



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

M.Sc (Costume Design & Fashion)



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2021-2022



KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS), ERODE – 638 107
DEPARTMENT OF COSTUME DESIGN AND FASHION (PG)

M.Sc. CDF

(For the candidates admitted during the academic year 2021 – 2022 and onwards)



SCHEME OF EXAMINATION – CBCS PATTERN

Course Code	Course Title	Inst. Hrs/ Week	T/P	Examination Details				Credits
				Duration in Hours	CIA	ESE	Total Marks	
SEMESTER I								
21PBGCT101	Core I : Sustainable Fashion and Textiles	6	T	3	50	50	100	4
21PBGCT102	Core II : Indian Textile and Apparel Industry	6	T	3	50	50	100	4
21PBGCP103	Core Practical I : Fashion Illustrations	4	P	3	50	50	100	4
21PBGCP104	Core Practical II : Advanced Draping Techniques	5	P	3	50	50	100	4
21PBGCP105	Core Practical III : CAD in Textile and Fashion Design	4	P	3	50	50	100	4
21PBGET106/ 21PBGET107/ 21PBGET108	Elective I	5	T T T	3	50	50	100	4
Total		30		-	-	-	600	24
SEMESTER II								
21PBGCT201	Core III : Research Methodology and Statistics	7	T	3	50	50	100	4
21PBGCT202	Core IV : Apparel Quality Standards and Implementation	5	T	3	50	50	100	4
21PBGCT203	Core V : World Costumes	5	T	3	50	50	100	4
21PBGCT204	Core VI : Fashion Communication and Styling	4	T	3	50	50	100	4
21PBGCP205	Core Practical V : Advanced Apparel Construction	5	P	4	50	50	100	4
21PBGEP206/ 21PBGET207/ 21PBGET208	Elective II	4	P T T	3	50	50	100	4
Total		30		-	-	-	600	24



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Course Code	Course Title	Inst. Hrs/ Week	T/P	Examination Details				Credits
				Duration in Hours	CIA	ESE	Total Marks	
SEMESTER III								
21PBGCT301	Core VII : Advanced Technical Textiles	6	T	3	50	50	100	4
21PBGCT302	Core VIII : Textile Testing	6	T	3	50	50	100	4
21PBGCP303	Core Practical VI : Textile Testing	4	T	3	50	50	100	4
21PBGCP304	Core Practical VII : Digital Fashion Portfolios	5	P	3	50	50	100	4
21PBGCP305	Core Practical VIII : Home Furnishing	4	P	3	50	50	100	4
21PBGET306/ 21PBGET307/ 21PBGET308	Elective III/ SWAYAM Courses	5	T T T	3	50	50	100	4
21PBGCE309	Online Comprehensive Examination	-	-	100 min	-	-	100	2
21PBGIT01	Internship in Garment Industry @	Grade						
Total		30		-	-	-	700	26
SEMESTER IV								
21PBGCT401	Core IX : International Trade and Documentation	4	T	3	50	50	100	4
21PBGCT402	Core X : Textile and Apparel Finishing	4	T	3	50	50	100	4
21PBGEP403/ 21PBGET404/ 21PBGET405	Elective IV	4	P T T	3	50	50	100	4
21PBGCV406	Project work and Viva Voce	#		-	100	100	200	4
Total		12		-	-	-	500	16
TOTAL							2400	90

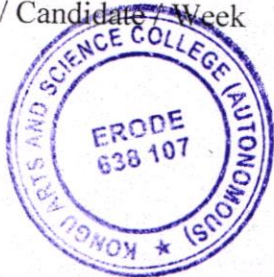
CIA – CONTINUOUS INTERNAL ASSESMENT


ESE – END SEMESTER EXAMINATIONS

@ Students must undergo institutional training for 21 days at the end of the first year (May – June) and the report of the same to be submitted.

Guidelines for Project work and Viva Voce

2 Hours / Candidate / Week




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LIST OF ELECTIVE COURSES			
Elective-I	21PBGET106	A	Fashion Event Management
	21PBGET107	B	Visual Merchandising
	21PBGET108	C	Textile Economics
Elective-II	21PBGEP206	A	Beauty Care- IPractical
	21PBGET207	B	Industrial Psychology
	21PBGET208	C	Textile Chemistry
Elective-III	21PBGET306	A	Business Organization and Office Management
	21PBGET307	B	Principles of Costing
	21PBGET308	C	Principles of Entrepreneurship
Elective IV	21PBGEP403	A	Beauty Care – II Practical
	21PBGET404	B	Computer Application in Business
	21PBGET405	C	Fashion Retailing

LIST OF EXTRA CREDIT COURSES		
Advanced Learners Course	21PBGAL310	Brand Management
	21PBGAL311	Footwear Design

S.M.

Dr. S.Manjula
Chairperson
Board of Studies/Costume Design and Fashion
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Sem	Course code	CORE I SUSTAINABLE FASHION AND TEXTILES	Total Marks:100		Hours Per Week	Credits
I	21PBGCT101		CIA : 50	ESE :50	6	4

Course Objectives:

1. To impart knowledge on environmental management systems
2. To educate the students about the basic concepts of sustainability in textiles and fashion
3. To enable the students to learn about the various tools in assessing sustainability

Course Outcomes (CO): On completion of the course, students should be able to

CO 1	Identify the need for sustainable fashion and textiles	K1 – K6
CO 2	Develop knowledge on sustainable textiles	
CO 3	Analyze the environmental aspects in processing of textiles	
CO 4	Create sustainable fashion products	
CO 5	Interpret the tools in assessing sustainability	

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

Unit – I :

Sustainability in textiles and fashion

Sustainability - definition, introduction; necessity for sustainable products, importance of sustainable textiles; environmental and social impacts of the textile, clothing and fashion industry; environmental requirements in textiles and garment industries – general parameters and restrictions, reasons.

