

**MAHATMA GANDHI UNIVERSITY**  
**PRIYADARSHINI HILLS, KOTTAYAM – 686 560**



**PG Programme**  
**Credit Semester System-2011**

**Scheme & Syllabi**

**For**

**M.Sc. Textiles and Fashion**

**THE UGC SANCTIONED**  
**INNOVATIVE**  
**PG PROGRAMME**  
**(XI<sup>th</sup> PLAN PERIOD)**

## **Acknowledgement**

I gratefully acknowledge the unstained support and guidance extended by the Expert Committee members and all the teachers who cooperated most willingly for the successful completion of the Curriculum Designing of MSc. Textiles and Fashion.

For the Expert Committee in MSc. Textiles and Fashion,

Kottayam

18-5-12

Prof. Manjulin Jacob

(Convener)

## **MAHATMA GANDHI UNIVERSITY KOTTAYAM**

### **The members of the Expert Committee:**

1. Smt.Manjulin Jacob, Associate Professor, Dept. of Home Science, Assumption College, Changanassery (**Convener, Expert Committee**)
2. Smt. Sonia Elizabeth Thomas, Assistant Professor, Dept. of Costume Design and Fashion, Bishop Appasamy College, Coimbatore.
3. Smt. Anne Mary Joseph Assistant Professor, Dept. of Home Science, Assumption College, Changanacherry.
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5. P.Lakshmana kanth, Senior faculty, institute of Fashion Technology, Kollam, Kerala

### **The teachers helped in Curriculum designing:**

1. Prof. Alice Sebastian, Coordinator, Dept. of Fashion Technology, Assumption College.
2. Smt. Anu Anna Koshy, Lecturer, Dept. of Fashion Technology, Assumption College.
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7. Ms. Reshma Alexander Dept. of Fashion Technology, Assumption College.

**MG UNIVERSITY, KOTTAYAM**  
**PG PROGRAMME – M.SC IN TEXTILES AND FASHION**  
**UNDER**  
**CREDIT SEMESTER SYSTEM (CSS – PG)**  
**(2012 ADMISSION ONWARDS)**

**COURSE INTRODUCTION**

The Post Graduate Programme M.Sc. in Textiles and Fashion – under innovative programme -Teaching and Research in interdisciplinary and emerging areas is introduced as UGC Sponsored course for a period of five years. The course is a novel venture in the discipline of Textiles and Fashion as no other institution in Kerala offer PG Degree in the discipline.

**AIMS AND OBJECTIVES OF THE PROGRAMME**

**Aims**

M.sc. in Textiles and Fashion is a four semester full time programme which employs the best methods to equip the students with latest technologies to be in equilibrium with the theoretical aspects in the field of Textiles & Fashion – the emerging areas in the Fashion industry i.e. on Textiles and Fashion Designing, Management, etc, focused on high tech areas addressing to national and global issues of significance and also being interdisciplinary, the course offers diverse platform for research. As one of the major players in the fashion education field aiming at women empowerment, the course can enable women students to pursue their PG Programme in Fashion related topics in the home state under the same roof.

**Objectives**

- To elicit the curiosity and creativity of students.
- To integrate theory and practical so as to develop the aesthetic, intellectual and technological know-how of the students.
- To blend useful practices with modern research in Textiles and Fashion.
- To offer students On-the-Job training and exposure taking up entrepreneurial ventures in the campus.

- To promote consultancy with other Fashion Institutes and Organizations like Export Houses and Textile or Fashion Industry.
- To enhance course work with active tie ups with highly reputed Textile or Fashion Research Centers or Industries for on-hand experiences.

### **Eligibility**

- A Degree in any Fashion or Textile related subject / a Basic Degree in any subject having Textiles or Fashion as a core course or open course/ a Basic Degree plus a Diploma in Fashion or Textile related topic.
- Applicants should appear for an entrance examination conducted by the University, comprising of:
  - a) General Aptitude Test
  - b) Creative Ability test
  - c) Comprehension in English

### **Job Opportunities**

This programme equip students to pursue a wide range of highly competent career opportunities like Fashion Designers, Brand Managers, Merchandisers, Visual Merchandisers, Marketing Managers, Quality Controllers, Research Officers, Entrepreneurs, Expert Academicians, etc.

### **PROGRAMME STRUCTURE**

The M.Sc.Textiles and Fashion programme shall include two types of courses, program core (PC) courses and program Elective (PE) Courses. There shall be a program project (pp) with dissertation to be undertaken by all students. The programme will include assignments, seminars and practical viva .There shall be various program elective courses for a programme for the choice of students subject to the availability of faculty and infrastructure in the institution.

### **Project work:**

Project work shall be completed by working outside the regular teaching hours. It shall be carried out under the supervision of a teacher in the concerned department. A

candidate may, however, in certain cases be permitted to work on the project in an industrial/research organization on the recommendation of the supervisor.

There should be an internal assessment and external assessment for the project work. The external evaluation of the project work is followed by presentation of work including dissertation and Viva- Voce.

### **Internship Project**

After the completion of the II semester, the students are sent on a one month industry training programme (**Project**) for gaining substantial hands on experience in the Apparel or Designing industry. There should be an internal assessment and external assessment for the Internship. The internship can be done individually or as a group of maximum 5 students. However the Viva on these is to be conducted individually. The project report of internship in duplicate should be submitted to the department and are to be produced before the external examiners during the oral examination in the II semester.

### **Assignments:**

Every student shall submit one assignment as an internal component for every course with a weightage one. The topic for the assignment shall be allotted within the 6<sup>th</sup> week of instruction.

### **Seminar Lecture:**

Every PG student shall deliver one seminar lecture as an internal component for every course with a weightage two. The seminar lecture is expected to train the student in self-study, collection of relevant matter from the books and internet resources, editing, document writing, typing and presentation.

### **Class tests:**

Every student shall undergo at least two class tests as an internal component for every course with a weightage one each. The weighted average shall be taken for awarding the grade for class tests.

**Attendance:**

The attendance of students for each course shall be another component of internal assessment with weightage one. The minimum requirement of aggregate attendance during a semester for appearing the end semester examination shall be 75%. Condonation of shortage of attendance to a maximum of 10 days in a semester subject to a maximum of two times during the whole period of post graduate programme may be granted by the University.

If a student represents his/her institution, University, state or Nation in sports, NCC, NSS or Cultural or any other officially sponsored activities such as college union/ University union activities, he/she shall be eligible to claim the attendance for the actual number of days participated subject to a maximum of 10 days in a semester based on the specific recommendations of the Head of the department and Principal of the college concerned.

**Course code:**

Each course shall have an alpha numeric code number which includes abbreviation of the subject in two letters, the semester number, the code of the course and the serial number of the course (C-Programme Core Course, E- Programme Elective Course, P- Practicals and D-Project or Dissertation).

**EXAMINATIONS**

There shall be University Examinations at the end of each semester. Practical examinations shall be conducted by the University at the end of each semester. Project evaluation and Viva-voce shall be conducted at the end of the programme only.

**Evaluation and Grading**

The evaluation of each course shall contain two parts such as internal or In-Semester Assessment (IA) and External or End-Semester Assessment (EA). The ratio between internal and external examinations shall be 1:3. The internal and external examinations shall be evaluated using Direct Grading system based on 5- point scale.

Direct grading systems

Letter Grade	Performance	Grade point	Grade Range
<b>A</b>	<b>Excellent</b>	<b>4</b>	<b>3.5to4.00</b>
<b>B</b>	<b>Very Good</b>	<b>3</b>	<b>2.5to3.49</b>
<b>C</b>	<b>Good</b>	<b>2</b>	<b>1.5to2.49</b>
<b>D</b>	<b>Average</b>	<b>1</b>	<b>0.5to1.49</b>
<b>E</b>	<b>Poor</b>	<b>0</b>	<b>0.00to0.49</b>

**Internal or In-Semester Assessment (IA:)**

Internal evaluation is to be done by continuous assessments on the following components. The components of the internal evaluation for theory and practical and their weights are as below.

