

M.Sc. TEXTILES AND FASHION

PROGRAMME STRUCTURE AND SYLLABUS

2019-20 ADMISSION ONWARDS

(UNDER MAHATHMA GANDHI UNIVERSITY PGCSS REGULATIONS 2019)



BOARD OF STUDIES IN FASHION TECHNOLOGY (PG)

MAHATHMA GANDHI UNIVERSITY

2019

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ACKNOWLEDGEMENT

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We place on record our sincere and special thanks to Sri. V S Praveen Kumar, the Convener and Dr. Roy Sam Daniel, the Syndicate member in charge of Fashion Technology syllabus revision committee. They are the sources of energy and the connecting links to the University. Their support and sincere efforts are worth mentioning. We also express our deepest sense of gratitude to the Syndicate of Mahatma Gandhi University for their goal-oriented management style, continuous follow up, constant inspiration and the readiness to listen.

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PG PROGRAMME – M.Sc. TEXTILES AND FASHION
UNDER
MG UNIVERSITY, KOTTAYAM CHOICE BASED SEMESTER SYSTEM 2019
(2019-20 ADMISSION ONWARDS)

COURSE INTRODUCTION

1. Aim

M.Sc. Textiles and Fashion mainly focuses on employing the best methods to equip the students with latest technologies to be in equilibrium with the theoretical aspects in the field of Textiles & Fashion, i.e. on Textiles and Fashion Designing, Management etc. The course being interdisciplinary addresses to national and global issues of significance. It offers diverse platforms 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 textile and fashion related topics in the home state under the same roof.

2. Eligibility

A candidate with a Degree in any Fashion or Textile related subject / a Basic Degree in any subject having Textiles or Fashion as core course / a Basic Degree plus a one year Diploma in Fashion or Textile related topics and has secured a minimum of 50% marks is eligible for admission

3. Duration of the Programme

M.Sc. in Textiles and Fashion is a four semester full time programme with each semester having a duration of 90 days.

4. Medium of Instruction and Assessment

The medium of instruction shall be English. There shall be continuous assessment of the students on an internal basis based on the provisions of the Regulations and end semester examinations conducted by University. The final assessment shall be based on both the above components in accordance with the provisions of the Regulations.

5. Faculty under which the degree is awarded

The Degree is awarded under the Faculty of Science.

6. Specializations offered, if any

The M.Sc. Textiles and Fashion programme includes two groups of elective courses - Group 1 and Group 2 for the choice of students subject to the availability of facility and infrastructure in the institution and the selected group shall be the subject of specialization of the programme.

7. Note on compliance with the UGC Minimum Standards for the conduct and award of Post Graduate Degrees

The programme is offered in accordance with the UGC Minimum Standards for the conduct and award of Post Graduate Degrees. The student has to secure 80 credits to complete the programme successfully.

8. Programme Outcomes

M.Sc. Textiles and Fashion degree programme offered by University is outcome based and are expected as follows:

PO 1	To develop specialized field knowledge and integrate knowledge across content areas.
PO 2	To analyze and identify fabric structure, material content, and method of manufacture of textiles for purposes of either conservation work or for descriptive analytical reports.
PO 3	To employ practiced methodologies for the protection and longevity of the content area considering the concept of sustainability.
PO 4	To contribute original material to the field of textile and fashion history through research, writing, critical thinking, organization, and analytical technology.
PO 5	Apply the knowledge of the content area to solve various socially relevant issues.
PO 6	To conduct scholarly activities in an ethical manner

9. Programme Specific Outcomes

PSO 1	To elicit the curiosity and creativity of students.
PSO 2	To integrate theory and practical so as to develop the aesthetic, intellectual and technological know-how of the students.
PSO 3	To blend useful practices with modern research in Textiles and Fashion.
PSO 4	To offer students exposure to take up entrepreneurial ventures in the campus.
PSO 5	To promote consultancy with other Fashion Institutes and Organizations like Export Houses and Textile or Fashion Industry.
PSO 6	To enhance course work with active tie ups with highly reputed Textile or Fashion Research centres or Industries for on-hand experiences.

10. Name of Electives:-

Group 1	Fashion
Group 2	Textiles, Fashion Retailing, Career Portfolio Making

11. Programme Structure

Course Code	Title of the Course	Type of the Course	Hours per Week	Credits
SEMESTER I				
FT010101	History of Textiles	Core - Theory	5	4
FT010102	Research Methods and Statistics	Core - Theory	5	4
FT010103	Fashion Language and Terminologies	Core - Theory	5	3
FT010104	Fabric Studies	Core - Theory	5	3
FT010105	Fashion Illustration and Design	Core - Practical	5	5
Total for the Semester			25	19
SEMESTER II				
FT010201	Fashion Merchandising and Marketing	Core - Theory	5	3
FT010202	Fabric and Garment Finishing	Core - Theory	5	4
FT010203	Garment Manufacturing Technology	Core - Theory	5	4
FT010204	Fashion Draping	Core - Practical	5	5
FT010205	Couture Wear Assembling	Core - Practical	5	5
Total for the Semester			25	21
SEMESTER III				
FT010301	Textile Quality Standards and Implementation	Core - Theory	5	4
FT010302	Textile Designing	Core - Theory	5	4
FT010303	Visual Merchandising	Core - Theory	5	4
FT010304	Textile Testing	Core - Theory	5	5
FT010305	Dyeing and Printing	Core - Practical	5	5
Total for the Semester			25	22
SEMESTER IV				
FT800401/ FT810401	Fashion Forecasting and Trend Research (Group 1) Technical Textiles (Group 2)	Core - Elective Theory	8	4
FT800402/ FT810402	Fashion Presentation and Choreography (Group 1) Entrepreneurship Management and Retailing (Group 2)	Core - Elective Theory	8	4
FT800403/ FT810403	Computer Application in Fashion (Group 1) Career Portfolio Development (Group 2)	Core - Elective Practical	9	4
FT010401	Project Dissertation	Core - Project	Nil	4
FT010402	Viva Voce	Core - Viva	Nil	2
Total for the Semester			25	18
TOTAL CREDITS FOR THE PROGRAMME				80

