B. Sc. Apparel Fashion Designing

Syllabus

AFFILIATED COLLEGES

Program Code:26Q

2020 – 2021 onwards

BHARATHIAR UNIVERSITY

(A State University, Accredited with "A" Grade by NAAC,
Ranked 13th among Indian Universities by MHRD-NIRF,
World Ranking: Times -801-1000,Shanghai -901-1000, URAP - 982)

Coimbatore - 641 046, Tamil Nadu, India

Program Educational Objectives (PEOs)	
PEO1	After the completion a student can excel in the field of commercial garment
PEO2	The student can create his own brands and designer labels
PEO3	The student can start his enterprise as design studio
PEO4	The student can work as fashion stylist in reputed retail outlet
PEO5	The student can start his career in the area of accessories designing
PEO6	The student can work as a fit analyst
PEO7	The student can work as fashion photographer
PEO8	The student can work as stylist for fashion market
PEO9	The student can work as a freelancer
PEO10	The student can work as fashion merchandiser

Program Specific Outcomes (PSOs)	
PSO1	The student should learn about the basic concept of designing and design elements
PSO2	The student will learn about manual fashion sketching
PSO3	The student will learn about fashion illustration
PSO4	The student will learn about digital designing using software
PSO5	The student will learn about manual pattern making
PSO6	The student learns about various value addition process like dyeing, printing and embroidery
PSO7	The student will learn portfolio preparation and final collection
PSO8	They learn about basic garment costing
PSO9	Students learns about the techniques of fashion draping and fashion photography

Program Outcomes (POs)	
PO1	The student become thorough and skilled in the area of design development by using design software
PO2	They will know and study the behavioural characteristics of fabric and its application in fashion market
PO3	The student should know various value addition techniques
PO4	They should learn to manufacture proto samples by using manual or pattern CAD and stitching
PO5	The student should know to drape a customized garment design
PO6	They should learn to implement design techniques in portfolio and collection making
PO7	The student should learn the fashion market and its strategy including costing to commercialize his design in the international fashion scenario

BHARATHIAR UNIVERSITY: COIMBATORE 641 046
B.Sc. Apparel Fashion Designing Curriculum
(For the students admitted during the academic year 2020 – 21 onwards)

Course Code	Title of the Course	Credits	Hours		Dur. Hrs.	Maximum Marks		
			Theory	Practical		CIA	ESE	Total
	FIRST SEMESTER							
11T/F/H/M	Language I	4	6	-	3	25	75	100
12E	English I	4	6	-	3	25	75	100
13A	Core Paper I - Design Concepts and Methodology	4	4	-	3	25	75	100
13B	Core Paper II - Basics of Textile Manufacturing	4	5	-	3	25	75	100
13P	Core Practical I - Fashion Sketching	2	-	4	3	20	30	50
1AP	Allied Practical I - Computer Applications Practical	3	-	3	3	30	45	75
1FA	Environmental Studies #	2	2	-	3	-	50	50
	Total	23	23	7	-	-	-	575
	SECOND SEMESTER							
21T/F/H/M	Language II	4	6	-	3	25	75	100
22E	English II	4	6	-	3	25	75	100
23A	Core Paper III - Fashion Appreciation	3	4	-	3	20	55	75
23P	Core Practical II - Sewing Techniques	2	-	3	3	20	30	50
23Q	Core Practical III - Pattern Making and Grading – I	3	-	3	3	30	45	75
23R	Core Practical IV - Fashion Illustration	3	-	3	3	30	45	75
2AA	Allied Paper II - Fundamentals of Apparel Designing	4	3	-	3	25	75	100
2FB	Value Education – Human Rights #	2	2	-	3	-	50	50
	Total	25	21	9	-	-	-	625
	THIRD SEMESTER							
33A	Core Paper IV - History of Costumes	4	4	-	3	25	75	100
33P	Core Practical V - Pattern Making and Grading – II	2	-	5	3	20	30	50
33Q	Core Practical VI - Garment Construction for Knits	3	-	6	3	30	45	75

33R	Core Practical VII - Computer Application in Fashion – I	2	-	6	3	20	30	50
3AA	Allied Paper III - Garment Manufacturing Techniques	4	4	-	3	25	75	100
3ZP	Skill Based Subject I - Design for High End Knits - $	3	-	3	3	-	-	75
3FA/B/C/D	Tamil @ / Advanced Tamil # (Or) Non-Major Elective I (Yoga for Human Excellence) # / Women's Rights #	2	2	-	3	-	-	50
	Total	20	10	20	-	-	-	500
	FOURTH SEMESTER							
43A	Core Paper V - Apparel Production Management	4	5	-	3	25	75	100
43B	Core Paper VI - Textile Wet Processing	4	4	-	3	25	75	100
43P	Core Practical VIII - Computer Application in Fashion – II	4	-	6	3	40	60	100
43Q	Core Practical IX - Garment Construction – Woven	3	-	6	4	30	45	75
4AP	Allied Practical IV - Textile Wet Processing	4	-	4	3	40	60	100
4ZP	Skill Based Subject II - Practical II Fabric Analysis and Designing	3	-	3	3	30	45	75
4FA/B/C/D	Tamil @ / Advanced Tamil # (Or) Non-Major Elective II (General Awareness #)	2	2	-	3	-	50	50
	Total	24	11	19	-	-	-	600
	Internship Training in a Garment Unit / Boutique for 15 days							
	FIVTH SEMESTER							
53A	Core Paper VII - Fashion Entrepreneurship and Retailing	4	5	-	3	25	75	100
53P	Core Practical X - Fashion Accessories and Embellishment	3	-	6	4	30	45	75
53Q	Core Practical XI - Art Portfolio	4	-	4	3	-	-	100
53R	Core Practical XII - Draping Techniques	3	-	6	3	30	45	75
5EP/Q/A	Elective – I $	4	-	4	3	-	-	100
5ZP	Skill Based Subject III - Design for Traditional Wear Party and Bridal Collection $	3	5	-	3	-	-	75

57V	Internship Training – Viva-voce Report $	2	-	-	-	-	-	50
	Total	23	10	20	-	-	-	575
	SIXTH SEMESTER							
63A	Core Paper VIII - Fashion Business and Communication	4	5	-	3	25	75	100
63B	Core Paper IX - Garment Pricing and Trade Documentation	4	5	-	3	25	75	100
6EP/A/B	Elective Paper II	4	-	4	3			100
6EQ/C/R	Elective Paper III $	4	-	5	3	-	-	100
6ZP	Skill Based Subject IV Computer Aided Pattern Designing	3	-	5	3	30	45	75
67V	Design Collection Project Viva-voce $	4	-	6	3	-	-	100
67A	Extension Activities @	2	-	-		50	-	50
	Total	25	10	20	-	-	-	625
	Grand Total	**140**	**85**	**95**	**-**	**-**	**-**	**3500**
UGC – SWAYAM/ MOOCS/ NPTEL Additional Credit (Optional)								

Additional Credit Course

Earning Additional credit course is not mandatory for Programme Completion.
Prescribed courses under UGC – SWAYAM/ MOOCS/ NPTEL will be available for the affiliated colleges, as an optional.

$ for Viva: 20% External Marks and Report: 80%
@ No University Examinations. Only Continuous Internal Assessment (CIA).
#No Continuous Internal Assessment (CIA). Only University Examinations.
For Elective theory courses: 25% Continuous Internal Assessment & 75% University Examinations
For Elective practical course 40% Continuous Internal Assessment & 60% University Examinations.

First
Semester

Course code	13A	DESIGN CONCEPTS AND METHODOLOGY	L	T	P	C
Core		Paper I	-	4	-	4
Pre-requisite		Students required to have basic creativity and knack towards drawing	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are to:

1. To teach the basics of design elements and principles.
2. To fulfill the bridge between industry and academic.
3. To make the budding designer to work for world of fashion in order to fulfil the world class education in fashion design sector.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember the basics of Design Concepts	K1
CO2	Understand the principles of design.	K2
CO3	Understand the importance color and its application	K2
CO4	Apply the concepts of unusual figures in dress making	K3
CO5	Analyze the various colour and design concepts	K4

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	**Elements Of Design**	**11 hours**

Introduction to fashion - Fashion terminologies -Types of Design- basic, structural and decorative. Elements of design - form, shape, space, line, color and texture-Tudor fashion.

Unit:2	**Principles Of Design**	**11 hours**

Principles of design-balance-formal, informal and radial, proportion, emphasis, rhythm and harmony.

Unit:3	**Colours**	**13 hours**

Color wheel - Primary, secondary and tertiary colors. Color scheme - Hue, Value and Chroma, Tint, Tone, shade. Color harmony, Seasonal colors, Color psychology.

Unit:4	**Shapes And Silhouettes**	**13 hours**

Designing dresses for unusual figures – becoming and unbecoming – for the following figure types. 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, prominent chin and jaw, prominent forehead.

Unit:5	**Accessories**	**12 hours**

Introduction to Fashion accessories, trimmings and decoration. Wardrobe planning for different age groups, factors influencing wardrobe selection, Fashion and season.

	Total Lecture hours	**60 hours**

Text Book(s)

1	Colour Harmony – A Guide To Creative Colour Combinations, Bride M. Whelan, Rockport Publishers, USA, 1997.
2	Elements of Fashion and Apparel Design, Sumathi.G.J, New Age International (P) Ltd, New Delhi , 2002.
3	A Complete Guide to Fashion Designing, Jenny Davis, Bharat Bhushan Abhishek Publication, Chandigarh, 2006.

Reference Books	
1	Fashion Design, Kathryn Mckelvey & Janine Munslow, Blackwell Publication, New Jersey, 2003.
2	Encyclopedia of Fashion Details, Patric John Ireland, Prentice Hall, New Jersey, 1987.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.canva.com/learn/design-elements-principles/
2	https://www.slideshare.net/rhonrhonz/design-for-different-figure-types
3	https://www.colormatters.com/color-and-design/basic-color-theory
4	https://www.chicatanyage.com/planning-your-wardrobe-for-the-new-season/
Course Designed By: Ms. R Sneha	

Mapping with Programme Outcomes							
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	M	M	M	M	M	S	M
CO2	M	M	M	M	M	S	M
CO3	M	M	M	M	M	S	M
CO4	M	M	M	M	M	S	M
CO5	M	M	M	M	M	S	M

*S-Strong; M-Medium; L-Low

Course code	13B	BASICS OF TEXTILE MANUFACTURING	L	T	P	C
Core		Paper II	-	4	-	4
Pre-requisite		Basic knowledge of science	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are to:

1. Learn how fibre is spun to yarn and made into fabrics by understanding each process
2. Learn the basics of knitting and weaving
3. New fibres innovated is also discussed

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember about the basic types of fibre	K1
CO2	Understand the manufacturing process of fibres	K2
CO3	Understand the different varieties of yarn and its formation	K2
CO4	Understand the basics of fabric formation	K2
CO5	Analyze the importance of fibre selection in designing	K4

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	Textile Fibres	14 hours

Fiber – Classification of textile fibres-General properties of fibres – Polymers-types of polymerization Production sequence of cotton -jute- linen.

Unit:2	Animal and Minor Fibres	15 hours

Process sequence and properties of wool and silk – Wild silk types, Uses of pineapple fibre – milk fibre – spider silk – banana fibre.

Unit:3	Production of Synthetic and Semi Synthetic Fibres	14 hours

Production process of Semi synthetic fibres-viscose rayon and bamboo fibre Production process of synthetic fibres, Properties and uses: polyester and nylon fibre.

Unit:4	Yarn Production	16 hours

Short staple spinning system-Classification of yarn-Uses of blended yarn Texturized yarn: methods and types of textured yarns.

Sewing thread: types, essential properties and applications-Yarn numbering systems.

Unit:5	Fabric Production	16 hours

Knitting: knitting elements-types of needles-knitting cycle of latch needle with sinkers.

Weaving: Sequence of Preparatory Processes for Weaving - Important Motions of Weaving Comparison of knitting – basics of nonwoven, braiding and netting.

	Total Lecture hours	75 hours

Text Book(s)

1	Textile Fibers: Technology of Textile Processing, Vol.I, Shenai. V.A. Sevak Publications, Mumbai, 1996.
2	The Motivate Series – Textiles, Wynne, A, Macmillan Education Ltd., London, 1997.
3	A Text Book of Fiber Science and Technology, Mishra, S.P. New Age International (P) Ltd Publishers, New Delhi, 2000.

4	Hand Book of Textile Fibers – Vol. I & Vol. II. Gordon Cook, J, Wood Head Publishing Ltd., Cambridge, England, 1984.
5	Chemistry of the Textile Industry, Carr, C.M, Blackie Academic & Professional, London, 1995.
6	Understanding Textiles, Phyllis G.Torton, The Fairchild Encyclopaedia of Fashion, New York, 2005.
7	Essentials of Textiles, Marjory L.Joseph, Wadsworth Publishing Co Inc, 1988.
Reference Books	
1	Man-made Fibers, Moncrieff,W, Butterworth Scientific, UK, 1975.
2	Spun Yarn Technology Vol. I – III,A.Venkatasubramaniam, Saravana Publications, Madurai, 1993.
3	Textiles – Fiber to Fabric, Bernard P. Corbman, McGraw-Hill, 1983.
4	Knitting Technology, Prof. D.B.Ajgoankar, Universal Publishing Corporation, Bombay, 2006.
5	Weaving Mechanisms, Vol. I/II –N.N.Banerjee, Textile Book House, 1982.
6	Yarn Preparations, Vol I & II B.Senguptha, Mahajan Book Distributor, Bombay, 1990.
7	A Chemical Technology of Fibrous Material, Sadov.F, Korchagin.M, Matesky, Moscow : Mir Publishing, Moscow,1978.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://textilelearner.blogspot.com/2012/02/what-is-textile-fiber-types-of-textile.html
2	https://www.sciencedirect.com/topics/materials-science/synthetic-fiber
3	https://www.cottonworks.com/topics/sourcing-manufacturing/yarn-manufacturing/the-basics-of-yarn-manufacturing-spinning-process/
4	https://textilelearner.blogspot.com/2012/04/weaving-and-knitting-comparedifference.html
5	https://www.technicaltextile.net/articles/nonwoven-manufacturing-7188
Course Designed By: Ms. Narmadha Devi V.N	

Mapping with Programme Outcomes							
Cos	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	L	S	M	M	M	M	M
CO2	L	S	M	M	M	M	M
CO3	L	S	M	M	M	M	M
CO4	L	S	M	M	M	M	M
CO5	L	S	M	M	M	M	M

*S-Strong; M-Medium; L-Low

Course code	13P	FASHION SKETCHING	L	T	P	C
Core		Practical I	-	-	2	2
Pre-requisite		Basic drawing skill	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are to:

1. Learn the basics of object drawing and shading.
2. Learn basic head theories and draw human figures at different angles.
3. Learn hair style and accessories illustration.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember about the basics of Fashion illustration	K1
CO2	Understand the elements of sketching	K2
CO3	Understand the art of creating textures and shading	K2
CO4	Apply head theories while drawing fashion figures	K3
CO5	Apply hair styling, cosmetics and accessories to fashion figures	K3

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Experiments	**60 hours**

LIST OF EXPERIMENTS

1.Object Drawing and Perspective Drawing
2.Various Shading Methods
3.Techniques of Enlarging & Reducing Motifs
4. Art of creating Textures.
5. Drawing heads, hands, arms, legs, and feet in differentangles.
6. Proportion study –7½ head & 8½ head theory –Stick, Block, & Flesh figures for Men & Women.
7.Various types of Hair Styling and application ofcosmetics.
8. Practice to draw theAccessories.
9. Practice to draw Landscape, Architecture &Interiors.

	Total Lecture hours	**60 hours**

Text Book(s)

1	Fashion Design Illustration – Women, Patric John Ireland, B.T.Batsfort Ltd, London, 1993.
2	Fashion Design Drawing and Presentation, Patric John Ireland, B.T.Batsfort Ltd, London, 1982.
3	Fashion Design Illustration – Men, Patric John Ireland, B.T.Batsfort Ltd, London, 1996.
4	Checks And Stripes – Classic Variations in Colour, Vol.I, Wolfgang.H.Hageney, Belveden, 1997.