**Theory**

Component	Weights
<b>Attendance*</b>	<b>1</b>
<b>Assignment</b>	<b>3</b>
<b>Seminar/Viva-Voce</b>	<b>2</b>
<b>Best two test papers</b>	<b>2+2</b>
<b>Total</b>	<b>10</b>

**\*Attendance**

%age of attendance	Grade
<b>≥ 90%</b>	<b>A</b>
<b>≥ 85 and &lt; 90</b>	<b>B</b>
<b>≥ 80 and &lt; 85</b>	<b>C</b>
<b>≥ 75and &lt; 80</b>	<b>D</b>
<b>&lt; 75</b>	<b>E</b>

The student has to take 1 assignment, 1 seminar per course. A minimum of two class tests are to be attended. The grades of best 2 tests are to be taken.



**Assignments:**

Different components for the evaluation of Assignment

Components	Weights
Punctuality	1
Review	1
Content	2
Conclusion	1
Reference	1
Total	6

Different components for the evaluation of Seminar

Components	Weights
Innovation of topic	1
Review/Reference	1
Content	2
Presentation	2
Conclusion	1
Total	7

**Practical Internal:**

Component	Weights
Attendance*	1
Laboratory involvement**	1
Written or Lab Test	1
Record/Neatness	1
Viva	1
Total	5

**Attendance\* & Laboratory involvement\*\***

<b>Attendance*</b>	<b>Laboratory involvement**</b>
<b>Same as shown in theory internal</b>	<b>Punctuality</b>
	<b>Handling Equipments</b>
	<b>Skill in laboratory work</b>
	<b>Group Interaction</b>

**Internship**

The break up for internal evaluation of internship is as follows.

<b>Component</b>	<b>Weights</b>
Attendance	<b>1</b>
Practical skill	<b>2</b>
Laboratory involvement	<b>2</b>
Total	<b>5</b>

**Project /Dissertation**

The break up for internal evaluation of Dissertation is as follows.

<b>Component</b>	<b>Weights</b>
<b>Punctuality</b>	<b>1</b>
<b>Experiment/Data</b>	<b>2</b>
<b>Compilation</b>	<b>1</b>
<b>Content</b>	<b>2</b>
<b>Total</b>	<b>6</b>

### **External or End-Semester Assessment (EA:)**

The external examination of all semesters shall be conducted by the university on the close of each semester. There shall be one end semester examination of 3 hours duration in each lecture based course and practical course. There will be no supplementary exams. For reappearance/ improvement as per university rules, students can appear along with the next batch.

### **Pattern of Questions & Weights of Theory Courses:**

A question paper may contain short answer type, short essay type questions and long essay type questions of weightage 30. Different types of questions shall have different weights to quantify their range.

1. The examinations have duration of 3 hours.
2. Each question paper has three parts A, B and C.
3. Part A contains short answer type questions not exceeding one page of which the candidate has to answer 5 out of 8 questions. Each question carries a weight of 1.
4. Part B contains 8 short essay type questions spanning the entire syllabus and the candidate has to answer 5 questions not exceeding two pages. Each question carries a weight of 2.
5. Part C contains 6 essay type questions and the candidate has to answer 3 questions without exceeding three pages. Each question carries a weight of 5.

### **Examinations (Practical):**

The examinations for the practical core courses and elective courses shall be conducted at the end of each semester by the external and internal examiners appointed by the university.

The Board of examiners constituted by the university shall have the freedom for formulating the scheme of evaluation of the concerned practical examination.

### Internship (Project)

The break up for external evaluation of internship is as follows.

Component	Weights
Project Report	8
Viva	2
Total	10

Components for external evaluation of project report

Component	Weights
Introduction	1
Company Profile	1
Hierarchy position	1
Evaluation of Departments	4
Conclusion	1
Total	8

### Project /Dissertation

Project/dissertation evaluation, dissertation Viva-Voce and a comprehensive Viva-Voce spanning the entire syllabus shall be conducted by two external teachers and one internal examiner appointed by the University at the end of IV semester.

The break up for external evaluation of dissertation is as follows.

Component	Weights
Title	1
Introduction	2
Review of Literature	2
Method of Study	4
Result and Discussion	6
Summary and conclusion	2
Bibliography	1
General get- up	2
Total	20

**Guidelines of each component for the evaluation of dissertation.**

- 1. Title - Clarity and brevity of the title relevance to the content.** **Weight-1**
- 2. Introduction** **Weight-2**
  - a. Presentation of problem bringing out the relevance of the topic to current thrust areas of research.
  - b. Definition of terms used ( conceptualization)
  - c. Objectives (in general) & assumption if any.
- 3. Review of literature.** **Weight-2**
  - a. Relevance of literature reviewed.
  - b. Recent literature including studies done in the field.
  - c. Organisation and originality in presentation.
- 4. Method of study.** **Weight-4**
  - a. Specific objectives (in detail).
  - b. Research design.
  - c. Preparation and standardization of tool, appropriateness of tool.
  - d. sample (size and techniques of selection)
  - e. Statistical techniques for data analysis
- 5. Results and discussion** **Weight-4**

Presentation and meaningful interpretation of results which include:

  - a. Presentation of tables, figures etc.
  - b. Descriptive or statistical analysis and interpretation of results with supportive evidences
  - c. Relationship of results with variables studied and with general body of knowledge in the field.
- 6. Summary and Conclusions.**
  - a. Statement of the problem and procedure.
  - b. Findings, conclusions, suggestions or recommendations if any for further research.
- 7. Bibliography.**
  - a. Techniques of writing (Consistent format conforms to standard style and pattern)
  - b. Accuracy of reference-reporting (test of thesis Vs bibliography)

### 8. General get- up.

- a. Absence of mistakes such as typographical errors, grammatical errors and omission of sentences correct making of pages, style and clarity.

The break up for external evaluation of dissertation Viva and Comprehensive Viva - Voce is as follows.

The break up for dissertation Viva-Voce is as follows.

Component	Weights
Dissertation Viva-Voce	10

The break up for Comprehensive Viva –Voce is as follows.

Component	Weights
Knowledge of subject matter	10
Communication skill	5
General poise	5
Total	20

The overall grade for a programme for certification shall be based on CGPA with a 7-point scale given below

CGPA	Grade
3.80 to 4.00	A+
3.50 to 3.79	A
3.00 to 3.49	B+
2.50 to 2.99	B
2.00 to 2.49	C+
1.50 to 1.99	C
1.00 to 1.49	D

Each course is evaluated by assigning a letter grade (A, B, C, D, E) to that course by the method of direct grading. The internal (Weightage-1) and external (weightage-3) components of a course are separately graded and then combined to get the grade of the course after taking in to account of their weightage. A separate 'C' grade is required for a pass for both internal evaluation and external evaluation for every course. For the successful completion of semester, a student should pass all courses and score a minimum SGPA of 2.0. The final grade issued at the end of the final semester shall contain the details of all courses taken during the entire programme.

The final grade card shall show the CGPA and the overall letter grade of a student for the entire programme. The successful completion of all the courses with 'C' grade shall be the minimum requirement for the award of the degree.

**POST GRADUATE PROGRAMME  
M.Sc. TEXTILES & FASHION**

Semester	Sl. No.	Course Code	Subject	Hours	Credit	Total Credits
<b>I</b>	1.	TF1C01P	History of Textiles	5	4	<b>19</b>
	2.	TF1C02P	Fabric Studies	5	4	
	3.	TF1C03P	Research Methods and Statistics	5	4	
	4.	TF1C04P	Fashion Designing & An Overview of Fashion Industry	5	4	
	5.	TF1P05P	Fashion Illustration and Design	5	3	
<b>II</b>	1.	TF2C01P	Fashion Merchandising and Marketing	5	4	<b>18</b>
	2.	TF2C02P	Fabric and Garment Finishing	5	4	
	3.	TF2C03P	Garment Manufacturing Technology	5	4	
	4.	TF2P04P	The Art of Fashion Draping	5	3	
	5.	TF2P05P	Couture Wear Assembling	5	3	
<b>On The Job Training- FASHION MERCHENDISING/ DESIGNING</b>					<b>3</b>	<b>3</b>
<b>III</b>	1.	TF3C01P	Textile Quality Standards and Implementation	5	4	<b>18</b>
	2.	TF3C02P	Textile Designing	5	4	
	3.	TF3C03P	Visual Merchandising	5	4	
	4.	TF3P04P	Textile Testing	5	3	
	5.	TF3P05P	Hand Dyeing and Printing	5	3	
<b>IV</b>	1.	TF4E01P	Entrepreneurship Management and Retailing	7	4	<b>22</b>
	2.	TF4E02P	Technical Textiles	6	4	
	3.	TF4E03P	Fashion Presentation and Choreography	6	4	
	4.	TF4P04P	Computer Application in Fashion	6	3	
	5.	TF4D05P	Project Dissertation	-	4	
	6.	-	Viva Voce	-	3	
						<b>80</b>



# **SEMESTER I**

## **TF1C01P- HISTORY OF TEXTILES**

**No. Of Contact Hours: 90**

**Credits: 4**

### **OBJECTIVES**

- To refresh the students about the Textile history and to develop an understanding of the ancient textile crafts of various countries of the world.