SEMESTER I

FT010101	History of Textiles
FT010102	Research Methods and Statistics
FT010103	Fashion Language and Terminologies
FT010104	Fabric Studies
FT010105	Fashion Illustration and Design

SEMESTER I
FT010101- HISTORY OF TEXTILES

Total Credits: 4

No. of Contact Hours: 90

Objective of the Course:

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

Course Outcome No's	Expected Outcomes
CO 1	Identify and discuss concepts related to the historical background of textiles.
CO 2	Identify and discuss concepts related to the design, production and evaluation of textiles.
CO 3	Identify and discuss concepts related to the cultural, social, and psychological aspects of textiles and textile crafts.
CO 4	Understand the limitations of one's own knowledge base.
CO 5	Employ practiced methodologies for the protection and longevity of historic textiles in collections

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 V

(15 hrs)

- African Textiles- Kente- Adire- Adinkra

REFERENCE

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

SEMESTER I
FT010102 - RESEARCH METHODS AND STATISTICS

Total Credits: 4

No. of Contact Hours: 90

Objective of the Course:

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

Course Outcome No's	Expected Outcomes
CO 1	To understand some basic concepts of research and its methodologies
CO 2	To identify appropriate research topics
CO 3	To prepare a project proposal (to undertake a project)
CO 4	To organize and conduct research (advanced project) in a more appropriate manner and write a research report and thesis.
CO 5	To understand the interpretation and appropriate reporting requirements for statistical and qualitative data.
CO 6	To be able apply advanced knowledge in statistics to experimental and applied research.

PART A: RESEARCH METHODS

MODULE 1

(20Hrs)

- **Fundamental concepts of research**-Meaning, definition, objective and characteristics of research. Types of research – basic research (fundamental research), applied research, action research, ex post facto research, evaluation research, historical research, exploratory research, industrial research and developmental research.
- **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 2

(20 Hrs)

- **Research methods, 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.

- **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 3

(20 Hrs)

- **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.
- **Representation of data-** Significance of diagrams, graphs, types of diagrams and graphs, limitations of diagrams and graphs.
- **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 4

(10 Hrs)

- Meaning and advantage of statistical presentation of data
 - Methods of consolidation of data-
 - Qualitative analysis- Descriptive grouping
 - Quantitative analysis- Discrete series- Continuous series.

MODULE 5

(20Hrs)

DESCRIPTIVE AND SAMPLING 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 curves - Meaning.
- Reliability of a statistic
- Null hypothesis and tests of significance.
- The chi-square test.
- T- test, F-test, z-test

REFERENCES

- Donald Ary, (1972), *Introduction to Research in Education*, Belmont, California, Wadsworth Publishing.
- Best J.N.,(1957), *Research in Education*, Delhi, Prentice Hall.
- P Gupta, (1957), *An Introduction to Statistical Methods*, New Delhi, Vikas Publishing House.
- C. R. Kothari, (2000), *Research Methodology*, New Delhi, Wiley Eastern Ltd.

SEMESTER I

FT010103 - FASHION LANGUAGE AND TERMINOLOGIES

Total Credits: 3

No. of Contact Hours: 90

OBJECTIVES

To introduce students to aspects of fashion designing, to impart knowledge about how fashion works and to better express their creative self.

Course Outcome No's	Expected Outcomes
CO 1	To outline the different terminology related to contemporary fashion styles.
CO 2	To outline the key styles throughout the different periods in fashion history.
CO 3	To describe the style features of various fashionable accessories.
CO 4	To describe the formal elements of design in fashion and textiles examples.
CO 5	To outline the use of design principles in fashion and textiles examples.
CO 6	To describe the characteristics of different types of fashion patterns and outline the different pattern adaptation techniques used to fit the different figure shapes and garment sizes.

MODULE 1

(20 hrs)

- Fashion terminologies- Alta Moda, boutique, haute couture, Pret-a Porter, ready-to wear.
- 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

(15 hrs)

Design elements

- Line – types and its characteristics
- Shape – silhouettes.
- Space – positive and negative.
- Form
- Texture – Types of texture - Tactile and visual textile
- Colour – colour theory, colour wheel, colour dimensions

MODULE 3

(20 hrs)

Design principles

- Balance - symmetrical and asymmetrical
- Proportion
- Rhythm – repetition, progression, alteration, grid, transition and broken rhythm
- Emphasis – isolation, placement, size, contrast, radiation.
- Unity

MODULE 4

(20 hrs)

- Human proportion and 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 5

(15 hrs)

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

RELATED EXPERIENCES

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

REFERENCES

- Gini Stephens Frings, (2002), *Fashion from Concept to Consumer*, United States, Prentice Hall Publications.
- Suzanne Marshall, Hazel Jackson and Mary Kefgen, (2011), *Individuality in Clothing Selection and Personal Appearance*, United States, Prentice Hall Publications.
- Dr. Navneet Kaur, (2010), *Comdex fashion design, Vol I, Fashion Concepts*, New Delhi, Dream Tech Press.
- Dr. Navneet Kaur, (2010), *Comdex fashion design, Vol II, Ensembles for your body type*, New Delhi, Dream Tech Press.
- Sumathy. G, (2002), *Elements Of Fashion And Apparel Design*, New Delhi, Oscar Publications.