Reference Books

1	Fashion Sketch Book, Bina Abling, Fair child Publication, New York, 1987.
2	Step by Step Art School – Pastels, Geral Dine Christy, Hamlyn, England, 1992.
3	Step by Step Art School – Water Colour, Patricia Monahan, Octopus Publishing Group, London, 2000.
4	Angela Gair, Step by Step Art School –Drawing, Angela Gair, Letts of London, 1994.

5	Step by Step Art School – Oils, Patricia Seligman, Hamlyn, UK, 1992.
6	Innovative Fashion Sketching, Rita Gersten Innovative Enterprises, Mumbai,1984.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://willkempartschool.com/how-to-shade-a-drawing-light-shadow-part-2/
2	https://thevirtualinstructor.com/shading-techniques-basics.html
3	https://thevirtualinstructor.com/blog/proportion-a-principle-of-art
Course Designed By: Mr. T. Suresh	

Mapping with Programme Outcomes							
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	M	L	M	M	L	S	M
CO2	M	L	M	M	L	S	M
CO3	M	L	M	M	L	S	M
CO4	M	L	M	M	L	S	M
CO5	M	L	M	M	L	S	M

*S-Strong; M-Medium; L-Low

Course code	1AP	COMPUTER APPLICATIONS - PRACTICAL	L	T	P	C
Allied		Practical I	-	-	3	3
Pre-requisite		Basic knowledge in handling computers	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are to:

1. Learn the basics of computer operation
2. Learn fundamentals of MS word and excel
3. Learn how to do letter, mail, chart and advertisements digitally

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember the basic operations of Computer	K1
CO2	Understand the fundamentals of working with MS office	K2
CO3	Understand the various uses of mail and its features	K2
CO4	Apply the power point presentation and its slide layouts	K3
CO5	Analyze the contribution of computers in day-to-day life	K4

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create

45 hours

List Of Experiments:

1. Prepare your class time table using table option in MSWord.
2. Prepare an interview call letter and send using mail merge in MSWord.
3. Design the given advertisement using in MS word. Apply various fonts andpictures.
4. Create line, bar and pie charts for the given data using MSExcel.
5. Prepare students mark statement with the following fields Roll No, Name, Sub1, Sub2, Sub3, Sub4, Sub5. Calculate Total, Average, Result and Grade. Apply Conditionalformatting.
6. Prepare employee salary list with fields Employee No, Employee Name, Experience, Basic Pay, HRA, DA, LIC, PF. Calculate Gross Salary & Net Salary based on the followingconditions

Experience	HRA	DA	LIC	PF
5 Years & Above	30%	15%	3%	700
Less than 5 Years	15%	5%	3%	700

7. Prepare a power point presentation about a product. Apply animation and slidetiming.
8. Prepare a power point presentation about an organization with organization chart. Applydifferent slide layouts.
9. Search the given topic using any search engine and prepare a report using MSword.
10. Create an email ID and use various mailfeatures.

Total Lecture Hours | **45 Hours**

Text Book(s)	
1	Microsoft Office 2019, All – in – one for dummies, Peter Weverka, Chennai, 2018.
2	Keyboarding & Word Processing Essentials, Susie H. Vanhuss, Connie M. Forde, Donna L. Woo, Vicki Roertson, Cengage Learning, Australia, 2017.
Reference Books	
1	Microsoft Word, Tips, Trics And Shortcuts, Second Edition, Amelia Griggs, Create Space Independent Publishing Platform, California, 2017.
2	A Simpler Guide to Gm@il, 5th Edition, Ceri, Clark, Lycon Books, London, 2018.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://shaunakelly.com/topic/word/concepts.html
2	https://www.makeuseof.com/tag/10-tips-for-preparing-a-professional-presentation/
Course Designed By: Ms. Arundhati Ghoshal	

Mapping with Programme Outcomes							
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	S	L	L	S	L	L	L
CO2	M	L	L	S	L	L	L
CO3	L	L	L	S	L	L	L
CO4	S	L	L	S	L	L	L
CO5	S	L	L	S	L	L	L

*S-Strong; M-Medium; L-Low

Second Semester

Course code	23A	FASHION APPRECIATION	L	T	P	C
Core		Paper III	-	3	-	3
Pre-requisite		Basic knowledge in fashion concept and various fashion environment	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are to:

1. To introduce various art forms to the students by classroom teaching, case studies, pictorial presentation and craft tools.
2. To engage the students to work on types of fashion and art forms by making them to create miniature models.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember the basics of Fashion Concepts	K1
CO2	Understand fashion styling, role of fashion and forecasting.	K2
CO3	Apply the concepts of styling as freelancing and photo shooting.	K3
CO4	Analyze the various cultural adoption and world art.	K4
CO5	Create world art and writing based on fashion concepts	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	**Introduction To Fashion**	**13 hours**

Introduction to fashion – Types of Fashion: Haute couture fashion – Ready-to-wear fashion - Mass market fashion - Fashion cycle.

Unit:2	**Fashion Styles**	**12 hours**

Types of fashion styles: chic, bohemian, vintage, preppy, artsy, tomboy.
Alternative clothing style: Punk Fashion, Gothic Fashion, hipster, steam punk, street grunge, heavy metal fashion.

Unit:3	**Art**	**12 hours**

Fashion as Cultural Indicators, Cross Culture Studies, Role of fashion in human culture, Fashion Adoptions – sources of inspiration and their selection.
World Art – Cubism, Pop art, German expression, Futurism, Dada

Unit:4	**Writing**	**13 hours**

Art Writing, writing for blogs, mind mapping and key word selection, working as a creative team with freelancing stylist. Creating story, content preparation for art and styling, working on concept boards, setting trends, curating and narrating, fashion forecasting.

Unit:5	**Photoshoot**	**10 hours**

Styling and basic grooming – model poses based on garment – final photoshoot and outcome.

	Total Lecture hours	**60 hours**

Text Book(s)

1	Louvre: all the Paintings, Anja Grebe, Black Dog & Leventhal, New York, 2020.
2	Printers of the Mughal Garden, Brigitte Singh, Bishwadeep Maitra, Mapin Publishing Pvt, Ltd, Gujarat, 2018.
3	Think Like an Artist, Will Gompertz, Penguin Publishers, London, 2016.

Reference Books	
1	Post Modernism – A Very Short Introduction, Christopher Butler, Oxford University Press, Uttar Pradesh, 2002.
2	Indian Art, Parthe Mitter, Oxford University Press, Uttar Pradesh, 2001.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	http://umk-javorova.blogspot.com/2013/07/fashion-style.html#:~:text=Fashion%20refers%20to%20the%20aesthetics,%2C%20furniture%2C%20and%20interior%20decoration.&text=that%20live%20in%20clothes%2C%20some,42%2C000%20to%20over%20100%2C000%20years.
2	https://www.frieze.com/article/11-statements-around-art-writing#:~:text=Art%20Writing%20addresses%20material%20literary,relations%20between%20people%2C%20as%20discursive.
3	https://www.format.com/magazine/resources/photography/fashion-photography-how-to-set-up-a-shoot
Course Designed By: Mr. T. Boopathy Vijay	

Mapping with Programme Outcomes							
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	L	L	L	L	L	S	S
CO2	L	L	L	L	L	S	M
CO3	L	L	L	L	L	S	S
CO4	L	L	L	L	L	S	S
CO5	L	L	L	L	L	S	L

*S-Strong; M-Medium; L-Low

Course code	23P	SEWING TECHNIQUES	L	T	P	C
Core		Practical II	-	-	2	2
Pre-requisite		Basic idea about sewing machine	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are to:

1. Students will learn threading process in different sewing machines
2. They will do sample preparations, various collars, pockets, sleeves, plackets, etc.
3. They will learn care and maintenance of sewing machine

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember the basic parts and functions of sewing machine	K1
CO2	Remember the safety measures and sewing machine care	K1
CO3	Understand the threading techniques	K2
CO4	Understand the seams and seam finishing techniques	K2
CO5	Create the component samples suitable for garment design	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

	Threading Practice	**4 hours**

1. Threading practice for SNLS machine, Overlock machine, Flatlock machine

	Sample Preparations	**9 hours**

2. Sample preparations for SNLS machine, Overlock machine, Flatlock machine
3. Preparation of samples for seam (any 5) – Plain, Top stitched, Flat fell, Piped seam
4. Preparation of samples for seam finishes (any 3) – Overcast, Hem, Edge stitched, bound

	Sample Preparations	**13 hours**

5. Preparation of samples for fullness – darts, tucks (any 3) – pin, cross, group tucking with scalloped effect, pleats (any 3) – knife, box, kick, gathering by machine, elastic. Ruffles – single, double
6. Preparation of samples for facing and binding – bias facing, shaped facing, binding
7. Preparation of samples for plackets – continuous, bound, faced and zipper plackets, tailored placket, button and buttonhole, press button, hook and eye

	Sample Preparations	**18 hours**

8. Preparation of samples for sleeves – plain sleeve, puff sleeve, raglon and kimono sleeve
9. Preparation of samples with yoke – simple yoke, yoke supporting fullness
10. Preparation of samples for collar – peter pan collar, shirt collar
11. Preparation of samples for pocket – patch pocket

	Care And Maintenance of Sewing Machine	**1 hour**

12. Safety practices while working on sewing machine. Care and maintenance of sewing machine.

	Total Lecture hours	**45 hours**

Text Book(s)

1	Practical Clothing Construction, Part I & II, Mary Mathews, Cosmic Press, Chennai, 1986.

2	Zarapker System of Cutting, Zarapkar K.R, Navneet Publications Ltd, Karnataka, 1996.
Reference Books	
1	The Complete Book of sewing, Dorling Kindersley Limited, London, 1986.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.sewsimplehome.com/2015/03/sewing-101-threading-machine-practice_30.html#:~:text=Pull%20your%20thread%20down%20and,makes%20life%20a%20lot%20faster.
2	https://www.sewmyplace.com/tip/sewing-machine-safety#:~:text=Sew%20at%20a%20slow%2C%20steady%20pace.&text=To%20be%20on%20the%20safe,t%20anywhere%20near%20the%20pedal.
Course Designed By: Ms. Arundhati Ghoshal	

Mapping with Programme Outcomes							
Cos	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	L	L	M	L	L	S	L
CO2	L	L	S	L	L	M	L
CO3	L	L	M	L	L	M	L
CO4	L	L	S	L	L	L	L
CO5	L	L	M	L	L	S	L

*S-Strong; M-Medium; L-Low

Course code	23Q	PATTERN MAKING AND GRADING – I	L	T	P	C
Core		Practical III	-	-	3	3
Pre-requisite		Basic mathematical calculation and shapes	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are to:

1. Draft the pattern for given men's, women's and children's style sample.
2. Students will grade the pattern of required size.
3. Students will learn the development of fashion style patterns from basic patterns.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember the basic drafting methods	K1
CO2	Understand the pattern development procedures	K2
CO3	Understand pattern grading methods	6
CO4	Apply drafting methods in creating patterns	K3
CO5	Create the pattern with required style and measurement and grade them	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

	Pattern Drafting – Men	**22 hours**

I. Draft the pattern for given men's style / sample and also grade them according to the specification.

1. Basic T shirt with front patch pocket.
2. Raglon T shirt with full sleeve.
3. Polo T shirt with short sleeve.
4. Bermuda with side pocket.
5. Hooded T shirt with front pocket.
6. Vest RN, RNS.
7. Briefs, Trunks.
8. Track pant.

	Pattern Drafting – Women	**18 hours**

II. Draft the pattern for given women's style / sample and also grade them according to the specification.

1. High neck T shirt with full sleeve.
2. V neck T shirt with half sleeve.
3. Kimono sleeve T shirt.
4. Legging.
5. Skirt.
6. Night pajama set.

	Pattern Drafting – Children	**5 hours**

III. Draft the pattern for given kid's style / sample and also grade them according to the specification.

1. Sleeveless jhabla.
2. Overall with full sleeve.
3. Bloomer.

	Total Lecture hours	**45 hours**

Text Book(s)	
1	Practical Clothing Construction, Part I & II, Mary Mathews, Cosmic Press, Chennai, 1986.
2	Grading Techniques for Fashion Design, Jeanne Price, Bernard Zamkoff, Fairchild Publications, 1996.
Reference Books	
1	Concepts of Pattern Grading, Kathy K. Mullet, Bloomsburry Publications, London, 2015.
2	Zarapker System of Cutting, Zarapkar K.R, Navneet Publications, Ltd, Karnataka, 1996.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://clothingindustry.blogspot.com/2018/01/pattern-making-garment.html#:~:text=Pattern%20drafting%20is%20defined%20as,measurements%20or%20standard%20measurement%20chart.
2	https://www.clothingpatterns101.com/pattern-drafting.html
Course Designed By: Ms. Narmadha Devi V.N	

Mapping with Programme Outcomes							
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	L	L	S	L	L	S	L
CO2	L	L	S	L	M	S	L
CO3	L	L	S	L	M	S	L
CO4	L	L	S	L	M	S	L
CO5	L	L	M	L	L	S	L

*S-Strong; M-Medium; L-Low

Course code	23R	FASHION ILLUSTRATION	L	T	P	C
Core		Practical IV	-	-	3	3
Pre-requisite		Detail idea about fashion sketching	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are to:

1. To draw stick, geometric and flesh figures for men and women using various head theory.
2. Design various garment style for men, women and kids.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember the basic head theory	K1
CO2	Understand the human anatomy in the field of fashion	K2
CO3	Apply the various techniques of garment styling and archaeological nature	K4
CO4	Analyze various drawing techniques to design a garment	K4
CO5	Create suitable background images for designing	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Head Theory — **10 hours**

1. Draw stick, geometric and flesh figures for men, women using 10 head theory.
2. Draw stick, geometric and flesh figures for women using 12 head theory.

Illustration — **12 hours**

3. Practice children illustration for different age groups.
4. Developing different poses of men, women and children from the pictures in the magazine.
5. Sketch “Still Life”.

Garment Designing — **10 hours**

6. Design various garment styles for men, women and kids in the following categories:
   a. Formal wear
   b. Casual wear
   c. Party wear
   d. Sports wear

Branding — **13 hours**

7. Temple / Monument / Archeological study and further sketching.
8. Sketch a logo for your own boutique.

Total Lecture hours — **45 hours**

Text Book(s)

1	Fashion Design Drawing and Presentation, Patric John Ireland, B.T.Batsfort Ltd, London, 1982.
2	Checks And Stripes –Classic Variations in Colour Vol.I, Wolfgang.H.Hageney, Belveden, 1997.
3	Fashion Sketch Book, Bina Abling, Fair Child Publication, New York, 1987.

Reference Books

1	Angela Gair, Step by Step Art School –Drawing, Letts of London, 1994.

2	Step by Step Art School – Oils, Patricia Seligman, Hamlyn, UK, 1992.
3	Innovative Fashion Sketching, Rita Gersten Innovative Enterprises, Chennai, 1984.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://clothingindustry.blogspot.com/2017/12/body-measurements-dress.html
2	https://www.masterclass.com/articles/how-to-start-a-fashion-brand
Course Designed By: Mr. T. Suresh	

Mapping with Programme Outcomes							
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	L	M	M	L	L	L	M
CO2	L	M	S	L	L	L	M
CO3	L	M	S	L	L	S	M
CO4	M	M	S	L	L	L	M
CO5	L	M	S	L	L	S	S

*S-Strong; M-Medium; L-Low

Course code	2AA	FUNDAMENTALS OF APPAREL DESIGNING	L	T	P	C
Allied		Paper II	-	4	-	4
Pre-requisite		Basic idea about dress and its component parts	Syllabus Version	2020-2021		

Course Objectives:

The main objectives of this course are to:

1. Students will learn different body measurements by analyzing human figure.
2. They should create patterns of basic garments through sleeve, collar and other variations.
3. Students will learn industrial pattern making methods.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember the basics of pattern making	K1
CO2	Understand the human anatomy and pattern drafting techniques	K2
CO3	Apply the concepts of pattern development and its variations	K3
CO4	Analyze various pattern manipulation methods	K4
CO5	Create suitable patterns for garment design and body variations	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	Human Anatomy And Figure Analysis	10 hours

Concept of ideal figure – types of human figure – individual figure, figure analysis – body measuring techniques – variation in body measurements – standard measurement charts of various countries for men, women and kids.