### **MODULE I (20 hrs)**

- History of Textiles- Introduction- pre-historic reference- development- adoption of fibrous apparel- initial manufacture of clothes.
- Earlier decoration of textiles- hand printing-screen printing-roller printing.

### **MODULE II (20 hrs)**

#### **European Textiles**

- French Textiles- Linen in France- the French Renaissance- Motifs- the Rococo Style- Toile de jouy.
- Textiles of England-English Chintz and linen-Motifs-Tapestries.
- Byzantine and Turkish Textiles-Motifs-Turkish embroidery.

### **MODULE III (20 hrs)**

#### **Far East Textiles**

- Chinese Textiles-Silk- Motifs and designs- Animal motifs-The tiger-dragon, phoenix and unicorn
- Japanese Textiles- Exploration of silk fiber- Plangi work.
- Indonesian Textiles-Batik technique- The Ship of Dead.
- Indian Textiles-Indian brocades-motifs-Shawls of India-Indian embroideries- Chikankari, Phulkari, Chamba rumals-Kasuti-Kanthas- Indian dyed and Printed fabrics- Bandhini-Patola silks-Kalamkari works

**MODULE IV**

**(15 hrs)**

**Middle East Textiles**

- Textiles of Egypt- Motifs of Egyptian fabrics-Coptic textiles- Tapestry weaving.
- Textiles from ancient Persia- Sasanian Dynasty -Motifs-Fibers, the Safavid Dynasty- Motifs- Oriental Carpets-Symbolism.

**MODULE IV**

**(15 hrs)**

- African Textiles- Kente- Adire- Adinkra

**REFERENCE**

- History of Textile Design by Dr. V.A. Shenai, Sevak Publications,1995
- The Romance of Textiles by Ethel Lewis, The Macmillan Co., New York,1953
- A History of Printed Textiles by Stuart Robinson, Studio Vista Ltd., London,1969
- Early Decorative Textiles by W.Fritz Volbach, The Hamlyn Publishing Group Ltd, Middlesex,1969
- Tapestries by Mercedes Viale, The Hamlyn Publishing Group Ltd, Middlesex,1969

## **TF1C02P- FABRIC STUDIES**

**No. Of Contact Hours: 90**

**Credits: 4**

### **OBJECTIVES**

- To understand the tactile and behavioral characteristics of various fabrics in relation to their application and end use.
- To correlate specific characteristics of fabrics with the layout, cutting, construction and finishing techniques.
- To be familiar with the terminology of Textiles in commercial use.
- To identify the application of various trims, fasteners, facing, interlinings and interfacings.

### **MODULE I**

**(18Hrs)**

- Introduction to different types of needles and sewing thread - Introduction to classification and behavior of fabrics like cotton, silk, wool - Variety, nomenclature, characteristics and behavior of cotton - Seams, seam finishes and hem finishes on denim

### **MODULE II**

**(18Hrs)**

- Variety, nomenclature, characteristics and behavior of wool and wool blends - Seams, seam finishes and hem finishes on wool (serge) - Variety, nomenclature, characteristics and behavior of silk, (crepe, plisse, ottoman, silk jacquard, shot silk, charmeuse silk, shantung, noile, dupion silk, tussar, eri, muga, matka silk etc.) - Seams, seam finishes and hem finishes on silk. (Crepe de chine)

### **MODULE III**

**(18Hrs)**

- Variety, nomenclature, characteristics and behavior of chiffon, georgette, net, lace, chanderi silk, organza, glass nylon - Seams, seam finishes, neck and hem finishes on sheer fabrics (viscose, chiffon/georgette) - Variety, nomenclature, characteristics and behavior of pile fabrics like velvet, velveteen, corduroy -

Seams, seam finishes and hem finish on pile fabrics ( $\frac{1}{4}$  meter velvet and  $\frac{3}{4}$  meter velveteen)

#### **MODULE IV**

**(18Hrs)**

- Variety, nomenclature, characteristics and behavior of stretchable fabrics like knits, lycra. Seams, seam finishes and hem finish on knit fabrics (double jersey knit) - Variety, nomenclature, characteristics and behavior of non woven fabrics - Seam and hem finishes on non woven fabrics (Suede/Napa/Rexine/PV)

#### **MODULE V**

**(18Hrs)**

- Application of different trims and fasteners on different fabrics - Discussion of different types of facing, interfacing and interlining for different end uses.

#### **REFERENCE**

- Complete Book of Sewing – Readers Digest
- Encyclopedia of Dress Making – Raoul Jewel
- Fabric Sewing Guide – Shaeffer, G.

## **TF1C03P - RESEARCH METHODS AND STATISTICS**

**No. Of Contact Hours: 90**

**Credits: 4**

### **OBJECTIVES**

- To understand the methodology of research, its principals and techniques.
- Develop skills in conducting research from planning a study to report writing.
- Apply statistical procedure to analyse numerical data and draw inferences.

### **PART A: RESEARCH METHODS**

#### **MODULE 1**

**(10Hrs)**

- **FUNDAMENTAL CONCEPTS OF RESEARCH**-Meaning, definition, objective and characteristics of research. Types of research – basic research (fundamental research), applied research, action research, expost facto research, evaluation research, historical research, exploratory research, industrial research and developmental research.

#### **MODULE 2**

**(12Hrs)**

- **RESEARCH DESIGN/PROPOSAL**-Meaning and purpose of a research design or proposal, Research problem- definition, identification statement of research problem, criteria for selection, and definition of concepts (operational definition). Variables, types of variables, independent and dependent variables, control and intervening variables.
- Hypothesis- meaning and Importance, types
- Finding related literature: Significance, sources, role taking.

#### **MODULE 3**

**(10Hrs)**

- **RESEARCH METHODS AND TOOLS**- Methods- Survey, observation, interview, experimentation, case study (clinical method).
- Tools-Questionnaire, schedule (for interview and observation) rating scales, attitude scales. Development of tools- reliability, validity and item analysis. Other methods and tools of research in specialized areas.

**MODULE 4 (8Hrs)**

- **SAMPLING-** Census and sample method-theoretical basis for sampling, methods of sampling, size of sample, merits and limitations of sampling, sampling and non sampling errors, reliability of sampling

**MODULE 5 (8Hrs)**

- **CLASSIFICATION AND ORGANIZATION OF DATA-** Objectives of classification, types, discrete and continuous variables, tabulation of data, parts of a table, types of tables, general rules of tabulation.

**MODULE 6 (5Hrs)**

- **REPRESENTATION OF DATA-** Significance of diagrams, graphs, types of diagrams and graphs, limitations of diagrams and graphs.

**MODULE 7 (5Hrs)**

- **RESEARCH REPORT WRITING-**Principles of report writing, basic components- preliminaries, text of reports, bibliography, foot notes, spacing, margins, indentations, quotations, writing a scientific paper.

## **PART B: STATISTICS**

### **MODULE 1 (3Hrs)**

- **MEANING AND ADVANTAGE OF STATISTICAL PRESENTATION OF DATA**

### **MODULE 2 (3Hrs)**

- **METHODS OF CONSOLIDATION OF DATA-**
  - Qualitative analysis- Descriptive grouping
  - Quantitative analysis- Discrete series- Continuous series.