SEMESTER I
FT010104 - FABRIC STUDIES

Total Credits: 3

No. of Contact Hours: 90

OBJECTIVES

To understand the tactile and behavioural characteristics of various fabrics in relation to their application and end use.

Course Outcome No's	Expected Outcomes
CO 1	Define basic textile materials such as fibres, yarns and fabrics.
CO 2	Recognize various textile fibres.
CO 3	Match the textile fibres with their suitable end uses.
CO 4	State the applications of textile materials
CO 5	Correlate specific characteristics of fabrics with the layout, cutting, construction and finishing techniques.

MODULE I

(12Hrs)

- Introduction to different types of needles and sewing thread, their application and uses

MODULE II

(20Hrs)

Cotton Fabrics:

- Physical and chemical properties of cotton
- Cotton fibre identification tests – Feeling test, Burning test, Solubility test and Microscopic test
- Cotton fabric varieties -Poplin, Terry cloth, Denim, Voile, Seersucker
- Seams, Seam finishes and Hem finishes suitable for above varieties (minimum of 2 each)

MODULE III

Silk Fabrics:

(20Hrs)

- Physical and chemical properties of Silk
- Silk fibre identification tests - Feeling test, Burning test, Solubility test, Microscopic test
- Silk Fabric varieties – Brocade, Crepe, Chiffon, Organza, Tussah
- Seams, Seam Finishes and Hem finishes suitable for above varieties (minimum of 2 each)

MODULE IV

(20Hrs)

Wool Fabrics:

- Physical and chemical properties of Wool
- Wool fibre identification tests – Feeling test, Burning test, Solubility test, Microscopic test
- Wool Fabric Varieties- Woollen flannel, Gabardine, Hounds tooth, Plaid, Tweed
- Seams, Seam finishes and Hem finishes suitable for above varieties (minimum of 2 each)

MODULE V

(18Hrs)

- Seams, Seam finishes and Hem finishes on special fabrics like Net, Lace, Velvet and Corduroy

REFERENCE

- Raoul Jewel, (2000), *Encyclopaedia of Dress Making*, Delhi, APH Publishing Corporation.
- Claire B. Schaeffer, (1994), *Fabric Sewing Guide*, Lola, Wisconsin, Krause Publishers.

SEMESTER I
FT010105 - FASHION ILLUSTRATION AND DESIGN

Total Credits: 5

No. of Contact Hours: 90

OBJECTIVES

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

Course Outcome No's	Expected Outcomes
CO 1	Have a command of drawing the human figure and environment, from imagination and observation.
CO 2	Execute drawings and finished illustrations that demonstrate expertise in dynamic composition, spatial relationship, and design.
CO 3	Demonstrate a unique voice, vision and style to execute finished illustrations.
CO 4	Enhance expertise in illustration principles that foster acumen for visual storytelling.
CO 5	Communicate effectively with clients through artist statements, business plans, and various forms of social media.

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 Colour, Photo Colour, Fuji Colour, Water Colour, 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 colour and more than one colour
- Creating printed effects in a garment –one colour and more than one colour
- Drawing from Photographs –any 2 garment designs

MODULE 5

(30Hrs)

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

The Record should be submitted at the time of external evaluation

REFERENCES

- Elizabetta Drudi and Tiziana, (2010), *Figure Drawing for Fashion Design*, Netherland, Pepin Press.
- Kathryn Mckelvey, (2006), *Fashion Source Book*, United States, Wiley Publications.
- Patrick John Ireland, (2009), *New Encyclopaedia of Fashion Details: Over 100's Fashion Details*, London, Batsford.
- Alferd D. Dortenzio, (1998), *Fashion Sketching*, New York, Delmer Publishers.
- Bina Abling, (2001), *Fashion Rendering with Colours*, New Jersey, Prentice Hall.

SEMESTER II

FT010201	Fashion Merchandising and Marketing
FT010202	Fabric and Garment Finishing
FT010203	Garment Manufacturing Technology
FT010204	Fashion Draping
FT010205	Couture Wear Assembling

SEMESTER II

FT010201 - FASHION MERCHANDISING AND MARKETING

Total Credits: 3

No. of Contact Hours: 90

OBJECTIVES

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

Course Outcome No's	Expected Outcomes
CO 1	Acquire theoretical and technological knowledge of current business and professional practices leading to marketing and merchandising fashion products both locally and globally
CO 2	Investigate, analyze and interpret trends on design, materials and trims in fashion and related industry either locally or globally
CO 3	Apply management topics to manage, control, and improve industry environments.
CO 4	Demonstrate knowledge of the industry, ethical behavior, industry specification, non-discrimination, and diversity in the workplace.
CO 5	Use basic Buying Management methods to meet the needs of a simulated retail market
CO 6	Evaluate relevant data in order to determine a suitable assortment of merchandise

MODULE 1

(20Hrs)

- Merchandising- Definition- Role of a Merchandiser
- Designing and marketing fashion products – introduction – new product development – product mix and Range planning.
- Product development – definition – objective - product design and manufacturing - use of merchandising calendar.

MODULE 2

(20Hrs)

- Sourcing- Types of sourcing- factors affecting sourcing decision

- Pricing- Specific pricing strategies- New product pricing, demand oriented pricing, cost oriented pricing, value based pricing, competition oriented pricing- Mark ups and markdowns

MODULE 3

(20 Hrs)

- Marketing management – Responsibilities of a marketing manager
- Fashion marketing planning – introduction – planning process and objectives – definition of SWOT analysis– marketing strategy – fashion marketing plan

MODULE 4

(20 Hrs)

- Consumer Behaviour in Fashion And Retail Industry – fashion consumer decision making – market segmentation – Target marketing – Fashion marketing mix

MODULE 5

(10 Hrs)

- Fashion Marketing Research, definition – purpose – types – research design.