Unit:2	Pattern Making And Work Room	7 hours

Principles of pattern making – pattern making terms – various pattern production terms – types of pattern making tools – functions – industrial form and its uses – pattern papers.

Unit:3	Pattern Development	10 hours

Drafting process of basic pattern block in ¼ scale – drafting of basic skirt block – basic sleeve drafting – basic collar drafting – basic placket drafting – basic cuff drafting – basic pocket pattern.

Unit:4	Style Variation In Pattern	9 hours

Drafting process for sleeve variation – puff sleeve, petal sleeve, cap sleeve, raglon sleeve, kimono sleeve, necklines variation – V neckline – scallop neckline, jewel necklines, sweet heart necklines, skirt variations – basic A line, gathered waist line, gored skirt, wrap around skirt.

Unit:5	Pattern Manipulation	9 hours

Concept of dart manipulation – principles – slash & spread method – pivotal transfer techniques – princess line and its variations – adding fullness – tucks, pleats, flares & gathers, flounces – pattern fitting – techniques and its functions.

	Total Lecture hours	45 hours

Text Book(s)	
1	Mary Mathews, Practical Clothing Construction, Thomas & Co, Madras, 1974.
Reference Books	
1	Dress Making Simplified, Valerie Cook, Blackwell Science, New York, 1987.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	http://ecoursesonline.iasri.res.in/mod/page/view.php?id=114171
2	https://www.fibre2fashion.com/industry-article/5658/basics-of-pattern-making
3	https://www.clothingpatterns101.com/style-lines.html
4	http://isntthatsew.org/dart-manipulation/#:~:text=Pattern%20Manipulation%20is%20when%20you,applying%20either%20of%20these%20techniques.
Course Designed By: Ms. Narmadha Devi V.N	

Mapping with Programme Outcomes							
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	L	L	L	L	L	S	M
CO2	L	L	L	L	L	S	M
CO3	L	L	M	L	L	S	S
CO4	L	L	S	L	L	S	M
CO5	L	L	S	L	L	S	S

*S-Strong; M-Medium; L-Low

Third
Semester

Course code	33A	HISTORY OF COSTUMES	L	T	P	C
Core		Paper IV	-	4	-	4
Pre-requisite		Basic knowledge about costumes and its evolution	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are to:

1. Understand the evolution of costumes.
2. Learn about the various costumes across the world.
3. Evaluate the various traditional costumes and textiles among the states of India.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember the evolution of costumes across the world	K1
CO2	Understand the beginning of costumes in India during early period	K2
CO3	Understand the growth of various dyed and printed textiles of India	K2
CO4	Remember the various traditional costumes across the states of India	K1
CO5	Analyze the various traditional embroideries	K4

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	Fashion Evolution	13 hours

Beginning of Civilization – costumes of men and women: Ancient Greek – Ancient Roman – Ancient Egyptian – French costumes at 17th century.

Unit:2	Indian Costumes	12 hours

Beginning of costumes – Pre Vedic Era & Post Vedic Era: Mauryan, Kushan Dynasty, Gupta Dynasty – Mughal Period – Costumes of the British Raj.

Unit:3	Dyed And Printed Textiles Of India	12 hours

Process of Dyed and Printed textiles of India: Kalamkari, Ikkat, Bandhani, Batik, Bagru. Hand woven textiles of India: Dacca Muslin, Banarasi / Chanderi Brocades, Baluchari, Himrus and Amrus, Kashmiri Shawls, Pochampalli, Silk sarees of Kancheepuram.

Unit:4	Traditional Costumes Of Different States Of India	12 hours

Tamil Nadu, Kerala, Andhra Pradesh, Karnataka, Assam, Orrisa, Bihar, Karnataka, W.Bengal, Maharastra, Rajasthan, Haryana, Uttarpradesh, Jammu and Kashmir, Gujarat, Madhyapradesh.

Unit:5	Traditional Embroideries Of India	11 hours

Origin, embroidery of Kashmir, Phulkari of Punjab, Gujarat – Kutch and Kathiawar, embroidery of Rajasthan, Kasuti of Karnataka, Chikankari of Lucknow, Kantha work of Bengal.

	Total Lecture hours	60 hours

Text Book(s)	
1	Indian Costume, G.H. Ghosrye, Popular Books Pvt Ltd, Mumbai, 1985.
2	The Costumes and Textiles of India, Jamila Brij Bhushan D.B, Taraporevala Sons & Co, Bombay, 1958.
3	History of 20th Century Fashion, Elizabetha Ewing, Revised by Alice Macrell, Chrysalis Books Group, London, 2001.
Reference Books	
1	Costumes of India and Pakistan, Das S.N, D.B. Taraporevala Sons & Co, Bombay, 1956.
2	History of Costumes in the West, Francois Boucher, Thames & Hudson Ltd, Australia, 1996.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	http://www.thepeoplehistory.com/fashions.html#:~:text=Fashion%20can%20also%20be%20influenced,as%20war%20or%20the%20economy.&text=From%20the%201920s%20to%20the,accessories%20evolved%20with%20the%20times.
2	https://sewguide.com/evolution-of-history-of-fashion/
3	https://www.styleadda.in/29-indian-states-and-their-dress-codes/
4	https://textilelearner.blogspot.com/2019/03/traditional-embroideries-india.html
Course Designed By: Ms. K. Swetha	

Mapping with Programme Outcomes							
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	M	M	S	M	M	M	L
CO2	M	M	S	M	M	M	L
CO3	M	M	S	M	M	M	L
CO4	M	M	S	M	M	M	L
CO5	M	M	S	M	M	M	L

*S-Strong; M-Medium; L-Low

Course code	33P	PATTERN MAKING AND GRADING – II – PRACTICAL	L	T	P	C
Core		Practical V	-	-	2	2
Pre-requisite		Detail knowledge in pattern making and grading	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are to:

1. Learn the basics of pattern drafting.
2. Learn the techniques of pattern grading.
3. Apply the concept of drafting and grading to create commercial patterns.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember the basic concept of pattern drafting	K1
CO2	Understand the techniques of pattern drafting	K2
CO3	Understand the techniques of pattern grading	K2
CO4	Analyze the various pattern making and grading techniques	K4
CO5	Apply the concepts in developing various complicated styles	K3

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

	Pattern Drafting & Grading – Men	**30 hours**

I. Draft and construct the pattern for given men's style / sample and also grade them according to the specification.
   a. Formal shirt – full sleeve.
   b. Oxer short – side and patch pocket.
   c. Men's kurta with stand collar & side kurta pocket.
   d. Night robe with patch pocket.
   e. Baggy pant with pouch pocket / Formal trouser with side and welt pocket.

	Pattern Drafting & Grading – Women	**30 Hours**

II. Draft and construct the pattern for given men's style / sample and also grade them according to the specification.
   a. Simple salwar + modification.
   b. Simple kameez with side slit + modification.
   c. Sari blouse.
   d. Skirt + modification.
   e. Full gown / Maxi + modification.

	Pattern Drafting & Grading – Kids	**15 hours**

III. Draft and construct the pattern for given men's style / sample and also grade them according to the specification.
   a. Chemise.
   b. Frock variations + modification in sleeves.
   c. Pedal pusher.

	Total Lecture hours	**75 hours**

Text Book(s)	
1	Practical Pattern Making, Lucia Mors, Lucia Mors de Castro, Isabel Sanchez Hernandez, Firefly Books Ltd, 2015.
2	Metric Pattern Cutting for Women's Wear, 6th Edition, Winifred Aldrich, Blackwell Publishing, New Jersey, 2015.
3	Pattern Making for Men's Wear, Classic to Contemporary, Myoungok Kim, Injoo Kim, University of Cincinnati, Fairchild Books, Bloomsbury Publishing Ltd, New York, 2014.
Reference Books	
1	Pattern Making Techniques for Beginners, Francesca Sterlacci, Laurance King, 2019.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://fairfitstudio.com/blog/patternmaking-101-how-do-i-start-making-my-own-patterns
Course Designed By: Ms. Narmadha Devi V.N	

Mapping with Programme Outcomes							
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	M	M	M	S	S	S	M
CO2	M	M	M	S	S	S	M
CO3	M	M	M	S	S	S	M
CO4	M	M	M	S	S	S	M
CO5	M	M	M	S	S	S	M

*S-Strong; M-Medium; L-Low

Course code	33Q	GARMENT CONSTRUCTION FOR KNITS – PRACTICAL	L	T	P	C
Core		Practical VI	-	-	3	3
Pre-requisite		Detail knowledge about machine, sewing and components	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are to:

1. Learn the process flow of various knitted garments.
2. Learn the construction of different kids and lady's garments.
3. Create various men's knitted garments.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember various machineries used in the manufacturing of knitted garments.	K1
CO2	Understand the various operations involved in knitted garment manufacture	K2
CO3	Apply various stitch types in the construction of knitted garment	K3
CO4	Understand the stitching process in the production of knitted garment manufacture	K2
CO5	Create different types of knitted garment prototype	K6

K1 – Remember; **K2** – Understand; **K3** – Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

	Garment Construction – Men	**40 hours**

IV. Using different kind of knitwear manufacturing machineries construct the following style with details

1. Basic T shirt with front patch pocket.
2. Raglon T shirt with full sleeve.
3. Polo T shirt with short sleeve.
4. Bermuda with side pocket.
5. Hooded T shirt with front pocket.
6. Vest RN, RNS.
7. Briefs, Trunks.
8. Track pant with side piping.

	Garment Construction – Women	**35 hours**

V. Using different kind of knitwear manufacturing machineries construct the following style with details.

9. High neck T shirt with full sleeve.
10. V neck T shirt with half sleeve.
11. Kimono sleeve T shirt.
12. Legging.
13. Skirt.
14. Night pyjama set with neck binding.

	Garment Construction – Kid's	**15 hours**

VI. Using different kind of knitwear manufacturing machineries construct the following style with details.

15. Sleeveless jhabla with neck and armhole binding.
16. Overall with full sleeve.
17. Bloomer with elastic hem.

	Total Lecture hours	**90 hours**

Text Book(s)	
1	Garment Construction: A Complete Course in Making Clothing for Fit and Fashion, Peg Couch, Fox Chapel Publishing, UK, 2011.
2	Garment Manufacturing Technology, Edited by Rajishore Nayak and Rajiv Padhye, Woodhead Publishing Series in Textiles, UK 2015.
Reference Books	
1	Garment Construction Skills, Premlata Mullic, Kalyani Pulishers, Karnataka, 2010.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.textileschool.com/258/garment-construction-techniques/
Course Designed By: Ms. Arundhati Ghoshal	

Mapping with Programme Outcomes							
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	M	M	S	S	S	S	M
CO2	M	M	S	S	S	S	M
CO3	M	M	S	S	S	S	M
CO4	M	M	S	S	S	S	M
CO5	M	M	S	S	S	S	M

*S-Strong; M-Medium; L-Low

Course code	33R	COMPUTER APPLICATION IN FASHION – I – PRACTICAL	L	T	P	C
Core		Practical VII	-	-	2	2
Pre-requisite		Knowledge in handling computers and basic knowledge about silhouettes	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are to:

1. Learn the basics of computer application in fashion.
2. Learn the fundamentals of digital designing.
3. To develop and create innovative designs.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember the software and its usage in digital designing	K1
CO2	Understand the various advantages and uses of computer aided designing	K2
CO3	Apply the learnt tools in creating new designs	K3
CO4	Apply the various software in creating garment designs	K3
CO5	Create new designs in digital mode	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

	Design Creation	**30 hours**

Recent designing software can be used to practice the below,

1. Create & repeat pattern designs.
2. Create embroidery designs.
3. Create print designs & work on color separation.
4. Draw the accessory design.

	Design Creation – Garments	**25 hours**

Create the Garment Design:

4. Men's wear
5. Women's wear.
6. Kid's wear.

	Background Illustration	**35 hours**

Fashion illustration with apt back ground

7. Men.
8. Women.
9. Kid.

	Total Lecture hours	**90 hours**

Text Book(s)

1	Rendering Fashion, Fabric and Prints with Adobe Photoshop, M. Kathleen Colussy, Steve Greenberg, Pearson Publishers, New York, 2004.
2	Fashion Designer's Handbook for Adobe Illustrator; Second Edition,Marianne Centner& Frances Vereker, Wiley Publication, New York, 2011.
3	3D Fashion Design; Technique, Design and Visualization, Thomas Makryniotis, London, 2015.
4.	Apparel design—CAD Software; Angela Wolf, 2012.

Reference Books	
1	Freelance Fashion Designer's Handbook, Paula Keech, John Wiley & Sons, New York, 2012.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://blog.hatchembroidery.com/how-to-create-your-own-embroidery-designs/
2	https://design.tutsplus.com/articles/10-top-tips-for-fashion-illustration--cms-25881
Course Designed By: Mr. T. Suresh	

Mapping with Programme Outcomes							
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	S	M	M	S	M	S	M
CO2	S	M	M	S	M	S	M
CO3	S	M	M	S	M	S	M
CO4	S	M	M	S	M	S	M
CO5	S	M	M	S	M	S	M

*S-Strong; M-Medium; L-Low

Course code	3AA	GARMENT MANUFACTURING TECHNIQUES	L	T	P	C
Allied		Paper III	-	4	-	4
Pre-requisite		Basic knowledge about sewing machine and stitches	Syllabus Version	2020-2021		

Course Objectives:

The main objectives of this course are to:

1. Learn about the garment industry.
2. Learn the working of the various departments in the garment industry.
3. Learn about the functions of various machinery, stitches and seam finishes used in the garment industry.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember the workin flow of cutting department	K1
CO2	Understand the cutting and sewing machineries used	K2
CO3	Understand the classification of stitches and seams	K2
CO4	Remember the various finishing machineries used	K1
CO5	Evaluate the sewing accessories used in garment industries	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	Cutting Room Planning	13 hours

Introduction to garment industry – Process sequence – garment classification – garment style analysis – torso and bifurcated garments – break down analysis – Spec reading.

Concept of marker planning – Types of marker plan – Marker efficiency – Concept of fabric spreading – Types of spreading. Lay planning – deriving cut order plan.

Unit:2	Cutting And Sewing Machineries	12 hours

Concept of cutting – types of cutting machines & its applications – advantage and disadvantage. Introduction to sewing machines – Classification and study of sewing machine and its applications – machine bed and its types – feeding mechanism and its types – pressure feet and its types – Sewing needle – different types of needle – needle size.

Unit:3	Stitches And Seams	12 hours

Basic principles of stitch formation – classification of stitches based on federal standards – detailed study on application and functional aspects of all stitches – comparison of stitches – Thread calculation for different stitches. Detailed study on seam classification as per federal standards – seam finishes – seam performance – types of sewing thread – ticket numbering – detailed study on sewing and assembly defects.

Unit:4	Sewing Guides And Garment Finishing Machineries	12 hours

Study on different sewing guides – Study on finishing machines – Fusing machine – Pressing machine – Braiding machine – embroidery machine – packing machine – packing methods – packing material.

Special purpose machine: Collar turning machine – button hole and button stitch machine – picoting.

Unit:5	Sewing Accessories	11 hours

Brief study on lining – interlining – buttons – zippers – labels – Lace – Elastic – Braid – quality parameters in sewing accessories – quality issues.