### **MODULE 3 (14Hrs)**

#### **DESCRIPTIVE STATISTICS-**

- Measures of central tendency- mean, median, mode
- Measures of variability- range, quartile deviation, mean deviation, standard deviation.
- Correlation coefficients, rank order correlation, - regression and predictions
- Normal probability curve - Meaning.

### **MODULE 4 (12Hrs)**

- **SAMPLING STATISTICS-**
  - Reliability of a statistic
  - Null hypothesis and tests of significance.
  - The chi-square test.
  - T- test, F-test, z-test

#### **REFERENCES**

- Introduction to research in education, Ary Hort Reinhart(1982)
- Research in education, best J N, Prentice hall, Delhi(1979)
- An introduction to statistical methods, P. Gupta, Vikas publishing House ,New DELHI
- Research methodology by C. R Kothari, Published by Wiley Eastern Ltd, New Delhi,2000



**TF1C04P- FASHION DESIGNING AND AN OVERVIEW OF FASHION  
INDUSTRY**

**No. Of Contact Hours: 90**

**Credits: 4**

**OBJECTIVES**

- To introduce students to aspects of fashion designing.
- To impart knowledge about how fashion works
- To better express the creative self

**MODULE 1**

**(15 hrs)**

- Features of fashion – style, acceptance, change.
- Factors affecting fashion – economic factors, sociological factors, psychological factors.
- Stages of the fashion
- Adoption theories of fashion
- Indian & international designers

**MODULE 2**

**(20 hrs)**

- Human proportion and figure construction.
- Methods of determining individual proportions
- Heads theory.
- Women's ensembles for pear, diamond, round, hourglass, inverted triangle, straight body types.
- Men's ensembles for short and heavy, short and thin, tall and heavy, tall and thin, athletic body type.

**MODULE 3**

**(20 hrs)**

- Ensembles for children – infants, toddlers, Pre School and nursery school, elementary school child, teenager, collegiate.

**MODULE 4**

**(20 hrs)**

- Designing and recording a fashion collection – selecting a theme, carrying out research and designing process, making samples of ensembles.
- Portfolio designing.

**MODULE 5**

**(15 hrs)**

- Nature and Sectors Overview of the fashion industry - Size and structure
- Trade statistics of various sectors of the industry (textile, Apparel, Accessories / lifestyle products)

**RELATED EXPERIENCES**

- Applying the aspects of fashion designing, present a theme based collection of garment designs including the design development processes.

**REFERENCES**

- Fashion from Concept to Consumer by Gini Stephens Frings, Prentice Hall, 2002.
- Individuality, Suzanne Greene Marshall, Mary Kefgen, Prentice Hall, 2000.
- Comdex fashion design, Vol I, Fashion Concepts, Dr. Navneet Kaur, Dream Tech Press, 2010.
- Comdex fashion design, Vol II, Ensembles for your body type, Dr. Navneet Kaur, Dream Tech Press, 2010.
- Comdex fashion design, Vol III, Designing and showcasing a fashion collection, Dr. Navneet Kaur, Dream Tech Press, 2010.

## **TF1P05P- FASHION ILLUSTRATION AND DESIGN**

**No. Of Contact Hours: 90**

**Credits: 3**

### **OBJECTIVES**

- To introduce students to fashion illustration, sketching and rendering techniques.
- To enable the students to work outward from a point of focus or inspiration to develop a complete collection.

### **MODULE 1**

**(10Hrs)**

- Different Lines – Vertical, Horizontal, Diagonal, Wavy, zigzag, Dotted, Dashed, Spiral etc:-
- Free hand drawing techniques of brush and pencil and related exercises.
- Introduction to different mediums- Poster Color, Photo Color, Fuji Color, Water Color, Drawing Ink, Steadlers, Sudha Dry Crayons, Charcoal Pencil, Charcoal Stick, Pencil.

### **MODULE 2**

**(10Hrs)**

- Basic 8 Head Croqui.
- Basic 10 Head Croqui.
- Fashion Poses
- Facial features and Hair style.

### **MODULE 3**

**(20Hrs)**

- Draping garments on croquis.
- Introduction to Fashion Details – Various Silhouettes & Construction Details.

#### **MODULE 4**

**(20Hrs)**

Prepare the following illustrations

- Different types of lines in a garment .Illustrate the line effects in the same silhouette-any 5 types
- Creating Checked effects in a garment –one color and more than one color
- Creating printed effects in a garment –one color and more than one color
- Drawing from Photographs –any 2 garment designs

#### **MODULE 5**

**(20Hrs)**

- Introduction to Design Development – Inspiration Board, Mood Board, Story Board, Color Board and Swatch Board.
- Flat Sketches.
- Art Plates – Collection of Croquis /Fashion Plates.

#### **MODULE 6**

**(10Hrs)**

- Portfolio Presentation

**The Record should be submitted at the time of external evaluation**

#### **REFERENCES**

- Figure drawing for fashion design-Elizabetta Drudi , Tiziana Paci - 2010.
- Fashion source book - Kathryn McKelvey - 2006.
- New Encyclopedia of fashion details : Over 1000 Fashion Details, Batsford, - Patrick John Ireland - 2009.
- Fashion Sketching, Alferd D. Dortennzio, Delmer Publishers, 1998.
- Fashion Rendering with Colour - Bina Abbing, Prentice Hall, 2001.

# **SEMESTER II**

## **TF2C01P- FASHION MERCHANDISING AND MARKETING**

**No. Of Contact Hours: 90**

**Credits: 4**

### **OBJECTIVES**

- To introduce students to aspects of fashion and textile marketing and merchandising
- To impart knowledge about various product standards and product specifications and the process of product development towards market need.

### **MODULE 1**

**(20Hrs)**

- Merchandising- Definition- Role of a Merchandiser
- Product development – definition – objective - product design and manufacturing - use of merchandising calendar.

### **MODULE 2**

**(25 Hrs)**

- Pricing- Specific pricing strategies- New product pricing, demand oriented pricing, cost oriented pricing, value based pricing, competition oriented pricing- Markups and markdowns
- Sourcing- Types of sourcing- factors affecting sourcing decision

### **MODULE 3**

**(25 Hrs)**

- Fashion Marketing Research, definition – purpose – types – research design .
- Consumer Behavior in Fashion And Retail Industry – fashion consumer decision making – market segmentation – Target marketing – Fashion marketing mix
- Marketing management – Responsibilities of a marketing manager

### **MODULE 4**

**(20 Hrs)**

- Fashion marketing planning – introduction – planning process and objectives – definition of SWOT analysis– marketing strategy – fashion marketing plan

- Designing and marketing fashion products – introduction – new product development – product mix and Range planning.

## **REFERENCES**

- Fashion Marketing, Third Edition by Mike Easey, Blackwell Publishing, 2009
- Marketing The Basics by Karl Moore and Niketh Pareek, Routledge Publications, 2010
- Merchandising Theory, Principles and Practices by Grace I Kunz ,Fairchild Publications, 2009
- Fashion from Concept to Consumer by Gini Stephens Frings, Pearson Prentice Hall, 2007
- Inside the fashion Business by Jeannette A. Jarrow, Prentice Hall, 2002.

## **TF2C02P- FABRIC & GARMENT FINISHING**

**No. Of Contact Hours: 90**

**Credits: 3**

### **OBJECTIVES**

- To develop the holistic understanding of the finishing of fabric and garment used for the apparel industry
- To develop an understanding of the aesthetic & functional features of various types of finished fabrics and garments. To identify the effects of various types of finishes on the fabrics and the garments, changes occurring in their properties and their end uses in the apparel sector.
- To make the students understand the modern techniques of Garment and Fabric finishing in relation to productivity, cost, quality and performance.

### **MODULE 1**

**(18Hrs)**

- Object of finishing.
- Considerations for finishing.
- Terms and definitions frequently used in finishing.
- Functional and aesthetic effects of finishes on fabrics and garments.
- Types of finishes
  - i) Temporary
  - ii) Semi permanent
  - iii) Permanent
- Detailed description of various mechanical finishing operations, e.g., 3 bowl, 7 bowl calendaring, decatizing, emerizing, Sanforizing, etc...