REFERENCES

- Mike Easey, (2009), *Fashion Marketing*, Australia, Blackwell Publishing.
- Karl Moore and Niketh Pareek, (2010), *Marketing the Basics*, London Routledge Publications.
- Grace I. Kunz, (2009), *Merchandising Theory, Principles and Practices*, New York, Fairchild Publications.
- Gini Stephens Frings, (2007), *Fashion from Concept to Consumer*, New Jersey, Pearson Prentice Hall.
- Jeannette A. Jarrow, (2002), *Inside the Fashion Business*, New Jersey, Prentice Hall Publishing.

SEMESTER II
FT010202 - FABRIC AND GARMENT FINISHING

Total Credits: 4

No. of Contact Hours: 90

OBJECTIVES

To develop the holistic understanding of the finishing of fabric and garment used for the apparel industry

Course Outcome No's	Expected Outcomes
CO 1	Develop an understanding of the aesthetic & functional features of various types of finished fabrics and garments
CO 2	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.
CO 3	Understand the modern techniques of Garment and Fabric finishing in relation to productivity, cost quality and performance.
CO 4	Understand the suitability of various finishes to fabrics.
CO 5	Evaluate the effectiveness of various finishes according to standards.

MODULE 1

(18Hrs)

- Objectives 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: Temporary, Semi permanent, 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.
- Preparation for finishing of wool. Milling, felting of woollen fabrics.
- Various functional finishes: Water repellent, Fire repellent, Soil repellent, Anti-static, Bacteriostatic, 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 equipment, 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.

REFERENCES

- R. E. Glock & G. I. Kunz (1995), *Apparel Manufacturing: Sewn Product Analysis*, New Jersey, Prentice Hall Publications.
- J. E. Booth (1961), *Principles of Textile Testing*, New Delhi, CBS Publishers and Distributors.
- Tortora and Collier (2008), *Understanding Textiles*, New Jersey, Prentice Hall Publications.
- J. T. Marsh, (1966), *An Introduction To Textile Finishing*, London, Chapman And Hall Publishers.

SEMESTER II
FT010203 - GARMENT MANUFACTURING TECHNOLOGY

Total Credits: 4

No. of Contact Hours: 90

OBJECTIVES

To understand and co-relate design and manufacturing processes in garment industry.

Course Outcome No's	Expected Outcomes
CO 1	Understand the process involved in garment manufacturing such as cutting, planning, spreading, and sewing.
CO 2	Understand the various accessories used in apparels.
CO 3	Understand the basic sewing techniques and pressing technology
CO 4	Understand the garment finishing for quality inspections technology
CO 5	Understand standards norms for different size fits & drafts

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 it's 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 v/s 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

- Carr & Latham, (2008), *Technology of Clothing Manufactures* - 4th Edition, Australia, Blackwell Publishers.
- Gerry Cooklin, (1991), *Introduction of Clothing Manufacture*, US, Blackwell Science Publishers.
- Ruth E. Glock , (2005), *Apparel Manufacturing : Sewn Production Analysis*, New Delhi, Pearson Education Indian Publishers.

SEMESTER II
FT010204 - FASHION DRAPING

Total Credits: 5

No. of Contact Hours: 90

OBJECTIVES

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

Course Outcome No's	Expected Outcomes
CO 1	Identify and apply bias draping techniques
CO 2	Develop draping techniques, which are essential to a career in Fashion design.
CO 3	Creative draping and 3D experimentation to explore creativity and develop design sense.
CO 4	Marking draped design in order to create patterns.
CO 5	Fashion design development and creating a fashion collection based on draped works.

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

- Helen Joseph and Armstrong, (2013), *Draping for Apparel Design - III Edition*, India, Bloomsbury Publications India Ltd.
- Nuriesrelis, Hilde Jaffe and Rose Mary Torre, (2012), *Draping for Fashion Design, V Edition*, United States, Pearson Prentice Hall Publications.
- Connie Ameden and Crawford, (2005), *The Art of Fashion Draping*, New York, Fairchild Publications.
- Dawn Cloak, (1998), *Cutting and Draping Special Occasion Cloths: Designs for Party wear and Evening wear*, London, Batsford.
- Marion Strong Hillhouse and Evelyn A. Mansfield, (1948), *Dress Design, Draping and Flat Pattern Making*, United States, Houghton Mifflin Company.

SEMESTER II
FT010205 - COUTURE WEAR ASSEMBLING

Total Credits: 5

No. of Contact Hours: 90

OBJECTIVES

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

Course Outcome No's	Expected Outcomes
CO 1	Understand the development process of Haute Couture construction.
CO 2	Acquire a professional approach to sewing methodologies.
CO 3	Use techniques in construction for the creation of innovative design details.
CO 4	Plan technical drawings for the creation of Haute Couture Collections.
CO 5	Develop research processes in Fabric Study and propose new solutions.
CO 6	Understand material and fabric as well as technologies in their appropriate use in the Haute Couture garment production.

MODULE 1

(10 Hrs)

- Each student should take inspiration from any one famous Fashion Designer and develop: Inspiration Board, Mind Mapping, Colour Mood and Customer Profile.

MODULE 2

(20 Hrs)

- Design & develop art plate and assemble the couture Casual wear and estimate the cost.

