashion : Concepts to Consumers

SKILL BASED PRACTICAL -IV EXPORT SAMPLING METHODS

Students will be given export order or export enquiry and they are asked to design the samples as per the specification given and also prepare a report containing the following details.

1. Yarn Details & Composition
2. Yarn Consumption per Garment
3. Fabric Details – Design, GSM, Machine Etc.,
4. Size Details 5. Factory Cost of Garment (Totally 5 Export Orders & Export Enquiries Shall Be Given)
5. Designs may be given from the following styles: Specialized Ladies Garments - Midis Skirts – Night Wears.
6. Party Wears - Casual Wears, Specialized Men"s Wear - Various Types of Knitted T Shirts for Formal and Casuals - Over Dresses.
7. Specialized Kid"s Wear For 1 To 5 Year Age Groups. Knitted Garments for Teen Ages / School Going Boys And Girls.

CORE PRACTICAL IX VISUAL MERCHANDISING PRESENTATION

I - Merchandise Mix:

- a. Merchandise line,
- b. The Assortment of Products,
- c. Assortment strategy,
- d. Merchandise Mix of Show Off,
- e. Role of a merchandiser,
- f. Other Atmospherics in Merchandising,
- g. Color scheme & Lighting

II - Store Management in Merchandising:

- a. Types of Stores, Location of a Store, Types of retail locations, planning a Store Layout,
- b. Store Layouts, Grid layout, Forced-path layout, Free-form layout,
- c. Boutique layout, combined layout, Store Space Allocation, Heads of space allocation in a store, Managing Customer Navigation in a Store,

III - Store Design and Display:

- a. Concept of Store Design and Display,
- b. Objectives of store design, Purpose and importance of display, Rules of display planning, Display Settings, Store Design, Exterior of a store, Interior of a store, Window displays.

IV - Merchandise Presentation

Color blocking, techniques of merchandise placement, Physical materials used to support the display, Components of display, Some Useful Display Fixtures, Shelves, Gondolas, Round racks, Four ways, Saccades and fixation, Replenishes, Plan programming.

PROJECT

FASHION PORT FOLIO PRESENTATION

Portfolio development and presentation technique;

To be planned for a season or occasion Mood board, Story board, Fabric board, colour board– to be presented separately or in a combined form.

1. Fabric development chart
2. Dying development chart
3. Textile Design development chart
4. Fashion illustration presentation
5. Garments in a collection – 25 COLLECTION