### **MODULE 2**

**(18Hrs)**

- Resin finishing - with special mention on resin finish on cellulosic materials.
- Controlling factors in resin finishing
- Preparation for finishing of wool. Milling, felting of woolen fabrics.



- Various functional finishes : Water repellent, Fire repellent, Soil repellent, Anti static,
- Bacteriostat, etc.

**MODULE 3 (18Hrs)**

- Finishing of Garments-Different types of finish- Durable press finish- Wash -n- wear finish
- Spotting and Washing of garments-Identification of stains, characteristics & history-Selection criteria of spotting chemicals-Factors for spotting
- Finishing of jeans with special emphasis on various types of jeans washing.
- Environment pollution, eco friendliness in washing & finishing.

**MODULE 4 (18Hrs)**

- Pressing-Objective of pressing, fabric and garment characteristics, Pressing equipments, parametric conditions, Types of pressing.
- Packaging & Folding : Criteria for packaging - Specifications & standards for packaging & folding - Material & equipment used for packaging - Considerations for packaging & folding.

**MODULE 5 (18Hrs)**

- Evaluation of finishes - Basic concept of evaluation of different types of - finishes like, flame retardancy, crease resistant, - etc. through simple test methods.
- Cost estimation of Finishing processes - Basic knowledge on the cost involvement of the various types of finishes.

**REFERENCES**

- Chemical Processing of fibres and fabrics, Vol-II (functional finishes, Part-B) Edited by Menachem Lewin & Stephen B. Sello, Publisher Mercel Dekker, N.Y.
- Textiles fibre to fabrics, By B.P.Corbman 6th Edition, Mcgraw Hills Intl. Publications

- An Introduction to Textile Finishing By J.T. Marsh, second edition, Chapman & Hall Publishers
- Understanding Textiles By Tortora & Collier, 5th Edition, Prentice Halls Publications
- Textile progress by P.W.Harrison, The Textile Institute
- Managing quality in the apparel industry by P.V.Mehta & S.K.Bhardwaj, New age international publishers
- Principles of Textile Testing by J. E.Booth, CBS Publishers & distributors, New Delhi
- Stitch World article on Ironing-Pressing-Finishing..., Nov., 2005 issue, entire Part-I of the article
- NCUTE progress series of IIT, Delhi, September, 2000, By Asolekan & Yogira
- The technology of clothing manufacture By H. Carr & B. Latham, Om Book Service
- Apparel manufacturing:Sewn product analysis by R.E. Glock & G.I. Kunz, second edition, 1995, Prentice Hall publications
- Apparel manufacturing handbook, second edition, By J. Solinger, Bobbin Blenheim Media Corporation Publication

## **TF2C03P- GARMENT MANUFACTURING TECHNOLOGY**

**No. Of Contact Hours: 90**

**Credits: 3**

### **OBJECTIVES**

- To be able to co- relate design and manufacturing interface
- To understand different manufacturing processes
- Co-relation between design and production
- Production logistics
- Technological nuances in apparel production

### **MODULE 1**

**(18Hrs)**

- Organization structure of a garment manufacturing unit. Work flow in a garment-manufacturing unit (Fabric Inspection to Finishing).
- Designers role in producing functional and production friendly designs - Process involved in designing a design sheet - Analysis and evaluation of counter sample

### **MODULE 2**

**(18Hrs)**

- Pre Production Process - Various types of fabrics used - Development of Fabric. Analysis of desk loom and strike offs - Placement of orders - Co-relation of all processes before placement of orders
- Trims - Complete trim details-types, significance of each, sourcing, etc. - Types of trim -shoulder pads, buttons, thread, labels, hang tags, size disc, hanger, hook and bar, zippers, pocketing etc. - Trim calculation based on cutting tickets.
- Interlinings/ Lining - Types/Uses/Methods of Application - Various types of resins used and their Wash instructions - Equipment used for Fusing/ Operation of Fusing machine - Quality Problems associated with fusible interlinings

### **MODULE 3**

**(18Hrs)**

- Fabric & Cutting Room - Inspection of fabric and its control-4 point fabric inspection system - Various methods of spreading fabric-requirements of spreading process, different type of fabric spreads. Concept of Splicing and Stepped Lay - Different Types of Spreading Equipment.
- Use and importance of marker-calculation of marker efficiency. Advantages of CAD marker vs manual marker. - Understanding of pattern & methods of laying patterns.

### **MODULE 4**

**(18Hrs)**

- Cutting- Types of cutting machines and advantage of each-Straight Knife, Round Knife, Band Knife, Die Cutter, End cutters, Notches. Different types of blades of cutting knives. Reasons for Quality problems in cutting.
- Sewing room - Machines-Types, uses and applications - Use of attachments - Sewing-Stitch types and Properties - Various techniques of production in sewing room - Make through - Modular manufacturing - Assembly Line - Advantages and disadvantages of each

### **MODULE 5**

**(18Hrs)**

- Finishing Room - Equipment-Form Finisher, Steam Press, Steam Tunnel, Dolly press, heat Chamber - Processes involved-Under pressing, Top pressing – Packing
- Quality Control & Garment Costing - Fabric to Ware house- Definition of Quality, Importance of testing in quality, Stages of QC in Apparel manufacturing company, Purpose of Pilot, Mid and final inspections.

### **REFERENCES**

- Technology of Clothing Manufacture Carr and Latham
- Garment Technology for Fashion Designers Gerry Cooklin
- Apparel Sewn Product Analysis Glock and kunz

## TF2P04P- THE ART OF FASHION DRAPING

**No. Of Contact Hours: 90**

**Credits: 3**

### OBJECTIVES

- To teach the students the basics principles, and interpret and analyze complex drapes
- To enable students to create their original designs on a three dimensional form using draping method.

### MODULE 1 (10 Hrs)

- Fabric characteristics and terms.
- Dress form: Preparation, Measurement and Tools.
- Draping principles and techniques.

### MODULE 2 (20 Hrs)

- **Basic dress foundation:** Front and Back bodice, Front and Back straight skirt
- **Manipulating dart excess:** Shoulder dart, , French dart
- **Dart equivalents:** Gathers, Pleats, Tuck-Dart.

### MODULE 3 (20Hrs)

- **Bodice styles:** Classic princess drape, Surplice, Off –Shoulder.
- **Skirts:** A-line flare, Stylized yoke with pleat / flare skirt, Skirt with gathered waist line.

### MODULE 4 (20Hrs)

- **Cowls:** Front and Back cowl
- **Dress foundations and designs:-**Sheath, Shift, Box silhouette, Panel dress, Empire dress

### MODULE 5 (20 Hrs)

- Gown with radiating drapery.
- Design, Drape and Construct a Gown

**The Record should be submitted at the time of external evaluation**

## **REFERENCES**

- Draping for apparel design –Helen Joseph-Armstrong
- The art of fashion draping –Connie Amaden-Crawford
- Draping for fashion design-Hilde Jaffe,NurieRelis
- Designs cutting and draping for special occasion clothes,for evening wear and party
- Wear ,Drawncloak, Chryssalis
- Dress design-draping and flat pattern, hill house MS,HoughtonMifflin co London USA
- The theory of fashion design, Brockman, Magritha,John Wiley sons,NewYork
- Design through draping, Sheldon, Marhta Burgers Publishing company, Minneapolis,USA
- Modern pattern design ,Popin, Harut,Funk and Wagnalls,New York and London

## **TF2P05P- COUTURE WEAR ASSEMBLING**

**No. Of Contact Hours: 90**

**Credits: 3**

### **OBJECTIVES**

- To enable the students to design and assemble the garments with the created patterns for couture wear.

