

**BHARATHIAR UNIVERSITY – COIMBATORE – 641046.**  
**B.Sc APPAREL FASHION DESIGNING(CBCS) DEGREE COURSE**  
**(For the students admitted during the academic year 2018-2019Batch onwards)**  
**Scheme of Examination**

Part	Study Components	Course Title	Hours per week	Dur. Hrs	Examination			Credit
					CIA	Marks	Total Marks	
Semester – I								
I	Language I		6	3	25	75	100	4
II	English I		6	3	25	75	100	4
III	Core I	Design Concepts and Methodology	4	3	25	75	100	4
	Core II	Basics of Textile Manufacturing	5	3	25	75	100	4
	Core III	Practical I Fashion Sketching	4	3	20	30	50	2
	Allied I	Computer Applications Practical	3	3	30	45	75	3
IV	Environmental Studies #		2	3	-	50	50	2
Semester – II								
I	Language II		6	3	25	75	100	4
II	English II		6	3	25	75	100	4
III	Core IV	Fashion Appreciation	4	3	20	55	75	3
	Core V	Practical II Sewing Techniques	3	3	20	30	50	2
	Core VI	Practical III Pattern Making & Grading - I	3	3	30	45	75	3
	Core VII	Practical IV Fashion Illustration	3	3	30	45	75	3
	Allied II	Fundamentals of Apparel Designing	3	3	30	45	100	4
IV	Value Education – Human Rights #		2	3	-	50	50	2

	<b>Semester III</b>							
III	Core VIII	History of Costumes	4	3	25	75	100	4
	Core IX	Practical V Pattern Making & Grading - II	5	3	20	30	50	2
	Core X	Practical VI Garment Construction – Knits	6	3	30	45	75	3
	Core XI	Practical VII Computer Application in Fashion I	6	3	20	30	50	2
	Allied : III	Garment Manufacturing Techniques	4	3	25	75	100	4
	Skill Based 1 –	Practical Design for High End Knits	3	3	30	45	75	3
IV	Tamil @ / Advanced Tamil# (OR) Non-major elective - I (Yoga for Human Excellence)# / Women's Rights#		2	3	50		50	2

	<b>Semester IV</b>						
III	Core XII Apparel Production Management	5	3	25	75	100	4
	Core XIII Textile Wet Processing	4	3	25	75	100	4
	Core XIV Practical VIII Computer Application In Fashion –II	6	3	40	60	100	4
	Core XV Practical IX Garment Construction – Woven	6	4	30	45	75	3
	Allied : IV Practical Textile Wet Processing	4	3	40	60	100	4
	Skill Based 2 - Fabric Analysis & Designing Practical	3	3	30	45	75	3
IV	Tamil @ /Advanced Tamil # (OR) Non-major elective -II (General Awareness #)	2	3	50		50	2
	Internship training in a garment unit/processing unit/boutique for 15 days						
	<b>Semester V</b>						
III	Core XVI Fashion Entrepreneurship & Retailing	5	3	25	75	100	4
	Core XVII Practical X Fashion Accessories & Embellishment	6	4	30	45	75	3
	Core XVIII Practical XI Art Portfolio	6	3	40	60	100	4
	Core XIX Practical XII Draping Techniques	6	3	30	45	75	3
	Elective –I(A) (Craft Documentation - P) \$	2	3			100	4
	Skill Based 3 – Design for Traditional Wear Party & Bridal Collection	5	3	30	45	75	3
	Internship - viva voce and report			20	30	50	2
	<b>Semester VI</b>						
III	Core XX Fashion Business & Communication	5	3	25	75	100	4
	Core XXI Garment Pricing & Trade Documentation	5	3	25	75	100	4
	Core XXII Practical XIII Design Collection Project & Viva voce\$	6	3			100	4
	Elective –II (A)(Fashion Photography - P)	4	3	40	60	100	4
	Elective –III (A)(Fashion Ethnography - P)\$	5	3			100	4
	Skill based Subject 4 - Computer Aided Pattern Designing Practical	5	3	30	45	75	3
V	Extension Activities @	-	-	50	-	50	2
	Total					3500	140

**\$For Viva: 20 Marks & report: 80 Marks.**

**@ No University Examinations. Only Continuous Internal Assessment (CIA)**

**# No Continuous Internal Assessment (CIA). Only University Examinations.**

<b>List of Elective papers (Colleges can choose any one of the paper as electives)</b>		
Elective – I	<b>A</b>	Craft Documentation (P)
	<b>B</b>	Advanced Illustration (P)
	<b>C</b>	Care and Maintenance of Textiles
Elective – II	<b>A</b>	Fashion Photography (P)
	<b>B</b>	Human Values and Professional Ethics
	<b>C</b>	Entrepreneurial Development
Elective - III	<b>A</b>	Fashion Ethnography (P)
	<b>B</b>	Fashion Presentation and Choreography
	<b>C</b>	Computer Aided Textile Designing (P)

## **SEMESTER I CORE PAPER I - DESIGN CONCEPTS AND METHODOLOGY**

### **OBJECTIVES OF THE STUDY:**

- To teach the basics of design elements and principles
- To fulfil the bridge between industry and academic
- To make the budding designer to work for world of fashion in order to fulfil the worldclass education in fashion design sector

### **UNIT I ELEMENTS OF DESIGN**

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

### **UNIT II PRINCIPLES OF DESIGN**

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

### **UNIT III COLOURS**

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

### **UNIT IV SHAPES AND SILHOUTTES**

Designing dresses for unusual figures – becoming and unbecoming – for the following figure types. Stout figure, thin figure, slender figure, narrow shoulders, broad shoulders, round shoulders, large bust, flat chest, large hip, large abdomen, round face, large face, small face, prominent chin and jaw, prominent forehead.

