

**BHARATHIAR UNIVERSEITY, COIMBATORE.**  
**DIPLOMA IN FASHION MERCHANDISING (DFM)**  
**(for Community College)**

(for the candidates admitted form the academic year 2010-11 onwards)

**SCHEME OF EXAMINATIONS**

Subject	No of Hours		Examinations	
	Lecture	Practical	Duration	Marks
<b><u>Theory</u></b>				
<b>Paper I - Textile Science</b>	<b>5</b>		<b>3</b>	<b>100</b>
<b>Paper II - Costing &amp; Merchandising</b>	<b>5</b>		<b>3</b>	<b>100</b>
<b>Paper III - Elements of Fashion</b>	<b>5</b>		<b>3</b>	<b>100</b>
<b>Paper IV - Computer Fundamentals &amp; Business English</b>	<b>5</b>		<b>3</b>	<b>100</b>
<b><u>Practical</u></b>				
<b>Garment construction &amp; Illustration &amp; Computer Fundamentals Practical</b>		<b>4</b>	<b>3</b>	<b>100</b>
<b><u>TOTAL</u></b>				<b>500</b>

**TOTAL NO.OF HOURS: 24 HRS/week**

## **TEXTILE SCIENCE**

### **UNIT-I**

Introduction to field of textiles, classification of fibers,-Natural and chemical- Primary and Secondary Characteristics of textile fibers. Identification of textile fibers - manufacturing process- properties and uses of natural fibers and manmade fibers.

### **UNIT-II**

Spinning, definition, classification-Chemical and mechanical spinning- short staple spinning .Yarn – definition, Classification- Simple and fancy yarns, Sewing thread and its classification. Woven- basic weaves- Fancy weaves- Weaving technology- process sequences- machinery details- non-woven fabrics

### **UNIT-III**

Introduction- knitting- loop structure- Mechanical elements of weft knitting: needles-sinker-Jacks-Cams- Cylinder- Feeder and Take up – their function and operation. Warp knitting and weft knitting, Comparison of warp and weft knitting, Machineries and mechanisms. Warp knitting machines – types.

### **UNIT-IV**

Functional finishes-Sizing, De-sizing, Singeing, Mercerizing, Scouring Bleaching,Dyeing-Different types of dyes – methods of dyeing. - Printing –Print types - Methods of printing –Tie & Dye. Aesthetic finish.

### **UNIT-V**

Introduction to textile testing and quality control Humidity - Wet and dry bulb Hygrometer, Moisture regain - moisture content - conditioning oven. Fiber Tests - Yarn tests- yarn strength-Knitted Fabric - Loop Length - Course Length - Course/inch, Wales/inch - GSM - testing of color fastness washing rubbing, perspiration, dry cleaning bleaching,

### **REFERENCE BOOKS:**

1. Textiles- Fiber to fabric Corbman B.P. International Students edition McGraw Hill Book Co. Singapore.
2. Fabric Science 5<sup>th</sup> Edition-Joseph J. Pretel- Fair Child Publications New York [1990]
3. Textiles. Ninth Edition- Sara.J.Kadalph.
4. Knitting technology-David J Spencer
5. Principles of Knitting-D.B.Ajgoankar
6. Technology of Dyeing and Printing- Dr.V.A.Shenai
7. Technology of Textile Finishing-Dr.V.A.Shenai

## **COSTING & MERCHANDISING**

### **UNIT – I**

Merchandising – Functions of Merchandiser – Programming Accessories Arrangement - Approvals – Pattern Approvals – Size set Approvals – Pre Production follow up – Buyer Communication – Reporting – Record maintenance

### **UNIT –II**

Estimating, aims of estimating - costing, aims of costing - difference between estimating and costing - types of estimates. Elements of cost - material cost - Labour cost different types of expenses - cost of product - advertisement cost.

### **UNIT- III**

Material cost -cost of yarn, cost of fabric production, cost of processing width of fabric, and design affecting cost - lot size, and cost of components - cutting cost - making and trim cost [CMT cost]. Simple problems

### **UNIT – IV**

Programming – fabric consumption calculation – Scheduling – Concepts of scheduling - Types of Scheduling.

### **UNIT – V**

Export Procedures - Import/Export Documentation –FOB, C&F, CIF–Shipping mark– Certificate of Origin- - Letter of Credit - Bill of Lading – Export License- Packing list – Commercial Invoice.