	Total Lecture hours	60 hours

Text Book(s)	
1	Apparel Manufacturing – Hand Book, JacobSolinger, Bobbin Media Corporation, New York, 1988.
2	Technology of Clothing Manufacture, Herold Carr & Barbara Latham, Wiley, New Jersey, 1994.
3	Technology of Stitches & Seams, Coats, Viyella Limited, UK, 1998.
4	Apparel Manufacturing Handbook, Jacob Solinger, Van Nostrand Reinhold Company, New York, 1980.
Reference Books	
1	Knitted Clothing Technology, T. BrackenBerry, Wiley Publishers, New Jersey, 1992.
2	Management Accounting, Sultan Chand & Sons, 2nd Edition, New Delhi, Vikas Publishing House Pvt Ltd, 1998.
3	Introduction to Clothing Production Management, A.J. Chuter, Blackwell Scientific Publications, New York, 1995.
4	Materials Management in Clothing Production, David J. Tyler, Blackwell Scientific Publications, New York, 1991.
6	Production Control, Bethel, Tann, Atwater and Rung, McGraw Hill Book Co., New York, 1948.
7	Production Control - A Quantitative Approach, 2ndedition, Biegel , John. E, Prentice Hall Inc., New York, 1971.
8	Plant Layout and Materials Handling, Apple. J. M, The Ronald Press Co., New York, 1950.
9	Layout Planning Techniques, Immer, John. R, McGraw Hill, New York, 1950.
10	Motion and Time Study, 4thedition, Barnes, Ralph M, John Wiley and Sons., New York., 1958.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://fashion2apparel.blogspot.com/2017/03/working-process-cutting-room.html
2	https://www.textileschool.com/470/garment-cutting-room-management/
3	https://sewguide.com/learn-to-sew-beginners/
4	https://www.slideshare.net/MizanRahman52/fabrics-finishing-machines-working-procedure
5	https://takelessons.com/blog/sewing-tools-z13
Course Designed By: Ms. Arundhati Ghoshal	

Mapping with Programme Outcomes							
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	L	M	M	S	M	L	M
CO2	L	M	M	S	M	L	M
CO3	L	M	M	S	M	M	M
CO4	L	M	M	S	M	L	M
CO5	L	M	M	S	M	M	M

*S-Strong; M-Medium; L-Low

Course code	3ZP	DESIGN FOR HIGH END KNITS – PRACTICAL	L	T	P	C
Skill Based Subject		Skill Based Subject I	-	-	3	3
Pre-requisite		Basic knowledge about knit and design applicability on knits	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are to:

1. Know the usage of knitted fabrics
2. Create innovative designs in knitted fabrics
3. Learn versatile application of knitted fabrics

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember the qualities of knitted fabrics	K1
CO2	Understand the properties of knitted fabrics for various purpose	K2
CO3	Apply knitted fabrics in innovative areas	K3
CO4	Analyze the ornamentation methods in knitted fabrics	K4
CO5	Evaluate the usage of knitted fabrics as a home textile material	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

	Garment Construction – Men	**45 hours**

1. Preparing a trend report based on market study, field research, brand analysis andinterview
2. Trend prediction for new product development
3. Application of knit fabric for Indian ethnicproducts
4. Creating contemporary artworks
5. Surface ornamentation on knitfabric
6. Application of western inspiration for high end knits
7. Design and construct wearable art with knittedfabric
8. Create home textile product out of knitwastes
9. Drape ethnic wear using knitfabric
10. Sketch and construct intimate wear/ Creating school uniform with the help of knitfabric

	Total Lecture hours	**45 hours**

Text Boo(s)

1	Designing for Knitwear, Deborah Newton, The Taunton Press, New Town CT1998.

Reference Books

1	Knitwear Fashion Design, Maite Lafuente, Promopress Publishers, Spain, 2017.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	https://style2designer.com/pattern-cutting-cad-cam/cutting-sewing-techniques/mens-shirt-drafting-sewing-tutorial/

Course Designed By: Mr. G. Boopathy Vijay

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M	S	S	S	L	M	L
CO2	M	S	S	S	L	M	L
CO3	M	S	S	S	L	M	L
CO4	M	S	S	S	L	M	L
CO5	M	S	S	S	L	M	L

*S-Strong; M-Medium; L-Low

Fourth Semester

Course code	43A	APPAREL PRODUCTION MANAGEMENT	L	T	P	C
Core		Paper V	-	4	-	4
Pre-requisite		Basic knowledge about industry and machineries	Syllabus Version	2020-2021		

Course Objectives:

The main objectives of this course are to:

1. To know about production process in details in a factory
2. To understand the technical calculations of production and its measures.
3. To plan, balance and control production process.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember various terms of production and productivity	K1
CO2	Understand the technicality of production process	K2
CO3	Apply the technical inputs in the shop floor	K3
CO4	Analyse the subject inputs for production floor improvements	K4
CO5	Evaluate various production processes	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	Plant Location & Lay Out	14 hours

Introduction to garment industry – concept and definition of production – terminology – organizing for production – functions of production department – plant location – location selection procedure – location economics – importance of plant layout – types of layout – product layout – process layout – combination layout.

Unit:2	Work Study	16 hours

Concept and need of work study – workstudy components – method study and work measurement – work study techniques – work study tools – process flow chart – standard symbols – flow diagram – stringdiagram – multiple activity chart – SIMO chart – work measurement technique – time study method – generation of standard time data – principles of motion economy – ergonomicsin garment industry.

Unit:3	Production & Productivity	16 hours

Concept of production and productivity – factors of production – production function – types of production system – job production – mass production – batch production progressive bundle system – unit production system – advantages and disadvantages – quick response system – 3M productivity concept – productivity measurement techniques – partial productivity, total factor productivity – qualitative and quantitative productivity measures – criteria for increasing productivity in production floor-productivity surveys.

Unit:4	Line Balancing	16 hours

Duties and responsibility of production manager – effectiveline supervision – break down analysis of various garment styles – scheduling calculation for different styles – SAM calculation – line balance exercise – assigning operators optimally – setting up balanced production lines in shop floor.

Unit:5	Production Planning & Control	13 hours

Capacity requirement planning – material requirement planning – steps in production planning – factors to be considered in production planning – coordinating production floor activities – practical difficulties in implementation.

	Total Lecture hours	75 hours

Text Book(s)	
1	Industrial Engineering and Management, O.P Khanna, Dhanpat Raj & Sons Publishing, New Delhi, 1985.
2	Production & Material Management, Sumathi & Saravanavel, Margham Pubishers, Chennai, 2002.
3.	Production and Operation Management, Rama Moorthi, New Age International Ltd, New Delhi, 2005.
Reference Books	
1	Technology of Clothing Manufacture, Carr& Latham, Wiley Publishers, New York, 2000.
2	Apparel Manufacturing Hand Book, Jacob Solinger, Bobbin Media Corporation, India, 1988.
3.	Introduction to Clothing Manufacture, Gerry Cooklin, Wiley Blackwell, New York, 2008.
4.	Introduction to Production Management, A.J.Chuter, Wiley Blackwell, New York, 1995.
6.	Industrial Engineering in Apparel Production, V.Ramesh Babu, Woodhead Publishing Ltd, New Delhi, 2012.
7.	Apparel Production Terms and Processes, Janace E Bubonia, Bbloomsberry Academy, India, 2011.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://fashion2apparel.blogspot.com/2017/05/plant-layout-garment-industry.html
2	https://textilelearner.blogspot.com/2013/07/what-is-work-study-work-study-in.html#:~:text=Work%20study%20is%20the%20systematic,assist%20it%20in%20improving%20productivity%20.
3	https://textilelearner.blogspot.com/2013/09/line-balancing-in-apparel-production.html#:~:text=Line%20Balancing%20is%20leveling%20the,remove%20bottlenecks%20and%20excess%20capacity.&text=It%20is%20the%20allocation%20of,garments%20we%20have%20to%20produce.
4	https://clothingindustry.blogspot.com/2017/11/production-planning-control-garments.html
Course Designed By: Ms. Arundhati Ghoshal	

Mapping with Programme Outcomes							
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	L	L	L	L	L	L	L
CO2	L	L	L	L	L	L	L
CO3	L	L	L	L	L	L	L
CO4	L	L	L	L	L	L	L
CO5	L	L	L	L	L	L	L

*S-Strong; M-Medium; L-Low

Course code	43B	TEXTILES WET PROCESSING	L	T	P	C
Core		Paper VI	-	4	-	4
Pre-requisite		Basic knowledge in fabrics and chemical reactions	Syllabus Version	2020-2021		

Course Objectives:

The main objectives of this course are to:

1. To know about various preparatory elements of processing.
2. To understand the technical process requirements of dyeing.
3. To learn about the technical process requirements of printing and finishing.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember various terms of preparatory process and necessary its requirements	K1
CO2	Understand the technicality of wet processing	K2
CO3	Understand the technical inputs in the shop floor and requirements of processing	K2
CO4	Apply the knowledge of the process	K3
CO5	Analyse the core technical inputs of dyeing, printing and finishing.	K4

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	Water	10 hours

Water hardness – types – softeningprocess – ion exchange – sequesteringagent – methods – terminology and terms related to textiles industry (ph, acid, base, oxidation, reduction) – role of textiles auxiliaries, preparatory process sequence for woven and knitted fabric.

Unit:2	Preparatory Process	10 hours

Singeing – objectives – types of singeing-objectives of desizing – methods – objectivesof scouring – methods – objectivesof bleaching – typesof bleaching agents – advantagesof peroxide bleaching – optical whiteness – mercerizing and its objectives – types.

Unit:3	Dyeing	14 hours

Concept of Dyeing – classification of dyes – principles of different dyeing process – direct, reactive, vat and dispense dyes – principles of dyeing of synthetic and blended textiles materials – aftertreatments – types& principles of different dyeing machines – winch – softflow – cabinet – cheese and HTHP machines – meritsand demerits.

Unit:4	Printing	12 hours

Concept-methods of printing - block, stencils, roller and screen – screen preparation for flat and rotary printing – print paste ingredients – styles of printing - direct, resist, discharge – transfer – aftertreatments – pigmentprinting on cotton and polyester – reactiveprinting on.

Unit:5	Finishing	14 hours

Finishing-objectives of finishing – temporary and permanent finishes – chemical finish – wrinkle freefinish – softeners – anti microbial finish – fire retardant finish – mechanicalfinish – calendaring – raising – shearing – bio polishing – stonewashing – application of enzymes in textiles processing – pollution, brief study about ETP.

	Total Lecture hours	60 hours

Text Book(s)	
1	Technology of Textiles Processing (vol 1-2), V.A. Shenai, Sevak Publication, Mumbai, 1991.
2	Dyeing and Chemical Technology of Textiles Fibres, Charles Griffin & co- E.R Trotman, Nottingham Publishers, UK, 1970.
3.	Technology of Bleaching and Dyeing of Textiles Fibers; vol 1-Part -1, Chakravarthy RR and Trivedi SS, Mahajan Book Publishers, 1979.
Reference Books	
1	The bleaching and dyeing of Cotton Material, Weaver's service cent Prayag RS, 1983.
2	Chemical Processing of Synthetic Fibers and Blends, John Willey & Sons, New York, 1982.
3.	Processing of Manmade Fibers, V. Usenko, MR Publishers, Moscow, 1975.
4.	Colour for Textiles; A User's Hand Book; Society of Dyers and Colourist, John Shore, 1995.
5.	Wool Dyeing, Society of Dyers and Colourist,Levis D.M, 1992.
6.	Textiles Colouration and Finishing, Mohammed Shahid, Carolina Academic Press, Durban, North Carolina, 1996.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://textilelearner.blogspot.com/2012/10/water-hardness-problem-caused-by-hard.html
2	http://eacharya.inflibnet.ac.in/data-server/eacharya-documents/53e0c6cbe413016f234436ed_INFIEP_8/91/ET/unit-1%20Lesson%201.pdf
3	https://www.britannica.com/topic/textile/Dyeing-and-printing#:~:text=The%20four%20main%20methods%20of,of%20excess%20colour%20by%20washing.
4	https://study.com/academy/lesson/fabric-finishing-treatments-process-methods.html#:~:text=Generally%2C%20the%20finishing%20process%20includes,can't%20discuss%20them%20all.
Course Designed By: Ms. K. Swetha	

Mapping with Programme Outcomes							
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	S	S	S	S	S	S	S
CO2	S	S	S	S	M	M	S
CO3	S	M	S	S	L	M	S
CO4	S	S	M	S	S	S	M
CO5	S	S	S	S	S	M	M

*S-Strong; M-Medium; L-Low

Course code	43P	COMPUTER APPLICATION IN FASHION-II	L	T	P	C
Core		Practical VIII	-	-	4	4
Pre-requisite		Detailed knowledge about digital designing	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are to:

1. To know about different design tools and software in details
2. To understand the technical application of tools and software
3. To plan the proper use of various design tool in work process

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember various terms of digital designing	K1
CO2	Understand the technical application of different design software	K2
CO3	Understand the technical inputs in the designing of various accessories	K2
CO4	Analyse the subject inputs for computer aided design improvements	K3
CO5	Apply various accessory design	K4

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

	Design Making	**90 hours**

Using design software create the following visual communication design-

1. Create brand name and design for it
2. Design visiting card, letter pad &envelop design
3. Design a colander
4. Design label for your brand
5. Design tag for your brand
6. Design packing material for your brand
7. Practice in lay out design
8. Practice poster design
9. Create dangler design
10. Create hand bag design
11. Create hoarding design

	Total Lecture hours	**90 hours**

Text Book(s)

1	Fashion Designer's Handbook for Adobe Illustrator; Second Edition,Marianne Centner& Frances Vereker, Wiley Publication, New York, 2011.
2	3D Fashion Design; Technique, Design and Visualization, Thomas Makryniotis, London, 2015.
3.	Apparel design—CAD Software; Angela Wolf, 2012.

Reference Books

1	Freelance Fashion Designer's Handbook, Paula Keech, John Wiley & Sons, New York, 2012.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	https://helpx.adobe.com/in/illustrator/how-to/logo-design.html

Course Designed By: Mr. T. Suresh

Mapping with Programme Outcomes							
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	S	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code	43Q	GARMENT CONSTRUCTION - WOVEN	L	T	P	C
Core		Practical IX	-	-	3	3
Pre-requisite		Advanced knowledge in stitching	Syllabus Version		2020-21	

Course Objectives:

The main objectives of this course are to:

1. To know about manufacturing process of various woven styles
2. To understand the process flow of manufacturing
3. To plan the work stations properly and integrate the sewing process.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember various garment styles and their flow process	K1
CO2	Understand the manufacturing process step by step	K2
CO3	Understand the style wise stitching requirements	K2
CO4	Apply the standard manufacturing procedures	K3
CO5	Analyse the garment after construction	K4

K1 – Remember; **K2** – Understand; **K3** – Apply; **K4** – Analyze; **K5** - Evaluate; **K6** – Create

Part A	**Men's Style**	**35 hours**

Using different types of woven manufacturing machineries, construct the following with details mentioned

1. Formal shirt with full sleeve
2. Boxer short with side pocket and patch pocket
3. Men's kurta with stand collar
4. Night robe with patch pocket
5. Baggy pant with pouch pocket / formal trouser with side and welt pocket

Part B	**Women's Style**	**30 hours**

6. Basic Salwar
7. Basic Kameez with side slit
8. Sari blouse
9. Skirt
10. Full gown or full-length maxi

Part C	**Kid's Style**	**25 hours**

11. Pedal pusher
12. Chemise
13. Frock and its variations

	Total Lecture hours	**90 hours**

Text Book(s)

1	NIMI construction manuals.
2	The Complete Photo Guide to Clothing Construction, Christine Heynes, Querry Books, UK, 2014.
3.	Illustrated Guide to Sewing Garment Construction, Colin Dorsey, Chapel publishing, US, 2011.