### **UNIT V ACCESSORIES**

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

### **OUTCOME:**

- Students can learn the various colour aspects in fashion design
- The art of garment construction and pattern making can be easily crafted by the students

### **REFERENCES**

Bride M. Whelan, Colour Harmony – A Guide To Creative Colour Combinations, Rockport Publishers, USA (1997).

Sumathi.G.J, Elements of Fashion and Apparel Design, New Age International (P) Ltd, New Delhi (2002).

Jenny Davis, A Complete Guide to Fashion Designing, Bharat Bhushan Abhishek Publication (2006).

Kathryn Mckelvey & Janine Munslow, Fashion Design, Blackwell Publication (2003).

Patric John Ireland, Encyclopedia of Fashion Details, Prentice Hall, NJ (1987).

## **SEMESTER I CORE PAPER II – BASICS OF TEXTILE MANUFACTURING**

### **OBJECTIVES:**

- Students will learn how fibre is spun to yarn and made into fabrics by understanding each processes
- They will learn the basics of knitting and weaving
- New fibres innovated is also discussed

### **UNIT-I**

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

### **UNIT II**

Production sequence and properties of wool and silk- Wild silk types  
Uses of pineapple fibre-milk fibre-spider silk-banana fibre.

### **UNIT III**

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

### **UNIT-IV**

Short staple spinning system-Classification of yarn-Uses of blended yarn  
Texturised yarn : methods and types of textured yarns  
Sewing thread : types,essential properties and applications-Yarn numbering systems

### **UNIT IV**

Knitting : knitting elements-types of needles-knitting cycle of latch needle with sinkers  
Weaving : Sequence of Preparatory Processes for Weaving-Important Motions of Weaving  
Comparison of knitting –basics of nonwoven ,braiding and netting

### **OUTCOME:**

- The end uses according to their nature of the fibre will be studied
- Have clear idea on how the fabric is formed so that new innovations can be made

### **REFERENCES:**

1. Shenai. V.A. Textile Fibers: Technology of Textile Processing, Vol.I, Sevak Publications, Mumbai (1996).
2. Wynne, A, The Motivate Series – Textiles, Macmillan Education Ltd., London (1997).
3. Mishra, S.P. A Text Book of Fiber Science and Technology, New Age International (P) Ltd Publishers, New Delhi (2000).
4. Gordon Cook, J, Hand Book of Textile Fibers – Vol. I & Vol. II. Wood Head Publishing Ltd., Cambridge, England (1984).
5. Carr, C.M, Chemistry of the Textile Industry.
6. Phyllis G.Torton, Understanding Textiles.
7. Marjory L.Joseph, Essentials of Textiles.
8. Moncrieff,W, Man-made Fibers, Butterworth Scientific (1975).
9. A.Venkatasubramaniam, Spun Yarn Technology Vol. I – III, Saravana Publications, Madurai (1993).
14. Sadov.F, Korchagin.M, Matesky.A, Chemical Technology of Fibrous Material.
10. Bernard P. Corbman, Textiles – Fiber to Fabric.
11. Knitting Technology – Prof..D.B.Ajgoankar
12. Weaving Mechanisms. Vol. I/II – N.N.Banerjee
13. Yarn Preparations Vol I & II B. Senguptha.

## **SEMESTER I CORE PAPER III PRACTICAL I – FASHION SKETCHING**

### **OBJECTIVES:**

- Students will learn the basic objects drawing and shades.
- They will learn basic head theories and draw human figures at different angles

### **LIST OF EXPERIMENTS**

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

### **OUTCOME:**

- Students will draw new hair styles and accessories.
- Applications of cosmetics is also studied
- They will draw various landscapes and design the interiors.

Note: The above practice will be carried out using different drawing and sketching medium such as pencils, ink, charcoal, brushes, crayons, water color & poster color.

### **REFERENCES:**

1. Patric John Ireland, Fashion Design Illustration –Women, B.T.Batsfort Ltd, London (1993).
2. Patric John Ireland, Fashion Design Illustration – Children, B.T.Batsfort Ltd, London (1995).
3. Patric John Ireland, Fashion Design Drawing and Presentation, B.T.Batsfort Ltd, London (1982).
4. Patric John Ireland, Fashion Design Illustration –Men, B.T.Batsfort Ltd, London (1996).
5. Wolfgang.H.Hageney, Checks And Stripes –Classic Variations in Colour Vol.I, Belveden (1997).
6. Bina Abling, Fashion Sketch Book, Fair child Publication, New York (1987).
7. Geral Dine Christy, Step by Step Art School –Pastels, Hamlyn (1992).
8. Patricia Monahan, Step by Step Art School –Water Colour
9. Angela Gair, Step by Step Art School –Drawing, Letts of London (1994).
9. Patricia Seligman, Step by Step Art School –Oils, Hamlyn (1992).
10. Rita Gersten, Innovative Fashion Sketching, Rita Gersten Innovative Enterprises (1984).

## SEMESTER I ALLIED I –COMPUTER APPLICATIONS PRACTICAL

### OBJECTIVES:

- Students learn basic of MS word and Excel
  - Interview call letter , mail,charts,ads are learn tby the students
1. Prepare your class time table using table option in MS Word.
  2. Prepare an interview call letter and send using mail merge in MS Word.
  3. Design the given advertisement using in MS word. Apply various fonts and pictures.
  4. Create line, bar and pie charts for the given data using MS Excel.
  5. Prepare students mark statement with the following fields Roll No, Name, Sub1, Sub2, Sub3, Sub4, Sub5. Calculate Total, Average, Result and Grade. Apply Conditional formatting.
  6. Prepare employee salary list with fields Employee No, Employee Name, Experience, Basic Pay, HRA,DA,LIC,PF. Calculate Gross Salary & Net Salary based on the following conditions
- | Experience        | HRA | DA  | LIC | PF  |
|-------------------|-----|-----|-----|-----|
| 5 Years & Above   | 30% | 15% | 3%  | 700 |
| Less than 5 Years | 15% | 5%  | 3%  | 700 |
7. Prepare a power point presentation about a product. Apply animation and slide timing.
  8. Prepare a power point presentation about an organization with organization chart. Apply different slide layouts.
  9. Search the given topic using any search engine and prepare a report using MS word.
  10. Create an email ID and use various mail features.