### **REFERENCE BOOKS:**

1. Laing, R.M and Webster, J. Stitches and Seams, The Textile Institute, Manchester, 1998.
2. Glock R.E. and Kunz G.I., apparel manufacturing; Sewn Product Analysis, Prentice Hall, 1995.
3. Mehta P.V. An Introduction to Quality Control for the Apparel Industry, Marcel Dekker, 1992.
4. Cooklin F. Garment Technology for Fashion Designers, Blackwell Science, 1997.

## **ELEMENTS OF FASHION**

### **UNIT -I**

Elements of Art and Principles of design – Color – psychology of clothing – Fashion Terminology- History of costumes – Traditional of Textiles of India –Costumes and fashion – Terms used for clothing during French Revolution.

### **UNIT-II**

Fashion Industry –Fashion Promotion – Fashion Designers and their famous Labels.

### **UNIT –III**

Elements of design - line, shape, form, color and texture. Principles of design- Balance, Rhythm, Harmony, Proportion, and Emphasis.

### **UNIT – IV**

Apparel design –Neck designs - Collar design – Yoke design - Sleeve styles – skirt designs – Silhouette – Different shapes of Silhouette.

### **UNIT –V**

Introduction – bias – grain – Seam and seam finishes – Hemming – Types of hem – Introducing fullness in garments – Gathers – Pleats –Flares –Flounces - Accessories-decorative items - Sleeves – different types of Sleeves.

### **PRACTICAL:**

1. Sketching
2. Sewing Lab

### **REFERENCE BOOKS:**

1. Sumathi G.J. “Elements of fashion and Apparel Design” New age International Pvt. Ltd., publishers, New Delhi-2005.
2. Elizabeth Rouse, “Undertaking fashion”. Blackwell scientific publications, Oxford, 1989.

## **COMPUTER FUNDAMENTALS & BUSINESS ENGLISH**

### **UNIT - I**

Introduction to Computer – Definitions of a computer – Generation of a computer – Classification of a computer – Areas of Application – Limitation of a computer – Components of a computer system – Hardware – CPU, Input Devices, Output Devices, Motherboard, Power supply

### **UNIT-II**

M.S. OFFICE - Word – Spreadsheet - PowerPoint

### **UNIT – III**

Business Communication and types - barriers to communication, Methods of communication. Mass media in communication. Nature and scope of Business English- Letter Writing – Personal letters - Formal letters.

### **UNIT – IV**

Deals with Meaning and Explanation of Coping, Positive and Negative - Deals with Self Esteem, Self Concept, Self Acceptance and Personality Development.

### **UNIT – V**

Deals with Positive Thinking and Goal Setting - Deals with Motivation and Self Actualization and Meaning and Attitude to success.

### **REFERENCE BOOKS:**

1. MS-Office - BPB Publication.
2. Internet – Robert E.Kahn and Vinton G.Cerf.

**GARMENT CONSTRUCTION, ILLUSTRATION &**  
**COMPUTER FUNDAMENTALS - PRACTICAL**

**UNIT-I**

Basic drawing-Different types of Line-Different types of strokes-Figure drawing, Object drawing. Positive effect – Negative effect – Natural Sceneries – Fashion figures - Head Theory - 4 ½ Theory - 7 ½ Theory - 10 Head Theory

**UNIT-II**

Balance – Rhythm – Harmony – Emphasis – Proportion of fashion figures with garments.

Different views of eyes, nose, lips – normal hand design and fashionable hand design – normal feet and fashionable feet – Hair styles.

**UNIT-III**

Raglan sleeve & Shorts- Preparation of paper pattern and method of stitching the garment. T-Shirt & Polo T-Shirt- Preparation of paper pattern and method of stitching the garment - Track suit & Ladies Top - Preparation of paper pattern and method of stitching the garment. Developing the designed garment

**UNIT-IV**

M.S.WORD : Print a document, use office Assistant Insert a word art object, Add auto shapes, Insert a picture from the Clip Art Gallery, Insert Bullets and Numbers

M.S.EXCEL: : Create new file, Enter and format text, Add borders, work with cells, Add header and footer, Print a worksheet, work with Templates, working with rows and columns, Formatting numbers, using functions, sorting data.

**UNIT-V**

MS POWERPOINT: Create a slide presentation, use different slide views, work with slide master, work with text in slide, Create header and Footer, work with pictures, Print slides, Create Organization Charts, Insert charts, Add Slide Transition, Add slide Animation, Add slide Timings, Set up a slide show

**REFERENCE:**

1. Clothing construction 1&2-Mary Mathews.
2. Sewing for Apparel Industry-Clair Shaiffer
3. Allen & seaman, “Fashion drawing”
4. Patrick John Ireland, “Fashion design drawing and Presentation”, B.T Bats ford Ltd, 1993