### **MODULE 1 (20 Hrs)**

- Design ,develop and assemble the couture Casual wear and estimate the cost

### **MODULE 2 (20 Hrs)**

- Design ,develop and assemble the couture Formal wear with created couture pattern and estimate the cost

### **MODULE 3 (25 Hrs)**

- Design ,develop and assemble the couture Party wear with created couture pattern and estimate the cost

### **MODULE 4 (25 Hrs)**

- Design, develop and assemble the couture Ethnic wear with created couture pattern and estimate the cost

### **REFERENCE**

- Metric pattern cutting for children's wear and baby wear by Winifred Aldrich, Blackwell Science, Ltd.
- Metric pattern cutting for women's wear by Winifred Aldrich, Blackwell Science, Ltd.
- Metric pattern cutting for Men's wear by Winifred Aldrich, Blackwell Science, Ltd.
- Couture Sewing Techniques, Claire Schaeffer , Taunton Press
- The Dressmaker's Handbook of Couture Sewing Techniques: Essential Step-by-Step Techniques for Professional Results, Lynda Maynard, Interweave Press; Spi edition

## **FASHION MERCHENDISING/ DESIGNING ON THE JOB TRAINING (ONE MONTH)**

**Credits: 3**

### **OBJECTIVES**

The students are sent on a one month industry/ buying house training program during the second semester break, for gaining substantial hands on experience in the apparel/ fashion merchandising and designing in the industry. They are given the freedom to choose the field of their choice.

- The students are required to make two copies of the report based on the field study.
- They are also required to obtain a certification from the respective company proving their involvement and contribution.



# **SEMESTER III**

## **TF3C01P- TEXTILE QUALITY STANDARDS AND IMPLEMENTATION**

**No. Of Contact Hours: 90**

**Credits: 4**

### **OBJECTIVES**

- To familiarize students with different apparel quality standards, their underlying principles and the international accepted standards and test methods.
- To familiarize students with the different testing equipments, their underlying principles and the international accepted standards, test methods and the language of measurement
- To develop understanding of the importance of quality control in textile testing Subjects

### **MODULE 1**

**(18Hrs)**

- Introduction to quality standards
- Importance
- Benefits
- Levels and sources of quality standards
- British standards and ISO standards, ISO 9000, ISO 1400
- ASTN Standards
- Total management system
- Eco-labeling
- Okeo Tex Standard 100

### **MODULE 2**

**(18Hrs)**

- Sensitizing dye stuffs
- Allergic dyes
- Carcinogenic amines
- Red listed as per eco specifications

- Eco-management of textile and apparel
- Global scenario
- Eco mark & environment friendly textiles
- Garment defects
- Cutting defects
- Sewing defects
- Assembly defects
- Pressing
- Finishing and packing defects

### **MODULE 3**

**(18Hrs)**

- Eco specification & restrictions in apparel & textiles
- Dry cleaning using ozone depleting chemicals
- PH values
- Formaldehyde contents
- Heavy metal contents
- Pesticides and Herbicides
- Azo dye stuffs
- Nickel
- Pentachlorophenol
- Color fastness
- Brightness
- Softening agents

### **MODULE 4**

**(18Hrs)**

- Starting a quality control program
- Implementation of quality system in production line
- Product specification and analysis using analytical tools
- Quality management through inspection
- Testing and sewing quality tools

## **MODULE 5**

**(18Hrs)**

- Quality costs and customer returns
- Inspection procedures
- AQL and quality control

## **MODULE 6**

- Terminology of textile testing
- R H and temperature for testing
- Measurement of moisture regain- conditioning oven, Shirley moisture meter.

## **REFERENCES**

- An introduction to quality control for the apparel industry By Pradip V. Mehta J.S.N. International, 1985
- Managing quality in the apparel industry By Pradip V. Mehta, Satish K. Bhardwaj
- Apparel Manufacturing: Sewn Product Analysis, 4/E By Glock Ruth E., Glock
- Principles of Textile Testing – J.E.Booth, Newness Butterworth, London
- Textile Testing and Analysis – Billie J. Collier and Helen E. Epps, Prentice Hall, New Jersey
- Textile Testing – John H. Skinkle, Brooklyn, New York
- Handbook of Textile Testing and Quality Control – Groover and Hamby

## **TF3C02P- TEXTILE DESIGNING**

**No. Of Contact Hours: 90**

**Credits: 4**

### **OBJECTIVES**

- To develop knowledge about the woven fabric formation, different types of weaves, analyze a fabric and learn the principles of creating textile designs

### **MODULE I**

**(20 hrs)**

- Elements of Textile Design- Motifs- Styles- Repeats- Layouts- Exploration and Stylization of designs- Construction of designs from incomplete repeats.
- Importance of fabric structure and analysis- detection of warp and weft- classification of woven fabrics- methods of fabric representation- weave repeat units- design- draft and lifting plan.
- Construction of elementary weaves- its features and uses- plain- twill - satin.
- Absorbent fabrics- method of construction- features- uses of diamond- diaper- honey comb- huck-a- back and mock- leno weaves.

### **MODULE 2**

**(30 hrs)**

- Dobby designing- introduction- Scope and uses- principle of operation- extra warp and weft designs- method of representation of designs.
- Jacquard designing- Principle of operation- harness and design calculations- size of repeat- counts of design paper- construction and development of designs- prevention of long floats- insertion of weaves- conditions to observe while designing
- Woven fabric analysis- Estimation of EPI & PPI- yarn count and conversion calculation of raw materials to produce a fabric with respect to the construction.
- Costing of a fabric- woven fabric defects.

### **MODULE 3**

**(30 hrs)**

- Knitting- Introduction- Fabric forming- Knitting terms and definition- concept of loop length- production calculation and knitted fabric defects.
- Weft knitted structures- properties and uses- plain –Rib- interlock and Purl along with derivatives- types of stitches- warp knitted structures- properties and uses.
- Development of knit fabrics- representation of knit stitches and their formation- Estimation of GSM- Ornamentation of Knit Structures.

### **MODULE 4**

**(10 hrs)**

- Textile terminologies- textile categorization according to their structure- fluidity- ornamentation- expansion- compression.
- Consumer goods- Specialized fabrics for apparel-fabrics for home furnishing.

### **RELATED EXPERIENCE**

- Collect 5 different fabrics- analyze them and recreate the designs with repeat.

### **REFERENCES**

- Watson's Textile Design and Color by Grosicki.
- Handbook of Handloom and Textiles by Alumni Association of Indian Institute of Handloom and Textile Technology.
- Chemical Processing of Cotton & Polyester Cotton Blends by J. R. Modi, ATIRA.
- Handbook Of Technical Textiles by A. Richard Horrocks, Subhash C. Anand, Subhash Anand
- Knitting Technology by David. J. Spencer.

## **TF3C03P- VISUAL MERCHANDISING**

**No. Of Contact Hours: 90**

**Credits: 4**

### **OBJECTIVES**

To sensitize /orient the textile and clothing SME's to the concept of visual merchandising

To provide the basic working tools and skills related to visual merchandising

### **MODULE 1 (15 Hrs)**

Visual merchandising and Display Basics

- Purpose of Display
- Colour and Texture
- Line and Composition
- Light and Lightings
- Type of Display and Display settings

### **MODULE 2 (15 Hrs)**

Display Locations

- Store Exterior
- Window Display
- Store Interior

### **MODULE 3 (15 Hrs)**

Display Equipments

- Mannequins
- Alternative to the Mannequins
- Dressing the three dimensional form
- Fixtures
- Visual Merchandising and Dressing Fixtures
- Furniture as props

#### **MODULE 4**

**(15 Hrs)**

##### Visual Merchandising and Display Techniques

- Attention getting devices
- Familiar symbols
- Masking and proscenia
- Sale ideas
- Fashion Accessories
- Graphics and Signage

#### **MODULE 5**

**(15 Hrs)**

##### Visual Merchandising & Planning

- Visual Merchandising and Planning
- Setting up a Display shop
- Store Planning and Design
- Visual Merchandising and Changing face of Retail

#### **MODULE 6**

**(15 Hrs)**

##### Related Ares of Visual Merchandising and Display

- Point of Purchase Display
- Exhibit and Trade show Display, Industrial Display
- Fashion Show
- Trade Organizations and Sources
- Career opportunities in Visual Merchandising

#### **RELATED EXPERIENCE**

Present a theme based window display for a retail fashion outlet.