### OUTCOME:

- Students will prepare final report on a given topic
- Create an email ID and use various mail features
- Prepare a power point presentation and apply different slide layouts

## **SEMESTER II CORE PAPER IV – FASHION APPRECIATION**

### **OBJECTIVES:**

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

### **UNIT-1**

#### **INTRODUCTION TO FASHION**

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

### **UNIT-II**

#### **FASHION STYLES**

Types of fashion styles: chic, bohemian, vintage, preppy, artsy, tomboy

Alternative clothing style : Punk Fashion, Gothic Fashion, hipster, steampunk, street, grunge, heavy metal fashion

### **UNIT-III**

#### **ART**

Fashion as Cultural Indicators, Cross Culture Studies, Role of Fashion in Human culture, Fashion Adoptions-sources of inspiration and their selection

World Art-Cubism, Pop art, German expression, modernism, futurism, dada

### **UNIT-IV**

#### **WRITING**

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

### **UNIT-V**

#### **PHOTOSHOOT**

Styling and basic grooming –model poses based on garment-final photo shoot and outcome.

### **OUTCOME:**

- Students can be trained based on High end art and Functional fashions
- Students can work on wearable and non wearable garments

### **REFERENCE:**

1. "Post modernism-a very short introduction" by Christopher Butler
2. "Indian art" by Parthe Mitter
3. "Louvre:all the paintings" by Anja Grebe
4. Brigitte Singh :Printress of the Mughal Garden by Vishwadeep Maitra
5. "Think like an Artist" by Will Gompertz



## **SEMESTER II CORE PAPER V PRACTICAL II – SEWING TECHNIQUES**

### **OBJECTIVES:**

- Students will do Threading practice
  - They will do Sample preparations, various collars, pockets, sleeves, plackets etc
  - They will learn Care and maintenance on sewing machine
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1. Threading practice for SNLS machine, OverLock machine, FlatLock machine
  2. Sample preparations for SNLS machine, OverLock machine, FlatLock machine.
  3. Preparation of samples for seam (any 5)-plain, Top Stitched, Flat fell, piped seam.
  4. Preparation of samples for seam finishes (any 3) - overcast, Hem, Edge stitched, bound.
  5. Preparation of samples for fullness-darts, tucks (any 3)-pin, cross, group tucking with scalloped effect, Pleats (any 3)-knife, box, kick, gathering by machine, elastic. Ruffles-single, double.
  6. Preparation of samples for facing and binding-bias facing, shaped facing, binding.
  7. Preparation of samples for plackets -continuous, bound, faced and zipper plackets, Tailored Placket, button and buttonhole, press button, hook and eye.
  8. Preparation of samples for sleeves-plain sleeve, puff sleeve, raglan and kimono sleeve
  9. Preparation of samples with yoke –simple yoke, yoke supporting fullness.
  10. Preparation of samples for collar - peter pan collar, shirt collar
  11. Preparation of samples for pocket-patch Pocket
  12. Safety practices while working on sewing machine. Care and maintenance on sewing machine.

### **OUTCOME:**

- Students can produce garments with various variations from the practises
- They can create their own designs with varying seams, collars, sleeves etc

## **SEMESTER II CORE PAPER VI PRACTICAL III - PATTERN MAKING AND GRADING – I**

### **OBJECTIVES:**

- **Draft the pattern for given men's ,women's and children style/sample and also grade**

- I. Draft the pattern for given men's style/sample and also grade them according to the specification.
  1. Basic T shirt with front patch pocket
  2. Raglan T shirt with full sleeve
  3. Polo T shirt with short sleeve
  4. Bermuda with side pocket
  5. Hooded T shirt with front pocket
  6. Vest RN, RNS
  7. Briefs, Trunks
  8. Track pant
- II. Draft the pattern for given women's style/sample and also grade them according to the specification.
  1. High neck T shirt with full sleeve
  2. V neck T shirt with half sleeve
  3. Kimono sleeve T shirt
  4. Legging
  5. Skirt
  6. Night pajama set
- III. Draft the pattern for given kids style/sample and also grade them according to the specification.
  1. Sleeveless jhabla
  2. Overall with full sleeve
  3. Bloomer

### **OUTCOME:**

- Students will draft pattern from Basic T shirt, Track pant, High neck T shirt with full sleeve to bloomer

## **SEMESTER II CORE PAPER VII PRACTICAL IV – FASHION ILLUSTRATION**

### **OBJECTIVES:**

- Draw stick, geometric, & flesh figures for men & women using various head theory.
- Design various garment styles for men, women and kids

### **LIST OF EXPERIMENTS**

1. Draw stick, geometric, & flesh figures for men & women using 10 head theory.
2. Draw stick, geometric, & flesh figures for women using 12 head theory.
3. Practice children illustration for different age group.
4. Developing different poses of man, woman and children from the pictures in magazine.
5. Sketch "Still Life".
6. Design various garment styles for men, women and kids in the following categories:
  - a. Formal wear
  - b. Casual wear
  - c. Party wear

d. Sportswear

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

OUTCOME:

- Students study and further do sketching on various garment styles
- They also sketch monumental works and design logo for their own boutique