Reference Books	
1	A Handbook on Garment Construction,4th Edition, Edith Callahan, Edna .M,Edith Barry, 2008.
2	Industry Clothing Construction Method, Mary Ruth Shields, Fair Child Books Ltd, UK, 2011.
3.	Garment Manufacturing Technology, Rajkishore Nayak & Rajiv Pandhey, Woodhead Publishing Ltd, New Delhi, 2015.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.nngroup.com/articles/kids-cognition/#:~:text=Summary%3A%20Children's%20cognitive%20skills%20are,mental%20models%20and%20prior%20knowledge.
Course Designed By: Ms. R. Sneha	

Mapping with Programme Outcomes							
Cos	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	S	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code	4AP	TEXTILE WET PROCESSING	L	T	P	C
Allied		Practical IV	-	-	4	4
Pre-requisite		Basic practical knowledge in fabrics and various chemical reactions	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are to:

1. To gain practical on hand training on preparatory processes
2. To understand the technical importance of wet processing
3. To plan various process requirements for dyeing and printing

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember various terms of wet processing	K1
CO2	Understand the technical implications of wet process	K2
CO3	Understand the preparatory processes and its requirements	K2
CO4	Apply the technical concept into the process	K3
CO5	Analyse various chemical reactions and their implications	K4

K1 – Remember; **K2** – Understand; **K3** – Apply; **K4** – Analyze; **K5** – Evaluate; **K6** – Create

Part A	Dyeing	30 hours

1. Estimation of water hardness
2. Scouring
3. Bleaching
4. Dyeing with direct dyes
5. Dyeing with cold and hot brand reactive dyes
6. Silk dyeing
7. Polyester dyeing

Part B	Printing	30 hours

8. Block printing
9. Stencil
10. Flat screen preparation
11. Flat screen printing using pigments
12. Tie & dye
13. Batik

	Total Lecture hours	60 hours

Text Book(s)

1	AATCC Garment wet processing technical manual, 1994.
2	Textile processing and Properties; Preparation, Dyeing, Finishing and Performance, Tyrone L. Vigo, Elsevier Publishing, Netherlands, 1994.
3.	Textile Wet Processing, Manoj Dole, Manoj Dole Publishing Co, India, 2018.

Reference Books

1	An Introduction to Textiles; Textiles Wet Processing, D.J Hill, 1993.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	https://www.britannica.com/topic/textile/Dyeing-and-printing
2	https://www.sciencedirect.com/topics/engineering/dyeing-process

Course Designed By: Ms. K. Swetha

Mapping with Programme Outcomes							
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	S	S	S	S	S	S	S
CO2	S	L	L	M	S	S	S
CO3	S	S	M	M	S	S	S
CO4	S	M	L	M	S	L	M
CO5	S	M	L	L	L	M	L

*S-Strong; M-Medium; L-Low

Course code	4ZP	FABRIC ANALYSIS & DESIGNING-PRACTICAL	L	T	P	C
Skill Based Subject		Skill Based Subject II	-	-	3	3
Pre-requisite		Basic knowledge about textile science	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are to:

1. To know about practical knitting process.
2. To understand the technical requirements of fabric designing and manufacturing.
3. To plan and balance the knitting process and create different knit designs.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember various terms of fabric knitting technology	K1
CO2	Understand the technicality of fabric production	K2
CO3	Apply the technical inputs and knit the fabric	K3
CO4	Analyse the difference between various designs	K4
CO5	Create different fabric swatches	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Part A	Fabric Swatch Development	20 hours

Develop the following samples

1. Pique
2. Pearl
3. Lacoste
4. Twill
5. Cross miss
6. Two thread fleeces
7. Mini jacquard design
8. Auto striper
9. Rib waffle
10. Flat back rib
11. Interlock
12. Ottoman rib
13. Electronic Jacquard motifs

Part B	Knit Sample Analysis	12 hours

Analyse the given knit sample for the following technical criteria

14. Course and Wales density
15. Loop length
16. Areal density (GSM)
17. Tightness factor
18. Technical graph
19. CAM order
20. Needle order

Part C	Woven Sample Analysis	13 hours

Analyse the given woven fabric sample (Plain, Twill,Satin and its derivatives) for the following particulars and draw the design, draft and peg plan

21. EPI
22. PPI

23. Warp and weft crimp & count 24. Cover factor		
	Total Lecture hours	**45 hours**
Text Book(s)		
1	Knitting Technology – A comprehensive Handbook and Practical Guide, Woodhead Publishing, New Delhi, 2001.	
2	Knitting Technology, David J Spencer, Woodhead Publishing, New Delhi, 2014.	
3.	Principles of fabric Formation, Prabir Kumar Banerjee, CRC Press, US, 2014.	
Reference Books		
1	Advances in Knitting Technology; K F Au, CRC Press, Elsevier Publishing, Netherlands, 2011.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.hindawi.com/journals/amse/2016/6470351/	
2	https://textilelearner.blogspot.com/2018/11/structure-analysis-weft-knitted.html	
3	https://textilelearner.blogspot.com/2013/08/woven-fabric-analysis-analysis-of-woven.html	
4	https://www.scirp.org/journal/paperinformation.aspx?paperid=82701	
Course Designed By: Ms. Narmadha Devi V.N		

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M	L	S	M	L	M	M
CO2	S	S	M	L	L	M	L
CO3	S	L	L	S	M	L	L
CO4	S	L	L	M	M	L	L
CO5	L	L	L	M	L	L	L

*S-Strong; M-Medium; L-Low

Fifth
Semester

Course code	53A	FASHION ENTREPRENUERSHIP AND RETAILING	L	T	P	C
Core		Paper VII	-	4	-	4
Preamble		Basic knowledge about business requirement and concept of basic market	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are to:

1. To explore entrepreneurial leadership and management skills.
2. To promote fashion and apparel entrepreneurial avenues.
3. To formulate a business plan for establishing fashion business.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember the essential entrepreneurial business principles	K1
CO2	Understand the functions of the entrepreneur in the successful business concept.	K2
CO3	Understand the market orientation and buying function of a fashion retail business	K2
CO4	Apply entrepreneurial skills to operate a fashion business.	K3
CO5	Analyze the key processes necessary to bring new products and services to market.	K4

K1 – Remember; **K2** – Understand; **K3** – Apply; **K4** – Analyze; **K5** – Evaluate; **K6** – Create

Unit:1	Introduction to Entrepreneurship	15 hours

Entrepreneurship, understanding entrepreneurship, common myth about entrepreneurs, fashion trend leads to entrepreneurial opportunities, why some business fails while other succeeds, entrepreneurial profile, development of the business concept, ratio of success and failures.

Unit:2	The Market Study	15 hours

Market research, defining the industry, industry life cycle, impact of technology, Regional market feasibility study, Market Segmentation, consumption pattern, purchasing a franchisee operation, new product development, product launch, pricing, organizational behaviour, market variables.

Unit:3	Marketing & Promotion	15 hours

Entrepreneur, History and future projections, web demographics, benefits and limitations of going on- line, building a business plan for E-Commerce-Models, Customer relationship management, security and privacy, promotion and marketing-Commerce challenges and concerns

Unit:4	Retail Buying	15 hours

A Market Orientation, Retail Formats, Emerging and growing retail formats, buying function in retailing, buying for different type of stores, Organizational structure and the buying function, obtaining assistance for make buying decision, Trend watch for fashion buying Understanding your customers.

Unit:5	Entrepreneurial Management	15 hours

Making the purchase, negotiating term for the sale, negotiating special buying situations, placing the order, window merchandising and visual display, using different props. Business proposal, setting up an own boutique, funding, sourcing, Technical difficulties, understanding the client and expectations.

	Total Lecture hours	75 hours

Text Book(s)

1	The Business of Fashion designing, Manufacturing and Marketing by Leslie Davis Burns, Nancy O Bryant, Bloomsberry Academic, USA, 2016.
2	Inside fashion Business by Dickerson Kitty G., Pearson Publishing Co, London, 2002.
3	Fashion Entrepreneur: Starting Your Own Fashion Business, by Sandra Burke, Burke Publishing, UK, 2013.

Reference Books	
1	Fashion Entrepreneurship: The Creation of the Global Fashion Business by NeriKarra, Routledge, Routledge Publishers, New Delhi, 2020.
2	Guide to Fashion Entrepreneurship: The Plan, the Product, the Process, By Melissa G. Carr, Lisa Hopkins Newell, Maryland, 2014.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.tutorialspoint.com/entrepreneurship_development/entrepreneurship_development_introduction.htm#:~:text=Entrepreneurship%20is%20the%20art%20of,creative%20product%2C%20process%20or%20service.&text=It%20can%20be%20a%20new,or%20any%20other%20similar%20innovation.
2	https://www.hotjar.com/blog/market-research/
3	https://shodhganga.inflibnet.ac.in/bitstream/10603/22928/8/08_chapter%202.pdf
4	https://sendpulse.com/support/glossary/promotional-marketing
5	https://news.gcase.org/2011/10/24/what-is-entrepreneurial-management/#:~:text=We%20define%20entrepreneurial%20management%20as,%2D%20and%20medium%2Dsized%20businesses
Course Designed By: Mr. G. Boopathy Vijay	

Mapping with Programme Outcomes							
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	M	M	L	L	L	L	S
CO2	L	L	L	M	L	L	S
CO3	M	L	L	M	L	L	S
CO4	M	L	L	L	L	L	S
CO5	M	M	L	M	L	L	S

*S-Strong; M-Medium; L-Low

Course code	53P	FASHION ACCESSORIES & EMBELLISHMENT	L	T	P	C
Core		Practical X	-	-	3	3
Pre-requisite		Basic idea about types of value addition in fabrics	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are to:

1. To practice the skills of surface ornamentation on textile materials.
2. To familiarize students with the techniques of doing basic embroidery stitches.
3. To provide practical knowledge on the traditional embroidery techniques in the modern context.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember the different embroidery materials, type of needles and their suitability	K1
CO2	Understand and appreciate the traditional surface ornamentation practices.	K2
CO3	Apply skills to enhance the aesthetic value of any fabric through ornamentation	K3
CO4	Analyze the type of embroidery required to interpret the given design	K4
CO5	Create variations in the stitches to develop new design concepts.	K6

K1 – Remember; **K2** – Understand; **K3** – Apply; **K4** – Analyze; **K5** – Evaluate; **K6** – Create

Part A	Basic Hand Embroidery	45 hours

Basic Hand Embroidery practice with variations in the following stitches.

1. Running Stitch
2. Back stitch
3. Stem Stitch
4. Satin stitch
5. Bullion Knot
6. Pearl Knot
7. Cross Stitch
8. Blanket Stitch
9. Button Hole
10. Corel Stitch
11. Fly Stitch
12. Chain Stitch
13. Feather Stitch
14. Fern Stitch
15. Fish Bone Stitch
16. Herringbone Stitch
17. Couching
18. Bead Work
19. Mirror Work Stitch
20. Sequins Work

Part B	Traditional Surface Ornamentation	45 hours

Traditional surface ornamentation practices with variations in the following

a) Kantha
b) Chikankari
c) Kasuti
d) Zardosi
e) Gujarat embellishment
f) Fabric painting
g) Smocking
h) Applique
i) Quilting
j) Phulkari work

	Total Lecture hours	90 hours

Text Book(s)

1	Indian Embroidery, Kamaladevi Chattopadhyay, Wiley Eastern, India, 1977.
2	Step-by-step Needlecraft of Encyclopaedia, Revised Edition, Judy Brittain, Dorling Kindersley Publishers Ltd, UK, 1995.
3	Complete Guide to Embroidery, Jennifer Campbell and Ann-Marie Bakewell, Readers Digest Association, New York, 2006.

Reference Books	
1	Stitches: Photographs, Diagrams and Instructions for Over 260 Stitches, Reader's Digest, Readers Digest, UK, 2006.
2	Ethnic Embroidery of India, Usha Shrikant, Sole Distributers, Design Point, UK, 1998.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://sewguide.com/embroidery-border-designs/
2	https://thedesigncart.com/blogs/news/surface-ornamentation-history-and-types
Course Designed By: Ms. R. Sneha	

Mapping with Programme Outcomes							
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	M	M	S	S	L	M	L
CO2	L	L	S	S	L	S	L
CO3	L	M	S	S	L	S	L
CO4	M	M	S	S	L	S	L
CO5	M	M	S	S	L	S	L

*S-Strong; M-Medium; L-Low

Course code	53Q	ART PORTFOLIO	L	T	P	C
Core		Practical XI	-	-	4	4
Pre-requisite		Advanced knowledge in garment designing	Syllabus Version		20-21	

Course Objectives:

The main objectives of this course are to:

1. To learn the development of theme board, mood board, colour palette, story board for design inspiration.
2. To present and implement the designs dealing with trends.
3. To developan individual style and original body of workin a professional practice.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Understand the customer & market requirements and fashion trend changes	K2
CO2	Analyse the forecast and assemble information from a variety of sources for idea generation and concept development	K4
CO3	Apply the design concepts to initiate the design explorations	K3
CO4	Understand the design process through mood board, color board, swatch board, flat sketches and tech pack for production.	K2
CO5	Create design collections based on a particular theme.	K6

K1 – Remember; **K2** – Understand; **K3** – Apply; **K4** – Analyze; **K5** – Evaluate; **K6** – Create

Part A		**60 hours**

Create Art portfolio with below mentioned details using Computer Aided Design software.

1. Develop Forecast Board based on seasons for Fashion and Color.
2. Develop Trims and Accessory Board based on Season.
3. Develop Inspiration Boards.
4. Develop Story Boards.
5. Develop Mood Boards for different theme / inspirations.
6. Develop Color Palette based on the theme / inspiration.
7. Develop Customer Profile.
8. Develop Flat Sketches based on the theme / inspiration.
9. Create design board with 6 designs according to your theme and customer profile.
10. Develop Tech pack for your designs

	Total Lecture hours	**60 hours**

Text Book(s)

1	Creative Fashion Presentations, Polly Guerin, Fairchild Publications, New York 2004.
2	Portfolio presentation for fashion designers, 3rd edition, Linda Tain, UK, Fairchild Books, New York, 2010.
3	Fashion Portfolio: Design and Presentation, Anna Kiper, Batsford Publications, UK, 2014.

Reference Books

1	Fashion Forecasting, 2nd Edition – Research Analysis and Presentation, Evelyn L. Brannon, Berg Publishers, United States, 2005.
2	Designing Your Fashion Portfolio: From Concept to Presentation,Joanne Barrett, Bloomsbury Academic, USA, 2012.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.pixpa.com/examples/fashion
2	https://successfulfashiondesigner.com/fashion-portfolio/fashion-portfolio-checklist/
3	https://www.behance.net/gallery/71373427/Fashion-Design-portfolio
Course Designed By: Ms. K. Swetha	

Mapping with Programme Outcomes							
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	M	S	L	M	S	S	S
CO3	S	M	M	M	M	S	S
CO3	S	M	M	S	S	S	M
CO4	S	S	S	S	M	S	M
CO5	M	M	M	S	S	S	M

*S-Strong; M-Medium; L-Low

Course code	53R	DRAPING TECHNIQUES	L	T	P	C
Core		Practical XII	-	-	3	3
Pre-requisite		Basic knowledge in pattern making, body silhouettes and various fabrics	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are to:

1. To understand the basic draping & manipulation techniques.
2. To design and develop patterns for different garments based on the body measurements.
3. To interpret and transform their designs on a three-dimensional form using draping method.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember the basic principles of draping for fashion design.	K1
CO2	Understand the style lines and proportions of the garment to be draped.	K2
CO3	Apply knowledge to produce patterns for the component parts of a garment.	K3
CO4	Analyze the proper fit and grain of the fabric in relation to design.	K4
CO5	Create & develop a design through three-dimensional experimentation	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Part A — **90 hours**

1. Bodice - Front & Back
2. Skirt - Front & Back and Its Types
3. Pant - Front & Back
4. Sleeve - Bell, Raglon, Cape, Puff, Circular, Kimono
5. Neckline - Boat, Key Hole, Halter, Scooped, Scalloped
6. Collar - Mandarin, Peter pan, Turtle, Ruffled & Shawl
7. Cowls
8. Twist
9. Surplice
10. Yoke - Hip Yoke, Midriff & Shirt Yoke
11. Design and Drape one couture wear for Men & Women

Total Lecture hours — **90 hours**

Text Book(s)

1	Draping for Fashion Design, 5th Edition, Nuriesrelis, Hilde Jaffe and Rose Mary Torre, Pearson Prentice Hall Publications, United States, 2012.
2	The Art of Fashion Draping, Connie Amadan Crawford, Fair Child Publications, New York, 2005.
3	Draping for Apparel Design – 3rd Edition, Helen Joseph and Armstrong, India, Bloomsbury Publications India Ltd, 2013.