MODULE 3

(20 Hrs)

- Design & develop art plate and assemble the couture Formal wear with created couture pattern and estimate the cost.

MODULE 4

(20 Hrs)

- Design & develop art plate and assemble the couture Party wear with created couture pattern and estimate the cost.

MODULE 5

(20 Hrs)

- Design & develop art plate and assemble the couture Ethnic wear with created couture pattern and estimate the cost.

REFERENCE

- Winifred Aldrich, (2008), *The Metric Pattern Cutting for Women's Wear - 5th Edition*, Australia, Black Well Publishers.
- Claire B. Schaeffer, (2001), *Couture Sewing Techniques 19th Edition*, US, Taunton Press.
- Lynda Maynard, (2010), *The Dress Making: The Handbook Of Couture Sewing Techniques. Essential step- by- step techniques foe professional results - 21st edition*, US, Interweave Press.

SEMESTER III

FT010301	Textile Quality Standards and Implementation
FT010302	Textile Designing
FT010303	Visual Merchandising
FT010304	Textile Testing
FT010305	Dyeing and Printing

SEMESTER III

FT010301 - TEXTILE QUALITY STANDARDS AND IMPLEMENTATION

Total Credits: 4

No. of Contact Hours: 90

OBJECTIVES

To familiarize students with different apparel quality standards, their underlying principles and the international accepted standards and test methods.

Course Outcome No's	Expected Outcomes
CO 1	Familiarize with the different testing equipment, their underlying principles and the international accepted standards, test methods and the language of measurement.
CO 2	Develop understanding of the importance of quality control in textile testing
CO 3	Evaluate a variety of methods in industry which are used to support TQM
CO 4	Apply techniques to promote a TQM culture in the workplace.
CO 5	Use these specific test methods and material specifications to establish fabric acceptability and performance

MODULE 1

(18Hrs)

- Introduction to quality standards
- Importance
- Benefits
- Levels and sources of quality standards
- British standards and ISO standards, ISO 9000, ISO 1400
- ASTM Standards
- Total management system
- Eco-labelling
- Oeko Tex Standard

MODULE 2

(18Hrs)

- Sensitizing dye stuffs
- Allergic dyes

- Carcinogenic amines
- Eco-management of textiles and apparels
- Global scenario
- Eco mark & environment friendly textiles
- Defects in Garments: Cutting, Sewing, Assembling, Pressing, Finishing and Packing defects

MODULE 3

(18Hrs)

- Eco specification & restrictions in apparel & textiles
- Dry cleaning using ozone depleting chemicals
- Formaldehyde contents
- Heavy metal contents
- Pesticides and Herbicides
- Azo dye stuffs
- Nickel
- Pentachlorophenol

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

MODULE 5

(18Hrs)

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

REFERENCES

- Pradip V. Metha, (1985), *An Introduction to Quality Control for the Apparel Industry*, JSN International Publishers.
- Pradip V. Mehta and Satish K. Baradwaj, (1998), *Managing Quality in the Apparel Industry*, New Delhi, National Institute of Fashion Technology.
- Rutn E. Glock and Grace L. Kunz, (2005), *Apparel Manufacturing: Sewn Product Analysis*, UK, Prentice Hall Publishers.
- J. E. Booth, (1968), *Principles Of Textile Testing*, London, Pearson/Prentice Hall.

SEMESTER III
FT010302 - TEXTILE DESIGNING

Total Credits: 4

No. of Contact Hours: 90

OBJECTIVES

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

Course Outcome No's	Expected Outcomes
CO 1	Learn about various techniques and process of designing textiles.
CO 2	Study about various dimensions of yarns like types of yarns, yarn size and twist and yarn calculations for weaving, preparation of yarn for weaving.
CO 3	Gain extensive knowledge on weaving- primitive looms, basic loom and its parts, accessories required for weaving.
CO 4	Get acquainted with the basic weaves-plain, twill and satin and creating variety in weaves with different color and weave effects
CO 5	Learn about knitting – components of knitting, warp and weft knitting

MODULE I

(10 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.

MODULE 2

(15 hrs)

- Absorbent fabrics- method of construction-features-uses of diamond- diaper- honey comb- huck-a- back and mock- leno weaves.
- Dobby designing- introduction- Scope and uses- principle of operation- extra warp and weft designs- method of representation of designs.

MODULE 3

(30 hrs)

- 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 4

(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 5

(5 hrs)

- Consumer goods- Specialized fabrics for apparel-fabrics for home furnishing.

RELATED EXPERIENCE

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

REFERENCES

- Z J Grosicki, (1975), *Watson's Textile Design And Colour*, UK, Woodhead Publishing Limited.
- Alumni Associates Of Indian Institute Of Handloom And Textile Technology,(1998), *Hand Book Of Handloom And Textiles*, Salem.
- A. .Richard Horrocks and Subhash C. Anand, (2015), *Handbook Of Technical, Textiles*, UK, Woodhead Publishing,.
- David J. Spencer, (2001), *Knitting Technology*, UK, Woodhead Publishing.

SEMESTER III
FT010303 - VISUAL MERCHANDISING

Total Credits: 4

No. of Contact Hours: 90

OBJECTIVES

To sensitize /orient the textile and clothing SME's to the concept of visual merchandising and to provide the basic working tools and skills related to visual merchandising.