REFERENCES:

1. Patric John Ireland, Fashion Design Illustration –Women, B.T.Batsfort Ltd, London (1996).
2. Patric John Ireland, Fashion Design Illustration –Children, B.T.Batsfort Ltd, London (1995).
3. Patric John Ireland, Fashion Design Drawing and Presentation, B.T Batsfort Ltd, London (1982).
4. Patric John Ireland, Fashion Design Illustration –Men, B.T. BatsfortLtd, London (1996).
5. Kathryn Mckelvey & Janine Munslow, Illustrating Fashion, Blackwell Publication (2005).
6. Kathryn Mckelvey & Janine Munslow, Fashion Source Book, Blackwell Publication (2006).
7. Bina Abling, Fashion Sketch Book, Fair Child Publication, New York (1987).
8. Caroline Tatham and..Julian Seaman, Fashion Design Drawing Course, James & Hudson Publication (2003).
9. Julian Seaman, Fashion Illustration Basic Techniques, B.T. Batsfort Ltd, London (1996).
10. Wolfgang Hageney, Tartans,Belvedere, Milan, Italy (1987)

## **SEMESTER II ALLIED PAPER II – FUNDAMENTALS OF APPAREL DESIGNING**

### **OBJECTIVES:**

- Students will learn from body measurements by analysing human figure
- They create patterns of basic garments through sleeve, collar and other variations

### **Unit I: Human anatomy & Figure analysis**

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

### **Unit II: Pattern making & Work Room**

Principles of pattern making-pattern making terms-various pattern production terms-types of pattern making tools-functions-industrial form & its uses-pattern papers

### **Unit III: Pattern Development**

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

### **Unit IV: Style variation in Pattern**

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

### **Unit V: Pattern Manipulation**

Concept of dart manipulation-principles-slash & spread method-pivotal transfer techniques-princess lines & its variations-adding fullness-tucks-pleats-flares & gathers-flounces-pattern fitting-techniques its functions

### **OUTCOME:**

- Students will learn how the basic garment is made through pattern making
- They modify the patterns through their creativity

### **REFERENCE**

1. Mary Mathews „Practical clothing construction“ Thomson & Co. Madras,1974 Cock V.
2. Dress making simplified, Blackwell science,1987

## **SEMESTER III CORE PAPER VIII – HISTORY OF COSTUMES**

### **UNIT – I**

#### **FASHION EVOLUTION**

Beginning Of Civilization –costumes of men and women: Ancient Greek - Ancient Roman - Ancient Egyptian – French costumes at 17<sup>th</sup> century

### **UNIT-II**

**INDIAN COSTUMES:** Beginning of costumes- Pre Vedic Era & Post Vedic Era: Mauryan, Kushan Dynasty, Gupta Dynasty - Mughal Period - Costumes of the British Raj

### **UNIT III**

#### **DYED AND PRINTED TEXTILES OF INDIA**

Process Of Dyed And Printed textiles of India: Kalamkari,Ikkat,Bandhani,Batik,Bagru  
Handwoven textiles of india: Dacca Muslin, Banarasi/ Chanderi Brocades, Baluchari, Himrus and Amrus, Kashmiri shawls, Pochampalli,silk sarees of Kancheepuram.

### **UNITIV**

#### **TRADITIONAL COSTUME OF DIFFERENT STATES OF INDIA**

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

### **UNIT V**

#### **TRADITIONAL EMBROIDERIES OF INDIA**

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

#### **Reference:**

- 1.Nigam,Lustre Press Pvt Ltd ,India (1999)
2. Indian Costume -G.H Ghosrye, Popular books Pvt Ltd
3. The costumes and textiles and India -Jamila Brij Bhushan, D B Taraporevala Sons & Co, Bombay (1958)
4. Costumes of India and Pakistan -Das S.N , DB Taraporevala Sons and co, Bombay(1956).
5. History of Costumes in the West - Francois Boucher
6. History of 20th Century Fashion – Elizabeth Ewing [Revised By -Alice Macrell] .

**SEMESTER III CORE PAPER IX PRACTICAL V PATTERN MAKING AND GRADING – II**

- I. Draft and construct the pattern for given men's style/sample and also grade them according to the specification.
1. Formal shirt full sleeve
  2. Boxer short side and patch pocket
  3. Men's kurta with stand collar & side kurta pocket
  4. Night robe with patch pocket
  5. Baggy pant with pouch pocket/ Formal trouser with side and welt pocket
- II. Draft and construct the pattern for given women's style/sample and also grade them according to the specification.
1. Simple salwar + modification
  2. Simple kameez with side slit + modification
  3. Sari blouse
  4. Skirt + modification
  5. Full gown/Maxi + modification
- III. Draft and construct the pattern for given kids style/sample and also grade them according to the specification.
1. Chemise
  2. frock variations + modification in sleeves
  3. Pedal pusher

**SEMESTER III CORE PAPER X PRACTICAL VI – GARMENT CONSTRUCTION – KNITS**

Using different kind of knitwear manufacturing machineries construct the following style with details mentioned with it,

**I. Men's style**

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

**II. Women's style.**

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

**III. Kid's style.**

1. Sleeveless jhabla with neck and armhole binding
2. Overall with full sleeve
3. Bloomer with elastic hem

**SEMESTER III CORE PAPER XI PRACTICAL VII – COMPUTER APPLICATION IN  
FASHION – I**

**Recent designing software can be used to practice the below,**

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

5. Create the Garment Design:

- i) Men's wear.
- ii) Woman's wear.
- iii) Kids wear.