Reference Books

1	Cutting and Draping Special Occasion Cloths: Designs for Party wear and Evening wear, Dawn Cloak, London, Batsford, 1998.
2	Dress Design, Draping and Flat Pattern Making, Marion Strong Hillhouse and Evelyn A. Mansfield, Houghton Mifflin Company, United States, 1948.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	https://style2designer.com/apparel/draping-mannequin/what-is-draping-technique-and-its-process/
2	https://www.aicp.fr/portfolio-items/moulage-technique-du-moulage/?lang=en#:~:text=Draping%2C%20the%20most%20ancient%20of,to%20create%20a%20fabric%20prototype.
Course Designed By: Ms. Narmadha Devi V.N	

Mapping with Programme Outcomes							
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	M	M	L	L	S	M	L
CO3	M	S	M	M	S	S	L
CO3	S	M	L	M	S	S	L
CO4	S	S	L	S	S	S	L
CO5	M	M	M	M	S	S	L

*S-Strong; M-Medium; L-Low

Course code	5ZP	DESIGN FOR TRADITIONAL WEAR PARTY AND BRIDAL COLLECTION – PRACTICAL	L	T	P	C
Skill Based Subject		Skill Based Subject III	-	-	3	3
Pre-requisite		Advanced knowledge in garment designs	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are to:

1. To impart knowledge of the development of traditional, party & bridal wears with reference to origin, production, material, colour and motifs.
2. To acquire construction & finishing techniques of couture collections.
3. To familiarize students with the growing trends in bridal wear market.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Analyze the contemporary design in terms of style details, colors, fabric & trims	K4
CO2	Create modifications in silhouette and components to come up with a new concept in bridal wear segments	K6
CO3	Apply print designs, patterns, art inspirations and textures to the couture garments.	K3
CO4	Understand the appropriate textile materials for the development of traditional, party and bridal collection	K2
CO5	Create a design according to market requirements and latest trends	K6

K1 – Remember; **K2** – Understand; **K3** – Apply; **K4** – Analyze; **K5** – Evaluate; **K6** – Create

Part A	**25 hours**

Design Development for traditional, party wear and bridal wear segments.

11. Recent print research

12. repeated pattern and types

13. Inspiration from art

14. Texture variations

5. Bio mimicry in fashion

Part B	**25 hours**

6. Silhouette modifications
7. Study on various garment component modifications
8. Application of cut-make-trim for the new modern trends

Part C	**25 hours**

9. Study on wedding dress-Across countries. Design and construct a garment based on their culture.
10. Fashion design for the plus size. Sketch a kurta and salwar for Indian plus size women and construct the same
11. Design and construct a red carpet –couture segments garments with high end trims and accessories.

	Total Lecture hours	**75 hours**

Text Book(s)	
1	Couture Sewing Techniques 19th Edition, Claire B. Schaeffe, Taunton Press, US, 2001.
2	The Dress Making: The Handbook of Couture Sewing Techniques. Essential step- by- step techniques foe professional results – 21st edition, Lynda Maynard, Interweave Press, US, 2010.
3	Couture Bridalwear: Pattern Layout and Design, Margot Arendse, Brassey's, US, 2000.
Reference Books	
1	The Metric Pattern Cutting for Women's Wear – 5th Edition, Winifred Aldrich, Black Well Publishers, Australia, 2008.
2	Creative Clothing Construction, Bane, A., Mc Graw-Hill Book, New York, 1966.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.careeraddict.com/become-wedding-dress-designer
Course Designed By: Mr. G. Boopathy Vijay	

Mapping with Programme Outcomes							
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	S	S	S	S	M	S	M
CO3	S	M	M	S	S	S	M
CO3	S	S	S	S	M	S	M
CO4	S	S	M	S	M	S	L
CO5	M	S	M	S	M	S	S

*S-Strong; M-Medium; L-Low

Course Code	57V	Internship	L	T	P	C
Project		Viva Voce	-	-	-	2
Pre-requisite	Basic knowledge in designing and garment industry		Syllabus Version	2020-2021		

Course Objectives:

The main objectives of this course are to:

1. Students will be visiting different manufacturing units and will experience practical learning
2. Students will be able to create data and informations
3. Student will be able to record all the data through internship record which will be presented at the end of the training

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	The schedule of the internship should be divided into various departments	K2
CO2	Complete data should be collected for individual department and industry process wise based on an approved questionnaire	K3
CO3	All the collected data should be reviewed and accumulated	K4
CO4	Report preparation should be done	K4
CO5	A proper presentation should be made by the student upon which the student will get a clear view of industrial process	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

INTERNSHIP GUIDELINES

The students have to undergo full day training in Spinning / weaving / Knitting / Dyeing / Printing / Finishing/ Washing / Designing/ Sewing and relate areas of apparel production and designing. Visit to industry should be such that it covers the most of the segments of apparel industry and the time spent in each segment should also be uniform.

Students can undergo individually or a batch of maximum 4 nos. only will be allowed for training.

Training can be planned for stretch of 3 weeks in mid of semester or 2 days per cycle of 6 days.

The faculty in charge will give all the formats and guidelines for preparing report.

The students have to record all the required information and observations during training and submit a rough copy within 5 days after completion of training.

Students have to submit the attendance copy and performance card to the faculty in charge, obtained from the respective authority of company with seal and signature. Standard format for the above documents will be given by the department. The report format and request letter from the Department should be collected by the students from the Department before the start of the training.

Student must present for review meeting to assess the progress conducted during training period. The students will be assessed based on their Training report, Viva-Voce examination and the PPT presentation by the Internal Domain Experts and department faculty members.

Text Book(s)	
1	The Impact of Globization in a developing Market, A.Anthony, Mary Joseph.T, Published by SMEs in Indian Textile, 2010.
2	Analysing Sample Production Processes in the Apparel Industry and a Model Proposal, Published by Magic world of textiles, 2012.
Reference Books	
1	The Successful Internship. United States, King, Mary A., and Sweitzer, H. Frederick., Cengage Learning 2013.
Related Online Contents	
1	https://clothingindustry.blogspot.com/2018/09/sampling-process-apparel-industry.html
2	http://textilemerchandising.com/garments-sampling-process/
Course Designed By: Ms.Arundhati Ghosal	

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M	S	L	L	M	S	S
CO2	M	S	L	M	M	S	S
CO3	M	M	L	L	M	L	S
CO4	M	S	M	L	S	L	S
CO5	M	S	L	L	L	L	S

*S-Strong; M-Medium; L-Low

Sixth
Semester

Course code	63A	FASHION BUSINESS & COMMUNICATION	L	T	P	C
Core		Paper VIII	-	4	-	4
Pre-requisite		Advanced knowledge about fashion concepts and fashion markets	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are to:

1. Enable students to know about fashion cycle.
2. Understand the importance of fashion forecasting.
3. Explain on Fashion communication and visual merchandising.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember Fashion cycle and role of fashion designers	K1
CO2	Understand how to forecast fashion	K2
CO3	Apply various effective communication methods between buyer and consumer	K3
CO4	Analyse various levels of fashion business	K4
CO5	Evaluate on fashion styling and strategy	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	Fashion Environment	15 hours

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

Unit:2	Fashion Forecasting	15 hours

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

Unit:3	Fashion Designers and Merchandisers	15 hours

Fashion business – Scope of fashion business – Primary level, secondary level and retail level – Type of fashion designers – Role of fashion designers – Indian fashion designers – Principles of merchandising –Types of merchandising – Role of merchandiser – Effect of Consumer – Types of buyers –communication with buyers and consumers.

Unit:4	Fashion Communication	15 hours

Fashion communication-scope, need of fashion communication in fashion industry. Fashion Photography, information graphics, animation, experiential design.

Unit:5	Visual Merchandising	12 hours

Visual Merchandising, Design strategy, fashion styling, publication design, prop design, set design, traditional folk media, and fashion journalism for new media.

	Total Lecture hours	75 hours

Text Book(s)

1	Inside the Fashion Business, 7th edition, Bennet, Coleman and O Ltd, Mumbai, 1998.
2	Visual Merchandising and Display, 6th edition, Martin M. Pegler, Fairchild Books, UK, 2011.
3.	New Trends in Visual Merchandising – Retail Display Ideas that encourage Buying, Judy Shepard, Harper Design Publishers, New York, 2013.
4.	Retail fashion Promotion and Advertising, Drake et.al,,Macmillan Publications Company, Karnataka, 1991.

Reference Books	
1	Fashion Marketing Communications, Gaynor Lea, Greenwood Publications, US, 2013.
2	Fashion from Concept to Consumer, 9th edition, Gini Stephens Fringes, Pearson Education Ltd, Harlow, 2014.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.sustainyourstyle.org/old-environmental-impacts
2	https://www.sustainyourstyle.org/old-environmental-impacts
3	https://design.careers360.com/articles/know-all-about-fashion-communication#:~:text=Fashion%20communication%20is%20a%20specialised,the%20fashion%20and%20lifestyle%20industry.
4	https://www.thebalancesmb.com/the-5-most-important-elements-of-visual-merchandising-2890501
5	https://study.com/academy/lesson/what-is-visual-merchandising-definition-objectives-types.html
6	https://www.justdesigninstitute.com/fashion-designer-and-fashion-merchandiser-differences/#:~:text=Fashion%20designers%20conceptualise%20clothing%20and,fashion%20designer%20and%20fashion%20merchandiser.
Course Designed By: Mr. G. Boopathy Vijay	

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M	S	M	L	M	S	M
CO2	M	S	M	L	M	S	L
CO3	S	S	S	M	L	S	L
CO4	M	S	S	M	M	S	S
CO5	S	S	S	L	S	S	M

*S-Strong; M-Medium; L-Low

Course code	63B	GARMENT PRICING AND TRADE DOCUMENTATION	L	T	P	C
Core		Paper IX	-	4	-	4
Pre-requisite		Fundaments of business	Syllabus Version	2020 – 2021		

Course Objectives:

The main objectives of this course are to:

1. Explain principles of costing in international trading.
2. Understand the requirement of firm establishments and documents.
3. Enable students to learn about import and customs procedures.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember costing system and its types	K1
CO2	Understand about cost estimation for international and domestic products	K2
CO3	Apply right method for licensing	K3
CO4	Analyse documents on import and export trading	K4
CO5	Evaluate cost estimation of raw materials used in textile industry	K5

K1 – Remember; **K2** – Understand; **K3** – Apply; **K4** – Analyze; **K5** – Evaluate; **K6** – Create

Unit:1	Principles Of Costing	15 hours

Requirements of Good Costing System – Cost Unit – Types of Costs. Elements of Cost – DirectMaterialCost – DirectExpenses – DirectWages – IndirectMaterials – IndirectExpenses – IndirectLabour – Overheads – Production Overhead – Administrative Overhead – Selling Overhead Distribution Overhead – Prime Cost – Work Cost – Cost of Production – Total Cost.

Unit:2	Cost Estimation	15 hours

Cost estimation for Yarn, Knitted Fabric, woven fabric, Dyeing, Printing & Finishing. Cost Estimation for Cutting, Stitching, Checking, Packing, Forwarding, Shipping, Insurance Etc., - INCO Terms &its Relationship with costing. Estimation of factory cost for different knitwear and woven products. Various factors to be considered in costing for Domestic products & International Products.

Unit:3	Firm Establishment	15 hours

Introduction – Export Promotion Councils and their role – Registration formalities – RCMC – IE Code– RBI Code. Foreign trade documents: Need, rationale and types of documents relating to goods –Invoice – Packing note and list – Certificate of origin – Certificate relating to shipments – Mate receipt – Shipping bill – Caret ticket – Certificate of measurement – Bill oF Lading – Air Way Bill –Documents Relating To Payment – Letter Of Credit – Bill Of Exchange – Letter of Hypothecation –Bank Certificate for Payment – Document relating to inspection – Certificate of Inspection – GSP And other forms.

Unit:4	Import Procedure	15 hours

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:5	Shipment And Customs	15 hours

Pre Shipment Inspection and Quality Control – Foreign Exchange Formalities – Pre Shipment Documents. Shipment of Goods and Port Procedures – Customs Clearance of Import Cargo Post Shipment: Post – Shipment Formalities and Procedures – Claiming Duty Drawback and other Benefits.

	Total Lecture hours	75 hours

Text Book(s)	
1	Cost Accounting, S.P.Jain and KL, Narang,Kalyani Publishers, New Delhi, 2005.
2	Cost Accounting, R.S.N. Pillai and V. Bagavathi,S. Chand and Company Ltd., NewDelhi, 2004.
Reference Books	
1	Hand Book of Import and Export Procedures, Paras Ram, EIILM University, Sikkim, 2001.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://apparelcosting.blogspot.com/2017/05/apparel-costing-principles.html
2	https://clothingindustry.blogspot.com/2019/02/export-procedure-readymade-garments.html#:~:text=Export%20process%20of%20garments%20products,mandatory%20document%20for%20customs%20clearance.
Course Designed By: Ms. Arundhati Ghoshal	

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M	S	S	M	M	M	S
CO2	M	S	M	L	L	M	S
CO3	L	M	L	L	L	L	S
CO4	L	S	M	L	L	L	S
CO5	L	S	M	M	M	M	S

*S-Strong; M-Medium; L-Low

Course code	6ZP	COMPUTER AIDED PATTERN DESIGNING – PRACTICAL	L	T	P	C
Skill Based Subject		Skill Based Subject IV	-	-	3	3
Pre-requisite		Basic knowledge of pattern making and computer handling skills	Syllabus Version		2020 – 2021	

Course Objectives:

The main objectives of this course are to:

1. Create patterns by using CAD software.
2. Help students understand about the tools used to create various garment styles.
3. Enable students to learn the concept of cost optimization by using marker planning and marker efficiency digitally.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember the tools to be used for various garment styles	K1
CO2	Understand the importance of digitised software for pattern	K2
CO3	Apply variations onto the garment by varying patterns	K3
CO4	Analyse fit of the given pattern	K4
CO5	Create digitized patterns for customized garment styles	K6

K1 – Remember; **K2** – Understand; **K3** – Apply; **K4** – Analyze; **K5** – Evaluate; **K6** – Create

Unit:1	CAD tools and Garment styles	75 hours

CAD software is used to practice the following on the styles mentioned,

1. Create Pattern on computer screen, adding details to patterns.
2. Saving, extracting & editing patterns from stock library of Patterns.
3. Grading patterns on different size scale.
4. Making Marker plan for cutting fabrics.
5. Estimating lay length and calculating marker efficiency.
6. Fit analysis of the given pattern.

Styles

7. Men's Basic T Shirt
8. Raglan with Pocket
9. Men's Polo T Shirt
10. Men's Trouser
11. Men's T-Shirt with hood
12. Men's Inner Garment – Vests RN / RNS
13. Briefs
14. Ladies Skirt
15. Women's Nightwear
16. Kid's Wear – Romper
17. Kid's Wear – A Line frock
18. Children's Suits and Pyjama

	Total Lecture hours	75 hours

Text Book(s)

1	Computer Aided Pattern Design Product Development, Asim Kumar, Roy Choudry, Pai&Son Book Seller, Coimbatore, 2001.
2	Pattern Cutting for Clothing using CAD, -Lectra&Modaris, M.Stott, Woodhead Publishing, ASIN, 2012.

Reference Books	
1	Manual for Computerised Design System, Renu, Mohindra, CBS Publications, New Delhi, 2016.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.goldnfiber.com/2016/10/essential-pattern-making-software-garment-industry.html#:~:text=Procedure%20of%20Pattern%20Making&text=CAD%20is%20an%20integrated%20system,devices%20to%20smooth%20your%20operations.
Course Designed By: Mr. T. Suresh	

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	S	S	M	S	M
CO2	S	S	S	S	S	S	L
CO3	S	S	S	S	M	S	L
CO4	S	S	S	S	S	S	L
CO5	S	S	S	S	M	S	M

*S-Strong; M-Medium; L-Low

Course code	67V	DESIGN COLLECTION – PROJECT & VIVA VOCE	L	T	P	C
Project		VivaVoce	-	-	4	4
Pre-requisite		Advanced knowledge in designing and stitching	Syllabus Version		2020 - 2021	

Course Objectives:

The main objectives of this course are to:

1. Help students to prepare customer profile and market research
2. Develop forecast board, mood board etc.
3. Stitch garments based on the theme chosen.
4. Present the garment with portfolio, explaining the boards in detail with techpack.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

1	Remember the procedures to select the theme	K1
2	Understand the concepts of various boards in portfolio	K2
3	Apply creativity onto the garments designed in computer software	K3
4	Analyse the current fashion trend and forecast the market	K4
5	Create unique their own designs to become a fashion designer	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

	Forecasting and Presentation	**90 hours**

MARKET ANALYSIS & FORECASTING

Each student should prepare their customer profile and conduct market analysis in a selected location onfashion trend and direction. On the data collected they should make forecast, develop forecast board forstyle and color, design their collection based on a theme and stitch garments accordingly. The collectionshould consist of 10 designs.