#### **REFERENCES**

- Visual Merchandising and Display / Edition 5by [Martin M. Pegler](#) , Fairchild Publication.
- Contemporary Visual Merchandising and Environmental Design by Jay Diamond, Ellen Diamond in Books
- Visual Merchandising and Store Design Workbook by Greg M. Gorman - ST Publications (1996)
- Visual Merchandising by ST Media Group International, Incorporated (2009)



## TF3P04P- TEXTILE TESTING

**No. Of Contact Hours: 90**

**Credits: 3**

### OBJECTIVES

- To enable students to gain practical knowledge in testing and its application in the industry.

### MODULE 1

**(15Hrs)**

- Measurement of tensile strength using tensile strength tester
- Measurement of fabric stiffness using shirley stiffness tester
- Measurement of abrasion resistance of the given fabric using martindale abrasion tester
- Measurement of crease recovery of the given fabric

### MODULE 2

**(15Hrs)**

- Measurement of drape using ammonia drape meter
- Measurement of bursting strength using ammonia drape meter
- Measurement of color fastness using Crock meter

### MODULE 3

**(15Hrs)**

- Measurement of color fastness of the given fabric using Perspirometer
- Measurement of color fastness of the given fabric using Launderometer
- Measurement of shrinkage of the given fabric

### INHOUSE TRAINING (2 WEEKS)

**(45Hrs)**

The students will be sent to reputed Textile testing laboratories for two weeks training program to identify and control the quality of fabrics to meet the various international standards.

**The Record should be submitted at the time of external evaluation**

## **TF3P05P- HAND DYEING AND PRINTING**

**No. Of Contact Hours: 90**

**Credits: 3**

### **OBJECTIVES**

To enable the students to design and create dyed and printed material.

### **MODULE 1**

**(30 Hrs)**

- Acid desizing
- Scouring of grey cotton material
- Bleaching of grey cotton material
- Dyeing of cotton material with direct dye, vat dye, sulphur dye, azoic dye
- Dyeing of silk material with acid dye, basic dye
- Dyeing of polyester material

### **MODULE 2**

**(20 Hrs)**

- Introduction to printing techniques, preparation of cotton, viscose rayon, linen, cellulose acetate, nylon/polyester, woolen and silk fabrics for printing

### **MODULE 3**

**(20 Hrs)**

- Preparation of printing paste for printing
- Block printing- wooden block printing, vegetable block printing
- Screen printing

### **MODULE 4**

**(20 Hrs)**

- Batik –splashed and dripped, crackled, T-janting, block printed batik
- Tie and dye-knotting, marbling, clipping, stripes, tritik and various folding methods

## **REFERENCE**

- Batik and Tie Dye Techniques by Nancy Belfer
- Shibori Designs and Techniques by Mandy Southan
- Tie & Dye made easy by Anne Maile, Taplinger publishing company, Newyork
- Textile printing- Dr.V.A.Shenai, Shevak publications, Mahajan book distributors.
- Textile printing- S. Udayamarthandam, SSM ITT Co-operative stores, Komarapalayam.
- Printing and dyeing of fabrics and plastics, James Ronald, Aahajan book distributors, 1996.

**The Record should be submitted at the time of external evaluation**

# **SEMESTER IV**

## **TF4E01P- ENTREPRENEURSHIP MANAGEMENT AND RETAILING**

**No. Of Contact Hours: 90**

**Credits: 4**

### **OBJECTIVES**

- To give an in-depth knowledge about retailing and boutique management.

### **MODULE I**

**(15 hrs)**

- Introduction to Retailing – Definition – Functions performed by retailers
- Multi channel Retailing – Store channel – Catalog channel – Internet channel
- Customer Buying Behavior – The buying process – Types of buying decisions – Social factors influencing the buying process –Family, Reference groups, Culture

### **MODULE II**

**(30 hrs)**

- Retail locations – Types of locations –Free standing sites, City or Town locations
- Evaluating a site for locating a retail store – Traffic flow and accessibility – location characteristics
- Negotiating a lease – types of Leases – Terms of Lease

### **MODULE III**

**(30 hrs)**

- Customer Relationship Management – Collecting customer data – Analyzing customer data and identifying target customers – converting good customers into best customers – dealing with unprofitable customers
- Retail Pricing – Considerations in setting retail prices – Price adjustments – Markdowns, Variable pricing and price discrimination – Pricing Strategies – High / Low Pricing, Everyday low pricing – Pricing Techniques for increasing sales –Leader pricing, Price lining, Odd pricing

**MODULE IV**

**(15 hrs)**

- Managing the Boutique– Store management responsibilities – Controlling costs –Labour scheduling, store maintenance – Reducing inventory shrinkage
- Boutique Design – Layouts – signage and Graphics – Feature Areas – Space management – Visual Merchandising –Fixtures, Presentation techniques
- Customer Service strategies – Service recovery –Listening to customers, Providing a fair solution, Resolving problems quickly

**References**

- Retailing Management by Michael Levy, Barton A Weitz, Ajay Pandit
- The Business of Fashion designing, Manufacturing and Marketing by Leslie Davis Burns, Nancy O Bryant
- Inside fashion Business by Dickerson Kitty G

## **TF4E02P- TECHNICAL TEXTILES**

**No. Of Contact Hours: 90**

**Credits: 4**

### **OBJECTIVES**

- To acquaint the students with the techniques of development in nano fiber and micro fibres and study the recent development in the field of technical textiles.

### **MODULE I**

**(20 hrs)**

- Definition & Scope-Milestones-Types-Application Chart- Globalization.
- Technical Fibres – Conventional - Natural-Regenerated- Synthetic
- Technical Yarns - Staple yarns - Types of yarns
- Filament yarns- Definition- Types of yarns

### **MODULE II**

**(30 hrs)**

- Technical Fabric Structures-
- Knitted- Weft knitted and warp knitted structures
- Non Woven-Types of laying-Chemical bonding- Thermal bonding- Solvent bonding- Hydro entanglement
- Finishing of Technical Textiles-
- Mechanical- Calendering- Raising- Shearing- Shrinkage- Heat Setting
- Chemical- Flame retardants- Water repellency- Antistatic- Antimicrobial- Antifungal

### **MODULE III**

**(30 hrs)**

- Geo Textiles- Introduction- Geo synthetics- Types of geo textiles- Geo textile fiber forming polymers
- Essential properties- Mechanical properties- Filtration properties- Chemical resistance- uses.
- Nano Technology in Textiles- Classification of nano technology- Nano fibres and new classification- Common Application- Healthcare- Biotechnology and Environmental Engineering applications- Energy generation- defense and security applications as filters

**MODULE IV**

**(30 hrs)**

- Medical Textiles- Introduction-Fibers used- Non Implantable materials- Implantable materials-Healthcare/ Hygiene products
- Textiles in Defense- Introduction- Physical requirements for military textiles- Environmental requirements- Battlefield hazards-Flame, heat & flash protection.
- Textiles in Transport- Introduction-Application in Vehicles- Marine application

**REFERENCES**

- Hand book of technical textiles-A R Horrocks and S C Anand, Wood head publishing ltd, England
- Nonwoven Fabrics by Wilhelm Albrecht, Hilmar Fuchs & Walter Kittelmann
- Smart Fibers, Fabrics & Clothing Author: Xiaoming Tao
- Technical textile yarns Woodhead Publishing Ltd.
- Intelligent Textiles and Clothing for Ballistic and NBC Protection edited by Paul Kiekens Sundaresan Jayaraman



## **TF4E03P- FASHION PRESENTATION AND CHOREOGRAPHY**

**No. Of Contact Hours: 90**

**Credits: 4**

### **OBJECTIVES**

- To develop managerial and the Fashion presentation skills of the students
- To enable students to take up consultations for fashion shows.