6. Fashion illustration with apt back ground

- i) Men
- ii) Women
- iii) Kid



## **SEMESTER III ALLIED III – GARMENT MANUFACTURING TECHNIQUES**

### **UNIT I**

#### **CUTTING ROOM PLANNING**

Introduction to garment industry - Process sequence –garment classification-garment style analysis-torso and bifurcated garments-break down analysis- Spec reading  
Concept of marker planning – Types of marker plan– Marker efficiency - Concept of fabric spreading – Types of spreading. Lay planning– deriving cut order plan

### **UNIT II**

#### **CUTTING AND SEWING MACHINERIES**

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

### **UNIT III**

#### **STITCHES AND SEAMS**

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

### **UNIT IV**

#### **SEWING GUIDES AND GARMENT FINISHING MACHINERIES**

Study on different sewing guides – Study on finishing machines - Fusing machine -Pressing machine – Braiding machine – embroidery machine- packing machine – packing methods – packing material  
Special purpose machine :Collar turning machine-button hole and button stitch machine-picoting

### **UNIT V**

#### **SEWING ACCESSORIES**

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

### **REFERENCES**

1. Apparel Manufacturing – Hand Book – Jacob Solinger
2. Technology Of Clothing Manufacture – Herold Carr & B.Latham
3. Knitted Clothing Technology – T.Bracken Berry
4. Technology Of Stitches & Seams – Coats Viyella Limited
5. Sultan Chand& sons”Management Accounting”New Delhi,2nd edition 1998
6. A.J. Chuter., " Introduction to Clothing Production Management ", Blackwell Scientific Publications
7. David J. Tyler., " Materials Management in Clothing Production ", Blackwell Scientific Publications
8. Professional Books.
9. Jacob Solinger., " Apparel Manufacturing Handbook ", VanNostrand Reinhold Company (1980)
10. Bethel , Tann , Atwater and Rung., " Production Control ", McGraw Hill Book Co., New York, (1948).
11. Biegel , John. E., " Production Control ", A Quantitative Approach " Prentice Hall Inc., ( 1971) 2nd edition.
12. Apple. J. M., " Plant Layout and Materials Handling ", The Ronald Press Co., New York (1950).
13. Immer , John. R., " Layout Planning Techniques ", McGraw Hill, New York, (1950).
14. Barnes, Ralph M., " Motion and Time Study ", John Wiley and Sons., New York., (1958) 4 th edition

**SEMESTER III SKILL BASED SUBJECT 1 – DESIGN FOR HIGH END KNITS PRACTICAL**

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

## **SEMESTER IV CORE PAPER XII APPAREL PRODUCTION MANAGEMENT**

### **UNIT 1**

#### **PLANT LOCATION AND LAYOUT**

Production - Definitions - Terminology - Organizing for Production -Function of Production Department -Introduction to Garment Industry Plant Location - Location Economics -Plant Layout – Process Layout -- Product Layout - Combination Layout -Introduction to Balancing Theory – Balance Control - Balancing Exercises For Garment - Industry.

### **UNIT II**

#### **WORK STUDY**

Concept And Need - Method Study and Work Measurement -Techniques - Process Chart Symbol - Process Flow Chart - Flow Diagrams - String Diagrams - Multiple Activity Chart - Principles of Motion Economy - Simo Chart - Time Study Methods - Standard Time Data - Ergonomics With Special Reference To Garment Industry.

### **UNIT III**

#### **PRODUCTION AND PRODUCTIVITY**

Methods of Production Systems - Job, Mass & Batch - Section Systems, Progressive Bundle System & 'Synchro' System - Conveyor Systems - Unit Production System - Advantages of UPS - Quick Response-Measurement of Productivity - "Men, Machine, Material" - Total Factor Productivity-Criteria for Increasing Productivity in Garment Industry -conducting productivity analysis survey in the garment industry.

### **UNIT IV –LINE BALANCING**

Duties and Responsibilities of Production manager / Supervisor - Effective Line Supervision - Factors of Production - Production Function - Process Flow and Charts for Garment - Scheduling Calculations -Assigning Operators Optimally - Setting Up Complete Balanced Production Lines to Produce Given Amount of Garments

### **UNIT V**

#### **PRODUCTION PLANNING AND CONTROL**

Capacity Requirement Planning[CRP] - Material Requirement Planning -Steps in Production Planning - Factors to be consider in Production Planning -Function, Qualitative and Quantitative Analysis of Production - Coordinating Departmental Activities - Practical Difficulties in implantation.

### **REFERENCES:**

1. Carr & Latham, Technology of Clothing Manufacture
2. Jacob Solinger, Apparel Manufacturers Handbook
3. Gerry Cooklin, Introduction to Clothing Manufacture
4. A. J. Chuter, Introduction to Production Management
5. Tripathi, Personal Management and Industrial Relations
6. O.P. Khanna, Industrial Engineering and Management
7. Rama Moorthi, Production and Operations Management

## SEMESTER IV CORE PAPER XIII TEXTILE WET PROCESSING

**Unit – I** Water: water hardness – types - softening process: ion exchange - sequestering agent methods - terminology & terms related to textile industries (ph, acid, base, oxidation, reduction) – role of textile auxiliaries. Preparatory process sequence for woven & Knitted fabrics.

**Unit – II.** Preparatory process: singeing – objectives – types of singeing, Desizing – objectives – methods, scouring – objectives –methods. bleaching –objectives - types of bleaching agents – advantages of peroxide bleaching – optical whiteners. Mercerizing –objectives - types.

**Unit – III.** Dyeing: classification of dyes – principles of different dyeing - direct, reactive, vat, & disperse dyes – principles of dyeing of synthetic & blended textile materials - after treatments – types & principles of different dyeing machines : winch – soft flow – cabinet - cheese and HTHP machines – merits & demerits.

