

**B.Sc. (CBCSS) FAMILY AND COMMUNITY SCIENCE
PROGRAMME**

(HOME SCIENCE)

VI - Semester

**HS6BO11U – FASHION DESIGNING AND APPAREL
PRODUCTION**

(THEORY 54 hours; Practical 36 hours =90 hours)

Credits: 4 (Theory 3 & Practical 1)

Objectives:

- To gain knowledge in fundamentals of fashion designing.
- To get practical experience in illustrating apparel designing.
- To develop and understand the principles of pattern making.
- To impart knowledge in apparel production, marketing and merchandising.
- To enable the students to develop skills in garment construction.

Module - Fashion Introduction and interpretation (24 hrs)

Fashion:-Definition, terminologies- style, fad, classic, fashion trend, haute couture, fashion life cycle, fashion fore- casting and present day fashion.

Principles and factors influencing fashion. Elements and principles of design as applied to apparel designing.

Garment designing: - factors considered, basic shapes, the proportion of figures- Basic 8- head theory, unusual figures (problems and remedies) - for tall figure, short figure, stout figure, thin figure, narrow shoulders, broad shoulders, large bust, flat chest and large hip.

Module II - Introduction to Body measurements and pattern making (10 hrs)

Body measurements:-Importance and methods of taking body measurements.

Pattern making: - Method of pattern making-Drafting.

Module III - Garment Construction (12 hrs)

Tools and equipments used for garment construction.

Sewing machine- parts, functions, care, maintenance common problems, reasons and remedies.

Steps in preparing fabric for construction, layouts, marking, cutting, stitching and, finishing

of garments.

Module IV - Apparel marketing and merchandising. (8 hrs)

Marketing- definition, marketing mix- 4 P's (product, promotion, prices and place.)

Merchandising- definition, role and responsibilities of merchandiser-manufacturing house, buying house, retail outlet and visual merchandising.

HS6BO11U (P) -FASHION DESIGNING AND APPAREL PRODUCTION

PRACTICAL 36 hrs

- **Fashion Illustration and Sketching-** Development of 8-head croquis. Sketching of child frock and salwar kameez or churidar kurtha using croquies or figure templates (two styles) **(8 hrs)**

- **Basic Construction Processes:**

Hand Stitches – Basting- running stitch, over casting, hemming and slip hemming.

Embroideries- Decorative stitches (10 No)

Seams and seam finishes: Plain seam- straight, curved, French seam, flat fell seam, top stitched seam, and piped seam, seam finishes - pinked, overcast, double stitched.

Fullness: gathers- gathering by hand, gathering by machine, gathering by elastic, Pleats-knife, box, and inverted, tucks-pin tuck, cross tuck, darts-standard dart and double pointed dart.

Plackets: one piece placket and two piece placket.

Bias and its applications- joining of bias pieces – bias facing, bias binding, double binding, shaped facing.

Hems- narrow machine stitched hem, stitched and turned hem, double stitched hem and circular hem.

Fasteners- button, press button, hooks and eyes, zip

Collars- Peter pan and Cape.

Sleeves- plain sleeve, puff sleeve and sleeve finishes (any two)

Pockets- patch pocket (any two style)

Preparation of paper pattern: Prepare paper pattern for child frock, churidar /salwar and kameez.

Construction of garment: Child frock **(24 hrs)**

- Visit to an Apparel Production Centre/Tailoring unit **(4 hrs)**

(A record of the entire practical should be maintained).

REFERANCES

1. Armstrong, H. J (1997), Pattern making for Fashion Design, Harper& Row publication
2. Mary Mathews (1998), Practical Clothing Construction, Part II, Bhatt ram's Reprographics (P) Ltd, Chennai.
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4. Cooklin .G. (1988), Introduction to Clothing Manufacture, Blackwell Science, New Delhi
5. Ireland P.J. (2007), New fashion Figure Templates, Anova Books Co. Ltd, London
6. Mullick .P.(2002) , Garment Construction Skills, Kalyani Publishers, New Delhi.
7. Sumathy, G.H (2002), Elements of fashion and Apparel Design New Age International (p) Ltd, New Delhi
8. Narang. M (2007). Fashion Technology Hand Book, Asia Pactice Business Press, New Delhi
9. Ireland P.J. (2004), Fashion Design Drawing and Presentation Kyodo printing co. Ltd.,

Singapore.

10. Zarakkar K.R. (2008), Zarakkar System of Cutting, Navaneet Publications India Ltd., Gujarat.

11. Dickerson. K.G ((2009), Inside the fashion Business.

MAHATMA GANDHI UNIVERSITY

B.Sc. FAMILY AND COMMUNITY SCIENCE PROGRAMME (HOME SCIENCE)

VI - Semester

Model Question Paper

HS6BO11U- FASHION DESIGNING AND APPAREL PRODUCTION

Time: 3 hrs

Max weightage-

25

Part A

Objective type questions, weightage 1 for each bunch of 4 questions

Objective type questions. Weight 1 for each bunch

I. Choose the correct answer from the brackets

1. Cool colours are for-----

(a. summer, b.winter, c.spring,d. autumn)

2. The cost of the product at the introduction of a new style is-----

(a. Medium, b high.c. low, d. very high)

• ----- is the embellishment of any material with design done by needle work.

(a. Printing, b.chintz, c.embroidery, d. knotting)

• ----- is a method of placing the pattern on fabric in the most economical manner to minimize the length of fabric.

(a.marking,b. lay out,c. finishing,d.drafting)

II. Fill in the blanks.

5. French seam is suitable for-----

6. A decorative and functional feature on the neckline of a garment that encircles the

neck is-----

7. Shape, form or the overall outline of any dress is called-----.

8. Look feel and esthetic appeal of any material is-----.

III. Match the following.

9. Fashion - short life

10. Fad - 'Facere'

11. Classic - a look

12. Style - extended life

IV. True or false

13. Vertical lines make a short person look tall.

14. Warm and bright colours makes things look larger in size.

15. Making the pattern on paper using actual measurement is called drafting.

16. Organdy is suitable for stitching garments for stout person. (4x1=4)

Part B

Short answer type questions. Weight 1 each. Answer any 5 out of the following.

17. Write a note on fashion forecasting.

18. Enumerate the role of a merchandiser.

19. Give the guidelines for taking body measurements.

20. List out the points to be remembered while designing garments for a thin person.

21. Write on fashion trends.

22. What is rhythm?

23. List out the marking tools used in garment construction.

24. Give an account on different pattern layouts.

(5x1=5)

Part C

Short essay type questions, weight 2 each Answer any 4 each within one page

25. Describe Fashion cycle.
26. Give the guidelines for taking body measurements.
27. Write on present fashion trends in Kerala.
28. Briefly explain the parts of a sewing machine.
29. Write the steps in preparing fabric for garment construction.
30. What is marketing? Write about the 4P's in marketing.

(4x2=8)

Part D

Essay type questions, weight 4 each. Answer any two each within three pages

31. What is line? Discuss its types, functions and characteristics in apparel designing.
32. Write an essay on social, cultural and economic factors affecting fashion.
33. Discuss 8 head theory with illustration.

(2x4=8)