Course Outcome No's	Expected Outcomes
CO 1	Understand, define and grasp key terms and principles involved in the components of Visual Merchandising.
CO 2	Obtain a broad understanding of display and be able to employ strategies for making timely and attractive, profitable display decisions within retailing.
CO 3	Learn processes and techniques used in the retail industry.
CO 4	Develop fashion and textiles products and present to peers or potential clients.
CO 5	Collaborate with the fashion industry to implement the coordination, sourcing and construction of visual window displays

MODULE 1

(20 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)

- Store Exterior
- Window Display
- Store Interior

MODULE 3

(20Hrs)

- Mannequins
- Fixtures
- Attention getting devices
- Fashion Accessories

MODULE 4

(20 Hrs)

- Visual Merchandising and Display Techniques
- Sale ideas
- Graphics and Signage
- Visual Merchandising and Planning
- Setting up a Display shop

MODULE 5

(15 Hrs)

- Related Areas of Visual Merchandising and Display
- Visual Merchandising and Changing face of Retail
- Point of Purchase Display
- Trade Organizations and Sources
- Career opportunities in Visual Merchandising

RELATED EXPERIENCE

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

REFERENCES

- Martin M. Pegler, (2011), *Visual Merchandising And Display* 5th Edition, Fairchild Publications
- Jay Diamond, and Ellen Diamond, (2006), *Contemporary Visual Merchandising and Environmental Design*, United States, Prentice Hall.
- Claus Ebster and Marion Garaus, (2011), *Visual Merchandising and Store Design*, United States, Business Expert Press.
- The Editors of VMSD, (2009), *Visual merchandising 6*, United States, ST Media Group International Inc.

SEMESTER III
FT010304 - TEXTILE TESTING

Total Credits: 5

No. of Contact Hours: 90

OBJECTIVES

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

Course Outcome No's	Expected Outcomes
CO 1	Justify the need for testing of textiles
CO 2	Able to perform the measurement and evaluation of drapability properties.
CO 3	Able to perform the measurement and evaluation of tensile properties.
CO 4	Able to perform the measurement and evaluation of fabric stiffness properties.
CO 5	Able to perform the measurement and evaluation of crease recovery properties.
CO 6	Able to perform the measurement and evaluation of color fastness and shrinkage properties.

MODULE 1 **(15Hrs)**

- Measurement of tensile strength using Tensile strength tester
- Measurement of fabric stiffness using Shirley stiffness tester

MODULE 2 **(15Hrs)**

- Measurement of abrasion resistance of the given fabric using Martindale Abrasion tester
- Measurement of Crease recovery of the given fabric

MODULE 3 **(15Hrs)**

- Measurement of drape using ammonia Drape meter
- Measurement of bursting strength using Ammonia Drape meter

MODULE 4

(15Hrs)

- Measurement of colour fastness using Crock meter
- Measurement of colour fastness of the given fabric using Perspirometer

MODULE 5

(30Hrs)

- Measurement of colour fastness of the given fabric using Launderometer
- Measurement of shrinkage of the given fabric

The Record should be submitted at the time of external evaluation

REFERENCES

- Billie J. Collier and Helen H. Epps, (1998), *Textile Testing and Analysis*, United States, Prentice Hall Publishers.
- Booth J.E, (1996), *Principles of Textile Testing*, India, CBS Publications.

SEMESTER III
FT010305- DYEING AND PRINTING

Total Credits: 5

No. of Contact Hours: 90

OBJECTIVES

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

Course Outcome No's	Expected Outcomes
CO 1	Justify the need for testing of textiles
CO 2	Able to perform the measurement and evaluation of drapability properties.
CO 3	Able to perform the measurement and evaluation of tensile properties.
CO 4	Able to perform the measurement and evaluation of fabric stiffness properties.
CO 5	Able to perform the measurement and evaluation of crease recovery properties.
CO 6	Able to perform the measurement and evaluation of color fastness and shrinkage properties.

MODULE 1

(20 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.

MODULE 2

(20 Hrs)

- Dyeing of silk material with acid dye, basic dye.
- Dyeing of polyester material.

MODULE 3

(10 Hrs)

- Introduction to printing techniques, preparation of Cotton, Viscose rayon, Linen, Nylon/Polyester, Woollen and Silk fabrics for printing.

MODULE 4

(20 Hrs)

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

MODULE 5

(20 Hrs)

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

The Record should be submitted at the time of external evaluation

REFERENCE

- Nancy Belfer (1992), *Batik and Tie and Dye Techniques*, United States, Dover Publications.
- Mandy Southan (2008), *Shibori Designs and Techniques*, United Kingdom, Search Press ltd.
- Anne Maile (1971), *Tie and Dye Made Easy*, New York, Tap Linger Publishing Company.
- Dr.V. A. Shenai, (1980), *Textile Printing*, Mumbai, Sewak Publications, Mahajan book distributors.
- S. Udayamarthandam, *Textile Printing*, Komarapalayam, SSM ITT co-operative stores.
- James Ronald (1996), *Printing and dyeing of Fabrics and Plastics*, Ahmedabad, Mahajan Book Distributors.

SEMESTER III

FT800401/ FT810401	Fashion Forecasting and Trend Research (Group 1) Technical Textiles (Group 2)
FT800402/ FT810402	Fashion Presentation and Choreography (Group 1) Entrepreneurship Management and Retailing (Group 2)
FT800403/ FT810403	Computer Application in Fashion (Group 1) Career Portfolio Development (Group 2)
FT010401	Project Dissertation
FT010402	Viva Voce

SEMESTER IV
ELECTIVES - GROUP I
FT800401 - FASHION FORECASTING AND TREND REASEARCH

Total Credits: 4

No. of Contact Hours: 144

OBJECTIVES

To enable students to know the market need and fashion trend changes with the process of organizing and analysing the information for presenting and implementing the forecast.