**Unit – IV.** Printing - methods of printing : Block, Stencil, Roller & Screen – screen preparation for flat and rotary printing. print paste ingredients - styles of printing – direct, resist, discharge, transfer . –after treatments. Pigment printing on cotton and polyester , Reactive printing on cotton. Fancy printing : flock , HiDensity, Foil, Plastisol, foam khadi & burnout printing. Digital printing.

**Unit – V.** Finishing: objectives of finishing – temporary and permanent finishes. Chemical finish: wrinkle free – softeners – anti microbial – fire retardant. Mechanical finish: calendaring – raising – shearing. Bio polishing. Stone washing. Application of enzymes in textile processing. Pollution - Brief study about ETP

### References:

1. Technology of textile processing (vol 1-2), Sevak Publications – V.A.Shenai
2. Dyeing and chemical technology of textile fibres, Charles Griffin & Co – E.R.Trotman
3. Technology of Bleaching and Dyeing of Textile Fibres Vol.1, Part–I,1979, Mahajan Book Publishers, - *Chakravarthy RR And Trivedi S.S*
4. The Bleaching and Dyeing of Cotton Material 1983, Weaver’s Service Cent *Prayag R.S.*,
5. Chemical Processing of Synthetic Fibres and Blends 1982, John Wiley & Sons, New York. *Datye K.V and Vaidhay A.A.*, B.Sc. AM & M 2014-15 onwards Annexure No. 39 C Page 10 of 38 SCAA Dt. 06.02.2014
6. Processing of Manmade Fibres 1975, MIR Publishers, Moscow.- *Usenko V*,
7. Colour for Textiles: A User’s Handbook, Society of Dyers and Colourists(1993) - *Wilfred Ingamells*,
8. Cellulosics Dyeing, Society of Dyers and Colourists(1995) - *John Shore*,
9. Wool Dyeing, Society of Dyers and Colourists(1992) - *Lewis.D.M.*,
10. Textile Coloration and Finishing, Carolina AcademicPress, Durham, North Carolina (1996) - *Warren.S.Perkins*,
11. *Technology of printing* Prayag

**SEMESTER IV CORE PAPER XIV PRACTICAL VIII – COMPUTER APPLICATION  
IN FASHION – II**

Using design software create the following visual communication design,

1. Create brand name & design logo for it.
2. Design Visiting card, Letter pad & Envelop design
3. Design a Calendar
4. Design Label for your brand
5. Design Tag for your brand
6. Design packing material for your brand
7. Practice in Lay-Out Design
8. Practice in Poster Design
9. Practice in Dangler Design
10. Practice in Hand bag Design
11. Practice in Hoarding Design

**SEMESTER IV CORE XV PRACTICAL IX – GARMENT CONSTRUCTION – WOVEN**

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

I. Men's style.

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

II. Women's style.

1. Simple salwar + modifications
2. Simple kameez with side slit+ modifications
3. Sari blouse
4. Skirt + modifications
5. Full gown/ Maxi + modifications

III. Kid's style.

1. Chemise
2. Variations in frock+ modifications
3. Pedal pusher

#### **SEMESTER IV ALLIED IV TEXTILE WET PROCESSING PRACTICAL**

##### **Part A - Dyeing**

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

##### **Part B - Printing**

1. Block printing
2. Stencil
3. Flat Screen preparation
4. Flat screen printing using pigments
5. Tie and dye
6. Batik

#### **SEMESTER IV SKILL BASED SUBJECT 2 - FABRIC ANALYSIS AND DESIGNING PRACTICAL**

##### **1. Development of the following samples:**

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

##### **2. Analyze the given knitted fabric sample for the following particulars:**

- A) Course and Wale Density
- B) Loop length
- C) Areal Density (GSM)

- D) Tightness Factor
- E) Technical graph
- F) Cam order
- G) Needle order

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

- A) EPI
- B) PPI
- C) Warp and Weft crimp & count
- D) Cover Factor

## **SEMESTER V CORE XVI – FASHION ENTREPRENEURSHIP & RETAILING**

### **Unit-I**

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

### **Unit-II**

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

### **Unit-III**

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

### **Unit-IV**

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

### **Unit-V**

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



**SEMESTER V CORE XVII PRACTICAL X - FASHION ACCESSORIES AND  
SURFACE EMBELLISHMENT**

- I Basic Hand Embroidery practice with variations in the following stitches,
- |                          |                        |
|--------------------------|------------------------|
| 1. Running Stitch        | 11. Fly Stitch         |
| 2. Back stitch           | 12. Chain Stitch       |
| 3. Stem Stitch           | 13. Feather Stitch     |
| 4. Satin stitch          | 14. Fern Stitch        |
| 5. Bullion Knot          | 15. Fish Bone Stitch   |
| 6. Pearl Knot            | 16. Herringbone Stitch |
| 7. Cross Stitch          | 17. Couching           |
| 8. Blanket Stitch        | 18. Bead Work          |
| 9. Button Hole<br>Stitch | 19. Mirror Work        |
| 10. Corel Stitch         | 20. Sequins Work       |
- II Traditional surface ornamentation practices with variations in the following,
- |                          |                      |
|--------------------------|----------------------|
| i. Kantha                | vii. Fabric painting |
| ii. Chikankari           | viii. Smocking       |
| iii. Kasuti              | ix. Applique         |
| iv. Zardosi              | x. Quilting          |
| v. Gujarat embellishment |                      |
| vi. Phulkari work        |                      |

**REFERENCE**

1. Fashion Sketch Book – Bina Abbing, Fair Child Publications, New York Wardrobe
2. Inside the Fashion Business- Heannette A Jarnow et-al, macimilan Publishing Company, New York.
3. Art and Fashion in Clothing Selection – Mc Jimsey and Harriet, Iowa State University Press, Iowa.