PRESENTATION AND EVALUATION

Each student should submit a complete project report in the prescribed format and need to produce presentation and attend viva voce thereafter.

	Total Lecture hours	**90 hours**

Text Book(s)

1	The style source book - Judith Miller, Stewart, Tabori and Chang, Newyork, 1998.
2	The creative book of fashion - Vol 1 - Sebastian Zachariah, Higher Ground Communications, US, 2001.

Reference Books

1	Naturally 70s Fabric - Constance Korosec and Leslie Pina, Schiffer Publishing, USA, 1999.
2	Natural Fabrics, Ian Mankin, UK, 2000.

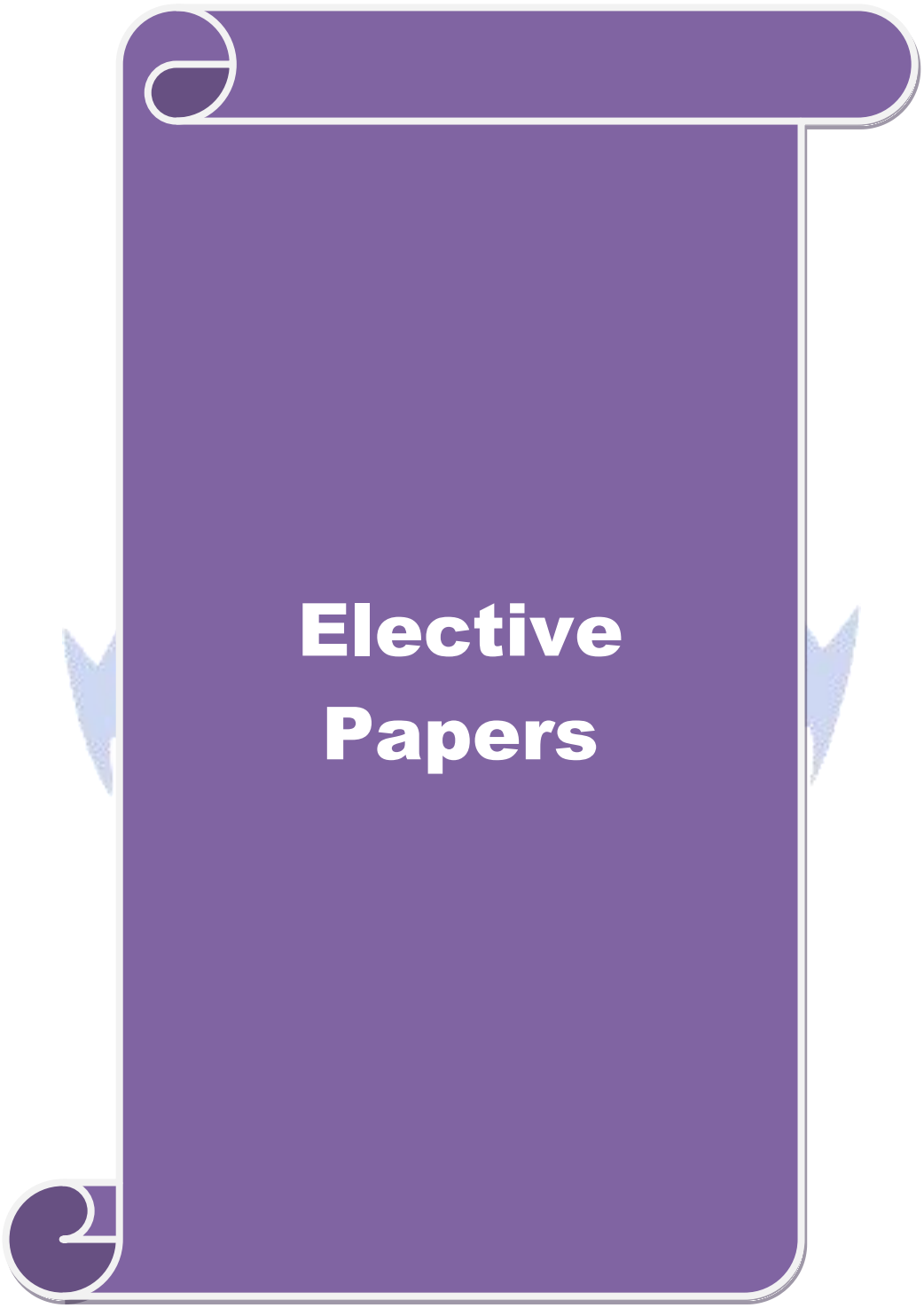
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	https://successfulfashiondesigner.com/fashion-portfolio/fashion-portfolio-checklist/

Course Designed By: Ms. K.Swetha

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M	S	S	S	S	S	L
CO2	S	S	S	S	M	S	L
CO3	S	S	S	S	L	S	M
CO4	S	S	S	S	L	S	M
CO5	S	S	S	S	S	S	M

*S-Strong; M-Medium; L-Low


Elective
Papers

Course code	5EP	CRAFT DOCUMENTATION PRACTICAL	L	T	P	C
Elective		Practical I A $	-	-	4	4
Pre-requisite		Basic idea about craft	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are to:

1. To enable students to explore the different indigenous craft traditions.
2. To understand the craft development process from the concept to creation.
3. To develop a complete documentation of craft manufacturing processes, finishing and presentation

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember the cultural & aesthetic value of the traditional crafts.	K1
CO2	Understanding the origin, materials, methods & production process involved in the selected craft	K2
CO3	Analyze the problems and limitations associated with the craft	K4
CO4	Analyze the possibilities to be made for the improvement of craft	K4
CO5	Create the craft innovations by interpreting new concept and designs	K6

K1 – Remember; **K2** – Understand; **K3** – Apply; **K4** – Analyze; **K5** – Evaluate; **K6** – Create

Part A		**60 hours**

I. Students should identify a craft on their preference and need to go internship for 10days
II. Students should submit their internship report along with the craft they learnt during their internship consisting of the following contents

1) Introduction to the region of the craft originated
2) Various other Crafts of the region
3) History and origin of craft chosen
4) Profile of the craftsman
5) List of materials and tools used
6) Understanding craft method and its process
7) Installation of final product
8) Innovation/changes made
9) How craft reaches people
10) Challenges and opportunities

	Total Lecture hours	**60 hours**

Text Book(s)

1	Crafts of India – Handmade in India – Aditi Ranjan & MP Ranjan, Council of Handicraft Development Corporations., 2007
2	The Arts and Crafts of India and Ceylon by Coomara-Swamy, Ananda K., Noonday Press, New York, 1964.
3	Craft Atlas of India By Jaya Jaitly, Niyogi Books, New Delhi, 2012.

Reference Books

1	Handicrafts of India (All India Handicrafts Board), Som Benegal, Ministory of Production

	Gvt, India, 1959.
2	Craft in Education, Hans Raj Bhatia, Asia Publishing House, Hyderabad, 1962.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	http://www.dicrc.in/Craft-Documentation#:~:text=Craft%20Documentation%20is%20a%20process,documents%20and%20explains%20the%20significant
Course Designed By: Ms. R. Sneha	

Mapping with Programme Outcomes							
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	L	L	L	L	L	L	L
CO3	L	L	L	L	L	L	L
CO3	L	L	L	L	L	L	L
CO4	L	L	L	L	L	L	L
CO5	L	L	L	L	L	L	L

*S-Strong; M-Medium; L-Low

Course code	5EQ	ADVANCED ILLUSTRATION PRACTICALS	L	T	P	C
Elective		Practical I B	-	-	4	4
Pre-requisite		Advanced knowledge in fashion sketching	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are to:

1. Practice the free hand fleshed figures of different age groups showing details in different positions and angles
2. To make the students expertise in fashion illustration principles
3. Develop unique style to execute finished illustrations.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Create the human figure and environment, from imagination and observation	K6
CO2	Apply skills to sketch various apparel categories for men, women and kids	K3
CO3	Create fashion figures with background based on various themes, lifestyles and occasions	K6
CO4	Apply visual illustration skills to communicate effectively with the clients	K3
CO5	Create the sketches of kids, adult men and women with different postures and movements	K6

K1 – Remember; **K2** – Understand; **K3** – Apply; **K4** – Analyze; **K5** – Evaluate; **K6** – Create

Part A **60 hours**

Using art medium, the following composition of illustration should be practiced.

I. Composition – Men Illustration
Men Illustration on Party and Office background.

II. Composition – Women Illustration
Women Illustration on Party and Office background.

III. Composition – Men & Women Illustration
Men & Women Illustration on Party and Shopping background.

IV. Composition – Children Illustration
Children Illustration on the background of Picnic.

V. Composition
Sketching the stylized Group illustration.

VI. Outdoor Sketching.

Total Lecture hours **60 hours**

Text Book(s)

1	Fashion Illustration, Anna Kiper, David & Charles Book, UK, 2011.
2	Elizabetta Drudi and Tiziana, (2010), Figure Drawing for Fashion Design, Pepin Press, Netherland, 2010.
3	New Fashion Illustration (New Illustration Series) English, Paperback, Martin Dawber, Batsford publishers, UK, 2006.

Reference Books	
1	Fashion Illustration Children, Patric, John Ireland, BT Bastford Ltd, UK. , 2005.
2	Fashion Rendering with Colours, Bina Abling, New Jersey, Prentice Hall, 2001.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://en.wikipedia.org/wiki/Fashion_illustration#:~:text=Fashion%20Illustration%20is%20the%20art,ideas%20on%20paper%20or%20digitally.
Course Designed By: Mr. T. Suresh	

Mapping with Programme Outcomes							
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	M	L	L	L	L	M	L
CO3	M	M	L	M	M	S	L
CO3	M	L	L	L	L	S	L
CO4	M	L	L	L	L	S	L
CO5	M	L	L	L	L	S	L

*S-Strong; M-Medium; L-Low

Course code	5EA	CARE AND MAINTENANCE OF TEXTILES	L	T	P	C
Elective		Paper I C	-	4	-	4
Pre-requisite		Basic knowledge about fabric and its properties	Syllabus Version	2020-2021		

Course Objectives:

The main objectives of this course are to:

1. Study of different industry materials for cleaning, pressing and finishing textiles.
2. To learn the appropriate equipment and procedures for the care of textile products.
3. To understand the symbols used in textile care labeling system at an international level

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Understand the use equipment to clean and care for the variety of fabrics safely	K2
CO2	Analyze the suitable laundering techniques for a range of textile items	K4
CO3	Remember the importance of care labels in use and maintenance of textile products	K1
CO4	Understand the special laundering & stain removal techniques	K2
CO5	Analyze the proper caring technique to sustain the functional and aesthetic value of the apparels.	K4

K1 – Remember; **K2** – Understand; **K3** – Apply; **K4** – Analyze; **K5** – Evaluate; **K6** – Create

Unit:1	Clothing Care Essentials	12 hours

Water- hard and soft water, methods of softening water. Laundry soaps – Manufacture of soap (Hot process, cold process), composition of soap types of soap, soap less detergents, chemical action, detergent manufacture, advantages of detergents.

Unit:2	Finishes & Stiffening Agents	12 hours

Finishes – Stiffening Agents – Starch (cold water and hot water), Other stiffening agents, preparation of starch. Laundry blues, their application.

Unit:3	Laundry & Drying Equipments	12 hours

Laundry equipment – for storage, for steeping and Washing – Wash board, suction washer, wash boiler, washing machine. Drying equipments – outdoor and indoor types. Irons and ironing board – types of iron (box, flat, automatic, steam iron). Ironing board – different types.

Unit:4	Principles of Washing	12 hours

Principles of washing – suction washing, washing by kneading and squeezing, washing by machine – Process details and machine details. Laundering of different fabrics – cotton and linen, woolens, coloured fabrics, silks, rayon and nylon.

Unit:5	Special Types of Laundry & Care Labels	12 hours

Special types of Laundry – water proof coats, silk ties, leather goods, furs, plastics, lace. Dry cleaning – using absorbents, using grease solvents. Storing – points to be noted. Stain removal – food stains, lead pencil, lipstick, mildew, nose drops, paint, perfume, perspiration / mildew, tar, turmeric and kum- kum. Care labels – washing, bleaching, drying, ironing and different placements of label in garments.

	Total Lecture hours	60 hours

Text Book(s)

1	Singer Sewing, Clothing Care and Repair (Singer Sewing Reference Library).
2	Care and Maintenance of Textile Products Including Apparel and Protective Clothing, by Rajkishore Nayak, Saminathan Ratnapandian, CRC Press, UK, 2018.

3	Clothing Care Manual, By Isabel Makwara Mupfumira, Nyaradzo Jinga, Strategic Book Publishing Rights Agency, UK, 2014.
Reference Books	
1	Care of Textiles and Costumes: Adaptive Techniques for Basic Maintenance, Caroline Kohn Keck, American Association for State and Local History, 1974.
2	Laundry: The Home Comforts Book of Caring for Clothes and Linens, Cheryl Mendelson, Simon and Schuster, Scribner Publishers, US, 2009.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.bhg.com/homekeeping/laundry-linens/clothes/how-to-wash-clothes-by-hand/
2	https://textilelearner.blogspot.com/2013/07/textile-finishing-processes.html
3	https://www.ariel.in/en-in/how-to-wash/preparing-for-the-wash/how-to-understand-those-fabric-care-labels?gclid=EAIaIQobChMIrZ-DhNn66wIVEKyWCh2i1gzVEAAYASAAEgJVlPD_BwE
Course Designed By: Ms. K. Swetha	

Mapping with Programme Outcomes							
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
CO1	L	S	L	L	L	L	L
CO3	L	S	L	L	L	L	L
CO3	L	S	L	L	L	L	L
CO4	L	S	L	L	L	L	L
CO5	L	S	L	L	L	L	L

*S-Strong; M-Medium; L-Low

Elective Papers II

Course code	6EP	FASHION PHOTOGRAPHY-PRACTICAL	L	T	P	C
Elective		Practical II A	-	-	4	4
Pre-requisite		Basic knowledge about garment presentation and camera	Syllabus Version		2020 - 2021	

Course Objectives:

The main objectives of this course are to:

1. Understand the concepts of photography and editing process.
2. Give ideas on developing a photo and enable photography techniques in various fields.
3. Enable students to know about image editing with special effects.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember general principles of photography	K1
CO2	Understand the lighting techniques for indoor or outdoor photography	K2
CO3	Apply the techniques in the field of modelling, magazine, fashion shows etc...	K3
CO4	Evaluate the right image selection for the purpose of photography	K4
CO5	Create images with the help of computer applications	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		60 hours

Photography:

I. Product Photography
II. Modelling Photography
III. Indoor & Outdoor Photography

Experiments:

Special effects:

I. Black & White Image
II. Gray Scale Image
III. Mono Colour Image
V. Negative Image
VI. Cut Colour Image

Image editing:

I. Collage work
II. Creative image editing
III. Creative layout

	Total Lecture hours	60 hours

Text Book(s)

1	Basic Industrial Arts, Plastics, Graphics Arts, W.R. Miller, Power Mechanics, Mcknight & McKnight Publishing Company, US, 1978.
2	Photography, Illionois, McKnight Publishing Company, US, 1978.