Course Outcome No's	Expected Outcomes
CO 1	Fabricate professional trend presentation boards dealing with trends, counter-trends and sub-trends.
CO 2	Develop the knowledge of terminology, principles, and concepts related to trend identification and communication of trends
CO 3	Able to identify and define Page 2 macro and micro trends in the fashion industry and related industries using techniques such as cross-cultural analysis and ethnographic research
CO 4	Develop the ability to analyze, edit and interpret social and cultural indicators and research findings to develop and communicate trends.
CO 5	Demonstrate professional oral, written, and visual communication skills to present trends in style/look, color, lines, shapes, materials/textures.

MODULE 1

(10 Hrs)

FORECASTING FRAMEWORKS

- The Fashion Forecasting Process
- Introducing Innovation

MODULE 2

(10 Hrs)

- 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

- Evelyn L. Brannon, (2005), *Fashion Forecasting, 2nd Edition - Research Analysis and Presentation*, United States, Berg Publishers.
- Polly Guerin, (2004), *Creative Fashion Presentations*, New York, Fairchild Publications.

SEMESTER IV

FT800402 - FASHION PRESENTATION AND CHOREOGRAPHY

Total Credits: 4

No. of Contact Hours: 144

OBJECTIVES

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

Course Outcome No's	Expected Outcomes
CO 1	To plan a perfect staging of fashion.
CO 2	To convey a unified picture in which customers, bloggers, media representatives evoke corresponding emotions.
CO 3	To offer creation, organization, moderation, music editing, show-optimized, model booking, arrival and departure plan, check fitting, rehearsal, choreography, contracts, customer arrangements, dress rehearsal, etc.
CO 4	To learn how to manage shows to propagate fashion brand or business.

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

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, Catalogue models, Advertising models, Body part models), Modelling agencies, Professional versus amateur models, Photographic versus runway models, Training amateur models, Model responsibilities
- Choreography, Opening the show, Pace, Pivots and Pauses, Mapping, Dancing, Model groups, Finale, Importance of choreography

REFERENCES

- Judith C Everett, Kristen K Swanson, (2013) *Guide To Producing A Fashion Show 3rd Edition*, New York, Fairchild Publications Inc.
- Judith Bell, Kate Ternus, (2011), *Silent Selling: Best Practices and Effective Strategies in Visual Merchandising, 4th Edition*, New York, Fairchild Publications Inc.

SEMESTER IV
FT800403 - COMPUTER APPLICATION IN FASHION

Total Credits: 4

No. of Contact Hours: 162

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.

Course Outcome No's	Expected Outcomes
CO 1	Make use of the general computer technologies in fashion and textile industry;
CO 2	Apply appropriate CAD systems in textile design or clothing pattern design;
CO 3	Examine critically the use of computer systems that would meet the needs of a fashion business;
CO 4	Communicate effectively with others regarding textile design, fashion design and pattern design and manufacturing systems

MODULE 1

(18Hrs)

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

MODULE 2

(18Hrs)

- Colour Reduction
- Colour ways
- 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

- Sorabji M. Rutnagar (2007), *The Indian Textile Journal, Volume 117, Issue 7 - 12*, Business Press.
- Ji–Young Ea Ruckman, Jeong – Wha Kim (2000), *Journal of Fashion Marketing and Management; an International Journal*, United Kingdom, MCB UP Ltd.
- Sandar Burke (2006), *Fashion Computing: Design Techniques and CAD*, London, Burke Publishing.
- Kevin Tallon, (2008), *Digital Fashion Illustration with Photoshop and Illustrator*, London, Batsford Publications.

SEMESTER IV
ELECTIVES - GROUP II
FT810401 - TECHNICAL TEXTILES

Total Credits: 4

No. of Contact Hours: 144

Course Outcome No's	Expected Outcomes
CO 1	Understand basics of technical textiles
CO 2	Understand technical fibres and yarns
CO 3	Understand technical fabric structures and types of finishes applied.
CO 4	Understand concept, application of filtration textile and its different terminologies
CO 5	Understand concept, application of geotextile and its different terminologies
CO 6	Understand concept, application of medical textile and its different terminologies
CO 7	Understand concept, application of technical textiles in defense and transport and its different terminologies.
CO 8	Understand about nano technology applications in technical textile development

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 1

(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 2

(10 hrs)

- Technical Fabric Structures- Woven and Knitted.
- Non-Woven-Types of laying-Chemical bonding- Thermal bonding- Solvent bonding- Hydro entanglement

MODULE 3

(20 hrs)

- Finishing of Technical Textiles
- Mechanical- Calendaring- Raising- Shearing- Shrinkage- Heat Setting
- Chemical- Flame retardants- Water Repellency- Antistatic- Antimicrobial- Antifungal

MODULE 4

(20 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- defence and security applications as filters

MODULE 5

(20 hrs)

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

REFERENCES

- A. R. Horrocks and S. C. Anand, (2000), *Hand book of Technical Textiles-*, UK, Wood head publishing Ltd.
- Wilhelm Albrecht, Hilmar Fuchs & Walter Kittelmann, (2003), *Nonwoven Fabrics*, Germany, Wiley-VCH Publishers.
- X Tao, (2001), *Smart Fibers, Fabrics & Clothing*, UK, Wood head publishing Ltd.
- R. Alagirusamy and A. Das, (2010), *Technical Textile Yarns*, UK, Woodhead Publishing Ltd.
- Paul Kiekens and Sundaresan Jayaraman, (2012), *Intelligent Textiles and Clothing for Ballistic and NBC Protection*, US, Springer Publications.