### **SEMESTER V CORE PAPER XVIII PRACTICAL XI ART PORTFOLIO**

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

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

#### **REFERENCES**

1. The style source book – Judith Miller, Stewart, Tabori and Chang, Newyork
2. Portfolio Presentation for fashion designers – Linda Tain – 2003, 2<sup>nd</sup> Edition
3. Creative Fashion Presentation – Polly Guerin-2005, 2<sup>nd</sup> Edition.

### **SEMESTER V CORE PAPER XIX PRACTICAL XII – DRAPING TECHNIQUES**

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

#### **REFERENCES**

1. The Art of Fashion Draping, Connie Amadan Crawford, Fair Child Publications, New York, 2005.
2. Draping for Apparel Design, Hellen Joseph, Armstrong, 2008.

**SEMESTER V SKILL BASED SUBJECT 3 – DESIGN FOR TRADITIONAL WEAR PARTY & BRIDAL COLLECTION**

Design Development for traditional, party wear and bridal wear segments

**Part A**

1. Recent print research
2. repeated pattern and types
3. Inspiration from art
4. Texture variations
5. Bio mimicry in fashion

**Part B**

1. Silhouette modifications
2. Study on various garment component modifications
3. Application of cut-make-trim for the new modern trends

**Part-C**

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

## **SEMESTER VI CORE PAPER XX - FASHION BUSINESS & COMMUNICATION**

### **Unit -1**

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

### **Unit-2**

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

### **Unit-3**

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

### **Unit-4**

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

### **Unit-5**

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

## **SEMESTER VI CORE PAPER XXI - GARMENT PRICING AND TRADE DOCUMENTATION**

### **UNIT-I**

#### **PRINCIPLES OF COSTING**

Requirements Of Good Costing System - Cost Unit - Types Of Costs. Elements Of Cost - Direct Material Cost - Direct Expenses - Direct Wages - Indirect Materials - Indirect Expenses - Indirect Labour - Overheads - Production Overhead - Administrative Overhead - Selling Overhead Distribution Overhead - Prime Cost - Work Cost - Cost Of Production - Total Cost.

### **UNIT-II**

#### **COST ESTIMATION**

Cost estimation for Yarn, Knitted Fabric, woven fabric, Dyeing, Printing & Finishing. Cost Estimation For Cutting, Stitching, Checking, Packing, Forwarding, Shipping, Insurance Etc., - INCO Terms & Its Relationship With Costing.

Estimation of factory cost for different knitwear and woven products. Various Factors to Be Considered In Costing For Domestic Products & International Products.

### **UNIT-III**

#### **FIRM ESTABLISHMENT**

Introduction – Export Promotion Councils And Their Role – Registration Formalities - RCMC – IE Code – RBI Code. Foreign Trade Documents: Need, Rationale And Types Of Documents Relating To Goods – Invoice – Packing Note And List – Certificate Of Origin – Certificate Relating To Shipments – Mate Receipt – Shipping Bill – Carriage Ticket – Certificate Of Measurement – Bill Of Lading – Air Way Bill – Documents Relating To Payment – Letter Of Credit – Bill Of Exchange – Letter Of Hypothecation – Bank Certificate For Payment – Document Relating To Inspection – Certificate Of Inspection – GSP And Other Forms.

### **UNIT-IV**

#### **IMPORT PROCEDURE**

Import License – Procedure For Import License – Import Trade Control Regulation  
Procedure – Special Schemes – Replenishment License – Advance License – Split Up  
License – Spares For After Sales Service License – Code Number – Bill Of Entry.

### **UNIT-V**

#### **SHIPMENT AND CUSTOMS**

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

### **REFERENCE**

1. S.P.Jain and K.L. Narang, "Cost Accounting", Kalyani Publishers, New Delhi. Edn. 2005
2. R.S.N. Pillai and V. Bagavathi, "Cost Accounting", S. Chand and Company Ltd., New Delhi. Edn. 2004.
3. Hand Book Of Import And Export Procedures - Paras Ram

## **SEMESTER VI CORE PAPER XXII PRACTICAL XIII DESIGN COLLECTION – PROJECT & VIVA VOCE**

### **MARKET ANALYSIS & FORECASTING**

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

### **PRESENTATION AND EVALUATION**

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

### **REFERENCES**

1. The style source book - Judith Miller, Stewart, Tabori and Chang, Newyork
2. The creative book of fashion - Vol 1 - Sebastian Zachariah
3. Naturally 70s fabric - Constance Korosec and Leslie Pina
4. Natural fabrics – Ian Mankin

## **SEMESTER VI SKILL BASED SUBJECT 4 – COMPUTER AIDED PATTERN DESIGNING PRACTICAL**

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

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

### **Styles**

1. Men's Basic T Shirt
2. Raglan with Pocket
3. Men's Polo T Shirt
4. Men's Trouser
5. Men's T-Shirt with hood
6. Men's Inner Garment – Vests RN / RNS
7. Briefs
8. Ladies Skirt
9. Women's Nightwear
10. Kid's Wear – Romper
11. Kid's Wear – A Line frock
12. Children's Suits And Pyjama

## **ELECTIVE PAPERS**

### **SEMESTER V ELECTIVE PAPER I (A) – CRAFT DOCUMENTATION PRACTICAL**

- I. Students should identify a craft on their preference and need to go internship for 10days
- II. Students should submit their internship report along with the craft they learnt during their internship consisting of the following contents
  1. Introduction to the region of the craft originated
  2. Various other Crafts of the region
  3. History and origin of craft chosen
  4. Profile of the craftsman
  5. List of materials and tools used
  6. Understanding craft method and its process
  7. Installation of final product
  8. Innovation/changes made
  9. How craft reaches people
  10. Challenges and opportunities