Reference Books

1	Photography Course, John Hedge, John Hedge Co, UK, 1992.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	https://shutterstoppers.com/photoshop-tutorial-fashion-photography#:~:text=A%20simple%20beauty%20edit%20is,can%20easily%20make%20it%20darker.
2	https://enviragallery.com/editing-fashion-photography-for-beginners/

Course Designed By: Mr. T. Suresh

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	S	L	L	S	L
CO2	M	M	S	L	L	S	L
CO3	S	S	S	L	M	S	M
CO4	M	L	S	M	L	S	M
CO5	S	L	S	M	L	S	L

*S-Strong; M-Medium; L-Low

Course code	6EA	HUMAN VALUES AND PROFESSIONAL ETHICS	L	T	P	C
Elective		Paper II B	-	4	-	4
Pre-requisite		Basic idea about societal and individual ethics	Syllabus Version	2020 – 2021		

Course Objectives:

The main objectives of this course are to:

1. Understand the principles of management, social responsibilities and ethical values.
2. Identify problems and solutions using various methods in an organisation.
3. Highlight the importance of interpersonal relationship and leadership qualities.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember the functions of management, responsibilities and business ethics	K1
CO2	Understand the problem and solve them using various strategies	K2
CO3	Apply creativity in problem solving	K3
CO4	Analyse on human resource management and developing leadership qualities	K4
CO5	Evaluate effectiveness of training and motivation using standard theories	K5

K1 – Remember; **K2** – Understand; **K3** – Apply; **K4** – Analyze; **K5** – Evaluate; **K6** – Create

Unit:1	Management And Social Responsibility	12 hours

Meaning, Definition, Significance, Functions – Planning, Organizing, Staffing, Directing and Controlling, Principles of Management.

Concept of Social Responsibility, Views of SocialResponsibility – Economic Objectives Vs Social Objectives – Business Ethics.

Unit:2	Problem Solving Methods And Human Values	12 hours

SWOT Analysis of a Traditional Engineer – Kaizen Strategy and Values – Kaizen Approach for Problem Solving. Process Oriented Management Vs Result Oriented Management.

Value Crisis in Contemporary Indian Society, Aesthetic Values, Moral and Ethical Values, Spiritual Values, Values in the Work Place.

Unit:3	Interpersonal Relationships And Creativity	12 hours

Managing Emotions, Emotional Intelligence, Building Better Interpersonal Relations, Managing the Boss, Dealing with Subordinates – Case Study.

Creativity and Problem Solving – Creativity Process – Creative Individuals and their Characteristics – Techniques for Creative Problem Solving.

Unit:4	Human Resource Management	12 hours

Importance, Objectives, Functions, Job Analysis and Recruitment, Selection and Placement. Training and Learning, Determining Training Needs and Priorities, Formal Employee Training Methods, Management Development, Methods for Developing Managers, Evaluating Training Effectiveness – Case Study.

Unit:5	Leadership And Motivation	12 hours

Definition, Characteristics of Leadership, Leadership styles, Theories of Leadership – Tannenbaum – Schmidt Leadership Continuum – Managerial Grid Theory.

Meaning and Definition – Mechanism of Motivation – Maslow‟s Need Hierarchy Theory, Mc Gregor‟s Theory X and Y- Herzberg‟s Two Factor Theory.

	Total Lecture hours	60 hours

Text Book(s)	
1	Professional Ethics, Jayshree Suresh and Raghavan B S,S. Chand & Company Ltd., New Delhi, 2005.
2	Principles of Management, Harold Koontz, Heinz Weihrich and Ramachandra Aryasri, Tata McGraw Hill, New Delhi, 2004.
Reference Books	
1	Assertiveness Skills Training – A Source Book of Activities, Bishop, Sue,Viva Books Pvt. Ltd.,New Delhi, 2002.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.managementstudyguide.com/social-responsibilities-managers.htm
2	https://www.mathgoodies.com/articles/teaching_values
3	https://www.digitalhrtech.com/human-resource-basics/#:~:text=Human%20Resource%20Management%2C%20or%20HRM,fit%20into%20the%20company%20culture.
4	https://www.digitalhrtech.com/human-resource-basics/#:~:text=Human%20Resource%20Management%2C%20or%20HRM,fit%20into%20the%20company%20culture.
Course Designed By: Ms. R. Sneha	

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	L	M	L	M	M	M	S
CO2	M	M	M	M	L	L	M
CO3	M	M	S	L	L	L	M
CO4	L	L	M	L	L	L	M
CO5	L	L	S	L	L	L	M

*S-Strong; M-Medium; L-Low

Course code	6EB	ENTREPRENEURIAL DEVELOPMENT	L	T	P	C
Elective		Paper II C	-	4	-	4
Pre-requisite		Basic knowledge about business requirements	Syllabus Version	2020 - 2021		

Course Objectives:

The main objectives of this course are to:

1. Enable students to understand the importance of self employment.
2. Know about the services rendered by the institutions.
3. Help students to know about taxations and subsidiaries.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember the characteristics of entrepreneurship	K1
CO2	Understand the concept of institutional services and financial renderers	K2
CO3	Apply knowledge in project identification	K3
CO4	Analyse the nature of entrepreneurship and its phases on EDP	K4
CO5	Evaluate on subsidies and incentives for market	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	Concept Of Entrepreneurship	12 hours

Definition Nature and characteristics of entrepreneurship – function and type of entrepreneurship phases of EDP. Development of women entrepreneur & rural entrepreneur – including self employment of women council scheme.

Unit:2	Project Report	12 hours

The start– up process, Project identification – selection of the product – project formulation evaluation – feasibility analysis, Project Report.

Unit:3	Institutional Services	12 hours

Institutional service to entrepreneur – DIC, SIDO, NSIC, SISI, SSIC, SIDCO – ITCOT, IIC, KUIC and commercial bank.

Unit:4	Institutional finance	12 hours

Institutional finance to entrepreneurs: IFCI, SFC, IDBI, ICICI, TIIC, SIDCS, LIC and GIC, UTI,SIPCOT – SIDBI commercial bank venture capital.

Unit:5	Incentives And Subsidies	12 hours

Incentives and subsidies – Subsidized services – subsidy for market. Transport – seed capital assistance–Taxation benefit to SSI role of entrepreneur in export promotion and import substitution.

	Total Lecture hours	60 hours

Text Book(s)

1	Entrepreneurial Development, C.B.Gupta and N.P.Srinivasan, Sultan Chand & Sons, New Delhi, 2015.
2	Fundamentals of Entrepreneurship and Small Business, Renu Arora and S.KI.Sood, Kalyani Publishers, India, 2015.
3	Entrepreneurial Development, S.S.Khanka, S. Chand Publishing, India, 2006.
4	Entrepreneurial Development, S.G.Bhanushali, Himalaya Publishing House, Karnataa, 1987.

Reference Books

1	Entrepreneurial Development, P.Saravanavel, S. Chand & Co, India, 2007.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.businessmanagementideas.com/entrepreneurship-2/concept-of-entrepreneurship/20312
2	https://byjus.com/commerce/what-is-entrepreneurship/
3	https://www.investopedia.com/terms/f/financialinstitution.asp
4	https://accountlearning.com/incentives-entrepreneurs-meaning-advantages/#:~:text=Broadly%2C%20incentives%20include%20concessions%2C%20subsidies,entrepreneur%20towards%20decision%20and%20action.&text=Subsidy%3A%20Subsidy%20is%20a%20financial,for%20public%20welfare%20or%20interest.
Course Designed By: Ms. Arundhati Ghoshal	

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M	M	S	L	L	M	S
CO2	M	L	S	M	L	L	S
CO3	L	L	L	L	L	M	S
CO4	L	L	S	L	L	L	S
CO5	L	L	M	L	L	L	S

*S-Strong; M-Medium; L-Low

Elective Papers III

Course code	6EQ	FASHION ETHNOGRAPHY – PRACTICAL	L	T	P	C
Elective		Practical III A	-	-	4	4
Pre-requisite		Basic knowledge in selection of retail outlet, ethical communication and basic brands in various segment	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are to:

1. Learn different cultures of the society esp. in textile field.
2. Enable students to learn about home furnishing sector/designer/cosmetic/any apparel field.
3. Analyze the entire concepts behind the start-up of the boutique.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember the steps to analyse the subject on fashion field chosen	K1
CO2	Understand the idea behind the start-up of the boutique	K2
CO3	Apply the concepts, ideas and experiences gained from the internship	K3
CO4	Analyse the sectors and take history of products	K4
CO5	Create questionnaires to understand the target customer	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

75 hours

PRACTICALS: The research is confined to cosmetics, apparels, and home furnishing.

I. Select one famous shop/community/individual from the given sector

II. Secondary research: Study the history of at least two good

III. Shop/community/individual from the given area. Make a research on how they started, where, when and why they started.

IV. Understand the sector where they are doing their business. Understand the customers taste and preference from those coming to the shop/community (Record visually).

V. Prepare questionnaire for customers and shop/community/individual

VI. Interview the customer, shop/community/individual (Record visually)

PRESENTATION AND EVALUATION: Each student should make a complete report in power pointpresentation on their research along with their visuals.

Total Lecture hours **75 hours**

Text Book(s)

1	Retail fashion Promotion and Advertising, Drake et.al,Macmillan Publications Company, Karnataka, 1991.

Reference Books

1	Thinking through Fashion, A guide to key Theorists, Agnes Rocamora and Anneke Smelik, I.B. Tauris &Co. Ltd, London, 2016.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	https://mimiszeto.com/tag/fashion-ethnography/
2	https://www.materialculture.nl/en/events/curating-fashion-and-out-ethnographic

Course Designed By: Ms. K. Swetha

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	M	L	M	S	S
CO2	S	S	M	M	M	S	S
CO3	M	S	M	M	S	S	S
CO4	M	S	M	L	S	S	L
CO5	S	S	L	L	L	S	L

*S-Strong; M-Medium; L-Low

Course code	6EC	FASHION PRESENTATION AND CHOREOGRAPHY	L	T	P	C
Elective		Paper III B	-	4	-	4
Pre-requisite		Knowledge in garment categories, garment presentation and fashion show	Syllabus Version		2020 - 2021	

Course Objectives:

The main objectives of this course are to:

1. Know everything about fashion shows and choreography.
2. Enable students to select the target audience and work accordingly.
3. Help students to know about planning, promoting and procedures to be followed.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

CO1	Remember fashion show types and presentations	K1
CO2	Understand the target customer and selecting themes based on the type of show	K2
CO3	Apply creativity in props, runway stages and lighting	K3
CO4	Analyse models for the fashion show relevant to the theme	K4
CO5	Create new models and train them professionally	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	Fashion Show	15 hours

Fashion Show for selling merchandise – Additional reasons for producing Fashion Shows – Fashion Show's finale – Fashion Show Categories. Specialized fashion presentations: Haute couture shows -Ready to wear shows – Tradeshows – Trade association shows – Press shows.

Unit:2	Planning Fashion Show	15 hours

Targeting the audience – Developingleadership – CreatingFashion Show themes – Findingvenue - Timingthe show – Protectingpeople and things – Estimatingthe budget.

Unit:3	Frame Work	15 hours

Frame work for a Fashion Show: Staging – Runwaydimensions – Runwayshapes – Dressingarea – Backgrounds – Props – Seating patterns – Lighting.

Unit:4	Promotion And Advertising	15 hours

Promotion – Publicity – Pressrelease – Pressphotography – Mediakit – Advertising – Magazines – Televisionand Radio – Directmarketing – Sponsorship.

Unit:5	Catwalk And Choreography	15 hours

Categories of models – Career opportunities for models-(Showroom models, Runway models, Catalogue models, Advertising models, Body part models) – Modeling agencies – Professional versus amateur models – Photographic versus runway models – Trainingamateur models – Modelresponsibilities. Choreography – Opening the show – Pace – Pivots and Pauses – Mapping – Dancing – Modelgroups – Finale – Importance of choreography.

	Total Lecture hours	75 hours

Text Book(s)

1	Guide to Producing A Fashion Show, second edition, Judith C Everett, Kristen K Swanson, Fairchild Publications, Inc, New York, 2018.
2	Silent Selling: Best Practices and Effective Strategies in Visual Merchandising, 4th Edition Judith Bell, Kate Ternus, Fairchild Publications, Inc, New York, 2011.

Reference Books	
1	The Style of Movement: Fashion & Dance, Ken Browar, Deborah Ory, Pamela Golbin, Valentino, Rizoli, UK, 2019.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://winkmodels.com.au/5-steps-planning-successful-fashion-show/
2	https://www.eventmanagerblog.com/fashion-show-planning
3	https://smallbusiness.chron.com/market-fashion-show-39500.html#:~:text=Advertise%20on%20social%20media%20groups,simple%20invitation%20to%20the%20show.
4	https://www.elitemodellook.com/int/en/home/vikki-burns-fashion-show-choreographer/index.htm
Course Designed By: Mr. G. Boopathy Vijay	

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M	S	S	M	S	S	S
CO2	S	S	S	L	M	S	S
CO3	S	S	S	M	S	S	S
CO4	L	S	S	S	S	S	S
CO5	M	M	S	L	M	S	S

*S-Strong; M-Medium; L-Low

Course code	6ER	COMPUTER AIDED TEXTILE DESIGNING-PRACTICAL	L	T	P	C
Elective		Practical III C	-	4	-	4
Pre-requisite		Basic knowledge about woven fabric structure and computer knowledge	Syllabus Version	2020 – 2021		

Course Objectives:

The main objectives of this course are to:

1. Develop textile designs using software.
2. Enrich knowledge on weaves, colour combinations and presentations.
3. Know various manipulation techniques in creating unique designs.

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

1	Remember various software tools and their functions	K1
2	Understand the concepts of design manipulation	K2
3	Apply stripes, plaids and dobby designs	K3
4	Analyse the development of jacquard designs	K4
5	Create new designs using colours and weaves selection concepts	K6

K1 – Remember; **K2** – Understand; **K3** – Apply; **K4** – Analyze; **K5** – Evaluate; **K6** – Create

		75 hours

The textile designing software is utilized for the following practice,

1. Motif design, color reduction and cleaning.
2. Manipulation of motifs to layouts and patterns.
3. Creating designs-traditional, floral, conversational and abstract.
4. Horizontal stripes, vertical stripes and plaids.
5. One-way, two-way, half-drop and tossed lay outs.
6. Dobby designing – Stripes, Checks, twills, sateen and diamond weaves.
7. Color combinations and color ways. Presentation of designs.
8. Development of jacquard designs using – colour and weave selection concepts – shade and thread balance.
9. Development of jacquard designs – Spot figuring – Drop.
10. Development of jacquard designs – Ogee base, Diamond base, Sateen base
11. Multi layer design- extra warp/ weft design concepts.

PRESENTATION

Each student should submit a printed record carrying all the works done on the above area with necessarydescriptions.

	Total Lecture hours	**75 hours**

Text Book(s)

1	Handbook of Weaving, Sabit Adanur, Technomic Publishing Company, Inc, USA, 2018.
2	Fabric Forming, SSM ITT Co operative stores Ltd, B.Hasmukhrai, Komarapalayam, 2018.

Reference Books

1	Principles of Weaving, R.Marks, A.T.C. Robinson, The Textile Institute, Manchester, 1998.
2	Design of Woven Fabrics, Blinov.I, Belay.S, MIR Publishers, Moscow, 1988.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://study.com/academy/lesson/how-is-cad-cam-used-in-textiles.html#:~:text=CAD%20means%20computer%2Daided%20design%20and%20CAM%20means%20computer%2Daided,knitted%20patterns%20or%20embroidery%20designs.
Course Designed By: Ms. Narmadha Devi V.N	

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	S	S	S	S	M
CO2	S	S	S	S	S	S	M
CO3	S	S	S	S	S	S	M
CO4	S	S	S	S	M	S	S
CO5	S	S	S	S	M	S	M

*S-Strong; M-Medium; L-Low

Annexure

B.Sc. APPAREL FASHION DESIGNING

Syllabus

(With effect from 2020-21)

Program Code:26Q

Bharathiar University
(A State University, Accredited with "A" Grade by NAAC and
13th Rank among Indian Universities by MHRD-NIRF)
Coimbatore 641 046, INDIA

List of Elective Papers (Colleges can choose any one of the papers as electives)			
Elective – I	**A**	**5EP**	Craft Documentation – Practical
	B	**5EQ**	Advanced Illustration – Practical
	C	**5EA**	Care and Maintenance of Textiles – Theory
Elective – II	**A**	**6EP**	Fashion Photography – Practical
	B	**6EA**	Human Values and Professional Ethics – Theory
	C	**6EB**	Entrepreneurial Development – Theory
Elective – III	**A**	**6EQ**	Fashion Ethnography – Practical
	B	**6EC**	Fashion Presentation and Choreography – Theory
	C	**6ER**	Computer Aided Textile Designing – Practical