SEMESTER IV

FT810402- ENTREPRENEURSHIP MANAGEMENT AND RETAILING

Total Credits: 4

No. of Contact Hours: 144

OBJECTIVES

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

Course Outcome No's	Expected Outcomes
CO 1	Possess a well-grounded understanding of essential entrepreneurial business principles.
CO 2	Apply entrepreneurial theories and practical skills to operate a small and medium-sized fashion business.
CO 3	Formulate a business plan for establishing a small retail business.
CO 4	Assess opportunities and risk of running small fashion retail business.
CO 5	Develop the spirit of entrepreneurship.

MODULE I

(15 hrs)

- Introduction to Retailing – Definition – Functions performed by retailers
- Multi-channel Retailing – Store channel – Catalogue channel – Internet channel
- Customer Buying Behaviour – 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 – Analysing

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

SEMESTER IV
FT810403 - CAREER PORTFOLIO DEVELOPMENT

Total Credits: 4

No. of Contact Hours: 162

OBJECTIVES

The Career Portfolio should seek attention, provide links, make intangibles to tangibles, add to credibility and build confidence.

Course Outcome No's	Expected Outcomes
CO 1	To describe the purpose of a portfolio
CO 2	To summarize the key elements of a portfolio.
CO 3	To exhibit skills, knowledge, projects and experiences in a creative way.
CO 4	To provide tangible proof of the skills and abilities and demonstrates to the employer for that specific job.

PRESENTATION & EVALUATION

- The portfolio should comprise examples of investigation, development, design process and the final products.
- It should include fashion forecasting, drawing, colour study work, materials investigation, design development – 2D and 3D, construction, consumer and market information, written notes and design presentation sheets.
- Three-dimensional pieces should be photographed, and presented within the portfolio, but one or two examples of your 3D work should be included.
- Should show off drawing skills but equally important to demonstrate how to manage a brief and work through all the stages to reach a final design.
- The portfolio can be any size that works for the content – A4, A3 etc.
Compile the portfolio as a series of projects or studies.
- Keep the presentation format uncluttered and relevant. Avoid over decoration as this only detracts from the content.

Submit the portfolio as a record in the time of external evaluation

REFERENCES

1. Linda Tain, (2010), *Portfolio presentation for fashion designers/3rd edition*, UK, Fairchild Books.
2. Anna Kiper, (2014), *Fashion Portfolio: Design and Presentation*, UK, Batsford Publications.

SEMESTER IV
FT010401 - PROJECT DISSERTATION

Credits: 4

OBJECTIVES

To gain quality research and presentation skills.

Course Outcome No's	Expected Outcomes
CO 1	More in-depth knowledge of the major subject/field of study, including deeper insight into current research and development work.
CO 2	Capability to contribute to research and development work.

Guidelines for Project Report

1. All students shall prepare and submit project report as part of the programme. The project has to be undertaken on an individual basis.
2. The general guidelines of PGCSS Regulations 2019 of M G University shall apply for both Internal and External Evaluations of Project Report.
3. The Project shall be done under the supervision and guidance of faculty of the department. The project work shall commence at least by third semester. Students shall submit the report in the prescribed format at least two weeks before the commencement of end semester examination of the fourth semester or time frame prescribed by the University for viva voce, whichever is earlier.
4. The area of project shall be related to fashion /textiles and may be closely associated to the area of specialization. Topics shall also be selected with the help of linkages with industry or any NGO's.
5. The student shall submit copies of project report, either printed or typed in A4 papers. There shall be a minimum of 40 pages and a maximum of 75 pages. The report may be hard bound or soft bound or spirally bound and the printing can be either double sided or single sided. A softcopy of the report may also be submitted to the department.

6. The report shall contain the following:
 - Title page with topic, details of the student with register number, supervisor details and month and year of submission.
 - Certificate from Supervising teacher and counter signed by the Head of the Department with department seal.
 - Declaration by the student which shall include plagiarism details also. The relevant guidelines issued by UGC and University shall strictly be adhered to.
 - Acknowledgement
 - Contents
 - Abstract
 - Preferably 5 chapters with Chapter 1 presenting Introduction and Methodology, Chapter 2 Review of Literature, Chapter 3 Materials and Methods, Chapter 4 Results and Discussion and Chapter 5 Conclusion, Suggestions etc.
 - Appendix (Questionnaire/Schedule, Statistical calculation details etc.)
 - Bibliography. (References may be presented in APA style)
7. The Internal Evaluation of the project shall be done at the department level and the component presentation/viva shall be based on open presentation by the student, preferably with the help of audio visual aids, in the form of a defence of the project.
8. It is the responsibility of the student to put earnest effort for the completion of project. The consequences of plagiarism beyond permissible level in project work may result in failure of the course, in addition to other consequences.

SEMESTER IV
FT010402 – VIVA VOCE

Credits: 2

OBJECTIVES

To prepare the students to face interview both at the academic and the industrial sector.

Course Outcome No's	Expected Outcomes
CO 1	To communicate his/her understanding in various subjects studied.

Guidelines for Comprehensive Viva

1. Comprehensive Viva will be a part of the programme and the external assessment will be held at the end of fourth semester.
2. The viva shall cover courses of all semesters and basics of Textiles, Fashion and related fields.
3. Elective area of study shall be covered in viva.
4. The Internal Evaluation shall be done by the faculty of the department and shall cover courses of all semester. The schedule of internal viva shall be announced sufficiently earlier and shall be concluded before the commencement of end semester examinations of fourth semester.
5. The student may opt for one course of his choice and the Board may select other courses from which questions may be asked.
6. The questions shall be a judicious mix of various categories of difficulty level.
7. The grades shall be awarded based on the answers, the communication skill and presentation skill.