### **MODULE 1**

**(20Hrs)**

#### **FASHION SHOW**

- Fashion Show sell merchandise, Additional reasons for producing Fashion Shows, Fashion Show's finale
- Fashion Show Categories, Specialized fashion presentations-Haute couture shows, Ready to wear shows, Trade shows, Trade association shows, Press shows

### **MODULE 2**

**(20Hrs)**

#### **PLAN**

- Targeting the audience
- Developing leadership
- Creating Fashion Show themes
- Finding venue
- Timing the show
- Protecting people and things
- Estimating the budget

### **MODULE 3**

**(15Hrs)**

#### **FRAME WORK**

- Frame work for a Fashion Show-Staging, Runway dimensions, Runway shapes, Dressing area, Backgrounds, Props, Seating patterns, Lighting-5hrs

## **MODULE 4**

**(15Hrs)**

### **PROMOTION AND ADVERTISING**

- Promotion
- Publicity
- Press release
- Press photography
- Media kit
- Advertising
- Magazines
- Television and Radio
- Direct marketing
- Sponsorship

## **MODULE 5**

**(20hrs)**

### **CATWALK AND CHOREOGRAPHY**

- Categories of models, Career opportunities for models-(Show room models, Runway models, Catalog models, Advertising models, Body part models), Modeling agencies, Professional versus amateur models, Photographic versus runway models, Training amateur models, Model responsibilities-8hrs
- Choreography, Opening the show, Pace, Pivots and Pauses, Mapping, Dancing, Model groups, Finale, Importance of choreography-7hrs

### **REFERENCES**

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

## **TF4P04P- COMPUTER APPLICATION IN FASHION**

**No. Of Contact Hours: 90**

**Credits: 3**

### **OBJECTIVES**

- To introduce students to various fashion designing concepts through CAD and introduce with various advanced fashion designing software packages and develop the creativity among students in use of 3Dsoftwares.

### **MODULE 1**

**(18Hrs)**

- Introduction
- 3D Product Visualization- Photo-realistic 3D rendering of designs, colors, surfaces, textures and patterns.
- Designing and Texture mapping -Manipulation

### **MODULE 2**

**(18Hrs)**

- Colour Reduction
- Colorways
- Colour Communication
- Spec Creation

### **MODULE 3**

**(18Hrs)**

Preparation of Patterns for the following

- Salwar Kameez
- Midi and Tops
- T-Shirt
- Full Sleeve Shirt
- Trousers –Narrow bottom or Bell bottom

#### **MODULE 4**

**(18Hrs)**

Grade the following patterns for 3 sizes

- Salwar Kameez
- Midi and Tops
- T-Shirt
- Full Sleeve Shirt
- Trousers –Narrow bottom or Bell bottom

#### **MODULE 5**

**(18Hrs)**

- Marker Planning for the pattern sets prepared.

**The Record should be submitted at the time of external evaluation**

#### **REFERENCES**

- The Indian textile journal, Volume 117, Issues 7-12, Sorabji M. Rutnagur, Business Press., 2007
- Journal of Fashion Marketing and Management by Ji-Young Ea Ruckman, (Obtained her PhD from the Department of Textile Industries, Leeds University, England), Jeong-Wha Kim, (Obtained her PhD from the Department of Clothing and Textiles, Sookmyung Women's University, Korea)
- Fashion Computing- Design Techniques and CAD by Sandra Burke by Burke Publishing.
- Digital Fashion Illustration with Photoshop and Illustrator by Kevin Tallon

## **TF4D05P- PROJECT DISSERTATION**

**Credits: 4**

### **OBJECTIVES**

To gain a textile / apparel industrial experience while learning.

- The time period is six months.
- An introductory synopsis shall be submitted on the commencement of the semester.
- A monthly report on the work in progress should be produced.
- The final documentation along with the respective company's certification shall be obtained to prove them genuine.
- The work of the students will be supervised and assessed by the faculty members who will award the internal marks.

**VIVA-VOCE (Credits 3)**

## **EXTRA OPTIONS FOR ELECTIVES**

### **FASHION FORECASTING**

**No. Of Contact Hours: 90**

**Credits: 4**

#### **OBJECTIVES**

To enable students to know the market need and fashion trend changes with the process of organizing and analyzing the information for presenting and implementing the forecast. It integrates traditional and electronic approaches to the process of forecasting at each stage of research, organization, analysis, interpretation, and presentation.

#### **MODULE 1**

**(25 Hrs)**

##### **FORECASTING FRAMEWORKS**

- The Fashion Forecasting Process
- Introducing Innovation
- The Direction of Fashion Change
- Cultural Indicators

#### **MODULE 2**

**(20 Hrs)**

##### **FASHION DYNAMICS**

- Colour Forecasting
- Textile Forecasting
- The Look: Design Concepts and Style Directions

#### **MODUL3**

**(25 Hrs)**

##### **MARKETPLACE DYNAMICS**

- Consumer Research
- Sales Forecasting

**MODULE4**

**(25 Hrs)**

**FORECASTING AT WORK**

- Competitive Analysis
- Presenting the Forecast

**REFERENCES**

- Fashion Forecasting, 2nd Edition, Research, Analysis, and Presentation, Evelyn L. Brannon, Berg Publishers..
- Creative Fashion Presentations, Polly Guerin, Fairchild Publication.

## **FASHION PHOTOGRAPHY**

**No. Of Contact Hours: 90**

**Credits: 4**

### **OBJECTIVES**

To orient students to the photographic techniques and garment styling

### **MODULE 1**

**(25 Hrs)**

#### **PHOTOGRAPHY**

- Introduction to fashion photography-The role of the fashion photographer  
Expressing yourself as a fashion photographer
- Applying the principles of photography
- Utilizing color

### **MODULE 2**

**(20 Hrs)**

#### **STYLING**

- Portraiture- The difference between studio and on-location portrait photography  
How lighting affects a portrait-What kind of gear you need to shoot portraits  
How to interact with your clients- How to handle fidgety children during a session How to lay out your studio
- Significance of styling-Developing a style-Shooting fashion shows -  
Techniques in fashion photography- Marketing and branding yourself-  
Sourcing contacts Photographing models in the studio
- Texture and form

### **MODULE 3**

**(25Hrs)**

#### **ELEMENTS OF PHOTOGRAPHY**

- Lighting techniques-The different types of lighting-The reflection of light-  
Outdoor lighting – sunlight-Recommended equipment for outdoor lighting-



Introduction to indoor lighting- Photographing indoors – the technical issues

- Capture fashion
- Creating mood

#### **MODULE 4**

**(20 Hrs)**

##### **SHOOTING MODEL PORTFOLIOS**

- Preparation of a portfolio with 4 shoots based on theme- Hair and makeup - clothing- lighting- angle- post processing- final effect,

##### **RELATED EXPERIENCE**

- Shoot a portfolio based on an appropriate theme with at least 5 photographs.

##### **REFERENCES**

- Lighting Techniques for Fashion and Glamour Photography, [Stephen A. Dantzig](#), [Amherst Media, Inc.](#)
- A Photographer's Guide to Shooting Model and Actor Portfolios by C. J. Elfont, Alan Lowry, Edna Elfont

## **FASHION PSYCHOLOGY**

**No. Of Contact Hours: 90**

**Credits: 4**

### **OBJECTIVES**

- To enable the students to recognize the importance of portable clothing in textile industry and develop skills for designing functional clothing for farm, industrial workers and fire

### **MODULE 1 (18Hrs)**

- Introduction to Clothing
- Understanding clothing, Purpose of clothing:-protection modesty, attraction

### **MODULE 2 (18Hrs)**

- Clothing values, Clothing Culture ,men and women clothing and ornamentation, Role of status of clothing
- Clothing according to climatic conditions

### **MODULE 3**

**(18Hrs)**

- Selection of clothes: - Clothes for children, middle age, adults, Types of clothes according to human figure, Different materials for different clothes. Colors suitable for different garments
- Planning for clothing needs ,Clothes for school, Clothes for parties, Clothes for sports, Clothes for resting

### **MODULE 4 (18Hrs)**

- Wardrobe Planning
- Social and psychological aspects of fashion

## **REFERENCES**

- The crowning secrets of beauty queens By Jayshree Pathak
- Fashion at the edge: spectacle, modernity and deathliness By Caroline Evans
- Black A.J.(1985), ‘A History of Fashion’ .USA Orbits Publishing Ltd
- Rouse E.(1989), ‘ Understanding Fashion’, UK, Blackwell Science
- Wilcox T. ‘The Dictionary of Costume’ , UK,-Bats ford Ltd
- Ashelford J. ‘ The Art of Dress Clothes and Society’, ISBN 1500-1914
- Beth Quinlan etal, ‘Clothing – An Introduction College Course’ , Columbia
- Ed. By Benjamin R. Teaching College Columbia University