#### **REFERENCE:**

1. Crafts Atlas of India, [Jaya Jaitly](#)
2. [Aditi Ranjan, M. P. Ranjan](#)  
Handmade in India: Crafts of India  
[Handmade in India, National Institute of Design](#), ISBN 8188204498, 9788188204496,

### **SEMESTER V ELECTIVE PAPER I(B) – ADVANCED ILLUSTRATION PRACTICALS**

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

- I. Composition – Men Illustration  
Men Illustration on Party and Office background.
- II. Composition – Women Illustration  
Women Illustration on Party and Office background.
- III. Composition – Men & Women Illustration  
Men & Women Illustration on Party and Shopping background.
- IV. Composition – Children Illustration  
Children Illustration on the background of Picnic.
- V. Composition  
Sketching the stylized Group illustration.
- VI. Outdoor Sketching.

## **SEMESTER V ELECTIVE PAPER I(C) – CARE AND MAINTENANCE OF TEXTILES**

### **UNIT-I**

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

### **UNIT-II**

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

### **UNIT-III**

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

### **UNIT-IV**

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

### **UNIT-V**

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

### **REFERENCES**

- 1.Textiles fabrics and their Selection – Wingate I B, Allied publishers Ltd, Chennai.
- 2.Fundamentals of Textiles and their Care- Susheela Dantyagi , Orient Longmann Ltd (1980).
- 3.Family Clothing – Tate of Glession , John Wiley & Sons I n c, Illinois.
- 4.Household Textiles and Laundry Work – Durga Duelkar , Amla Ram & Sons, Delhi



## **SEMESTER VI ELECTIVE PAPER II(A) – FASHION PHOTOGRAPHY**

Photography :

- I. Product Photography
- II. Modeling Photography
- III. Indoor & Outdoor Photography

### **Experiments:**

Special effects:

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

Image editing:

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

### **REFERENCE**

- 1.W.R. Miller, “Basic Industrial Arts, Plastics, Graphics Arts, Power Mechanics, Photography”, McKnight Publishing Company, Illionois, 1978.
- 3.John Hedge, “Photography Course”, John Hedge Co, 1992.

## **SEMESTER VI ELECTIVE PAPER II(B) – HUMAN VALUES AND PROFESSIONAL ETHICS**

### **UNIT I**

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

**SOCIAL RESPONSIBILITY AND ETHICS:** Concept of Social Responsibility, Views of Social Responsibility – Economic Objectives Vs Social Objectives – Business Ethics.

### **UNIT II**

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

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

### **UNIT III**

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

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

### **UNIT IV**

**HUMAN RESOURCE MANAGEMENT:** Importance, Objectives, Functions, Job Analysis and Recruitment, Selection and Placement.

**HUMAN RESOURCE DEVELOPMENT:** Training and Learning, Determining Training Needs and Priorities, Formal Employee Training Methods, Management Development , Methods for Developing Managers, Evaluating Training Effectiveness – Case Study.

### **UNIT V**

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

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

### **REFERENCES:**

1. Jayshree Suresh and Raghavan B S, "Professional Ethics" S. Chand & Company Ltd., New Delhi, 2005.
2. Harold Koontz, Heinz Weihrich and Ramachandra Aryasri, "Principles of Management", Tata McGraw Hill, New Delhi, 2004.
3. Bishop, Sue, "Assertiveness Skills Training – A Source Book of Activities" , Viva Books Pvt. Ltd., New Delhi, 2002.

## **SEMESTER VI ELECTIVE PAPER II(C) – ENTREPRENEURIAL DEVELOPMENT**

### **UNIT – I**

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

### **UNIT – II**

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

### **UNIT – III**

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

### **UNIT – IV**

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

### **Unit – V**

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

### **REFERENCE**

1. Entrepreneurial Development – C.B.Gupta and N.P.Srinivasan
2. Fundamentals of Entrepreneurship and Small Business – Renu Arora and S.KI.Sood
3. Entrepreneurial Development – S.S.Khanka
4. Entrepreneurial Development – P.Saravanavel
5. Entrepreneurial Development – S.G.Bhanushali
6. Entrepreneurial Development – Dr.N.Ramu

**SEMESTER VI ELECTIVE PAPER III(A) – FASHION ETHNOGRAPHY PRACTICALS**

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

- I. Select one famous shop/community/individual from the given sector
- II. Secondary research: Study the history of at least two good of the shop/community/individual from the given area.  
Make a research on how they started, where, when and why they started.
- III. Understand the sector where they are doing their business. Understand the customers taste and preference from those coming to the shop/community (Record visually).
- IV. Prepare questionnaire for customers and shop/community/individual
- V. Interview the customer, shop/community/individual (Record visually)

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

## **SEMESTER VI ELECTIVE PAPER III (B) - FASHION PRESENTATION AND CHOREOGRAPHY**

### **UNIT I**

#### **FASHION SHOW**

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

### **UNIT II**

#### **PLANNING FASHION SHOW**

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

### **UNIT III**

#### **FRAME WORK**

Frame work for a Fashion Show: Staging - Runway dimensions - Runway shapes - Dressing area – Backgrounds – Props - Seating patterns – Lighting.

### **UNIT IV**

#### **PROMOTION AND ADVERTISING**

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

### **UNIT V**

#### **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. Choreography - Opening the show – Pace - Pivots and Pauses – Mapping – Dancing - Model groups – Finale - Importance of choreography.

### **REFERENCES**

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

**SEMESTER VI ELECTIVE PAPER III(C) – COMPUTER AIDED TEXTILE DESIGNING  
PRACTICAL**

The textile designing software is utilized for the following practice,

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

**PRESENTATION**

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