Unit – II :

Sustainable textiles

Sustainable textiles - different fibres and its impacts on the environment; Natural fibres - types - organic, ecotextiles, recycled and biodegradable; Sustainable natural fibres - organic cotton, organic linen, bamboo, jute, hemp, soysilk, alpaca, tencel, ramie; manmade fibres – fibres from natural polymers, synthetic polymers and inorganic materials.

Unit – III :


Eco processing

Environmental aspects of textile processing – eco processing – eco dyeing – eco finishing, green



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chemistry; lifecycle analysis – supply chain – traditional supply chain management and green supply chain management.	
Unit – IV :	Eco fashion
Sustainable fashion – definition, importance; eco design – clean by design, sustainability in fashion retailing, fashion logistics, green consumers; eco fashion designers – responsibilities of designers in linking sustainable strategy with the process of design and production.	
Unit – V :	Tools for sustainability
Tools in assessing sustainability – Life Cycle Assessment (LAC), Carbon Foot Print, Water Foot Print, Resources utilization - water, energy, chemicals; Assessment of social responsibility; New tools, standards and test methods – SteP, The Higg Index, The Sustainable Apparel Index, Dystar, Texan lab, RSC, REACH, CPSIA, GOTS, Chemical tests for heavy metals and ecological toxicity, eco-textile testing and complete biodegradable tests and composting.	
TEXT BOOK	
1	Green Apparels – A Sustainable Way of Apparel Manufacturing, Edited by Parthiban M., Sri Krishnan M.R., Kandhavadiivu.P., Woodhead Publishing India Pvt. Ltd., New Delhi (2018).

REFERENCE BOOKS	
1	Biodegradable and Sustainable Fibres, Blackburn.S., Wood Head Publishing Ltd., Cambridge (2005).
2	Sustainable Fashion and Textiles: Design Journey, Fletcher, K., Earthscan Publications, U.K. (2008).
3	Sustainable Development in Textiles, Miraftab.M., Woodhead Publishing Ltd., Cambridge (2007).
Web Resources	
1	https://nptel.ac.in/courses/109/105/109105136/
2	https://www.seidentraut.eu/pdf/SustainableFashion.pdf
Course Designed By	Verified By
 Dr. N. RAMAN PRINCIPAL KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS) NANJANAPURAM, ERODE - 638 107. Approved By HOD	

Dr.N.Radhika	Dr.S.Manjula	Dr.S.Manjula
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QUESTION PAPER PATTERN

SECTION – A	SECTION – B	SECTION – C
10 x 1 = 10 Marks (Multiple choice, Four options) Two questions from each unit	5 x 5 = 25 Marks (Either or choice) Two questions from each unit	5 x 8 = 40 Marks Question Number 16 to 19 (Either or choice) Question Number 20 is Compulsory (Case Study)

Mapping of COs with POs and PSOs:

PO/PSO CO	PO							PSO					
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO1	S	S	S	S	S	S	S	S	S	S	S	S	M
CO2	S	S	S	S	S	S	S	S	S	S	S	S	M
CO3	S	S	S	S	S	S	S	S	M	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S	S	S	M

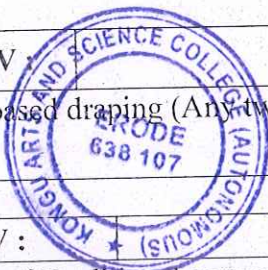
S-Strong, M-Medium, L-Low

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Sem	Course code	CORE PRACTICAL II ADVANCED DRAPING TECHNIQUES	Total Marks:100		Hours Per Week	Credits
I	21PBGCP104		CIA : 50	ESE :50	5	4
Course Objectives:						
<ol style="list-style-type: none"> To enable the students to learn draping to add to their patterning skills To familiarize students with draping method to create costumes To state the purpose of draping 						
Course Outcomes (CO): On completion of the course, students should be able to						
CO 1	Create different styles of children's garments on dress form					K1 – K6
CO 2	Develop various types of women's garments in draping technique					
CO 3	Illustrate and drape the various men's garments					
CO 4	Transform the basic garment styles to theme based garments					
CO 5	Apply draping styles in traditional Indian garments					
K1 : Remember; K2 :Understand; K3 : Apply; K4 : Analyze; K5 : Evaluate; K6 : Create						
Unit –I :	Draping for children's garments					
Drape Children's garments by applying elements and principles of design- Casual wear/ School Uniform/ Party wear						
Unit – II :	Draping for Women's garments					
Drape Women's garments by applying elements and principles of design- Casual wear/ Party wear/ Lounge wear						
Unit – III :	Draping for Men's garments					
Drape Men's garments by applying elements and principles of design- Casual wear/ Office wear/ Party wear						
Unit – IV :	Draping for theme based garments					
Theme based draping (Any two themes)- knotting, pleating free style, braiding, tear and wear						
Unit – V :	Draping for traditional garments					
Draping of Traditional garments of India						



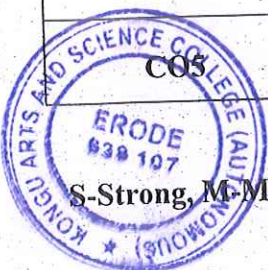
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REFERENCE BOOKS

1	Draping for Fashion Design, Hilde Jaffe, Nurie Relis, Reshan publishing, USA (2001).	
2	Modern Pattern Design, Popin, Hariet, Funk and Wagnalls, New York and London (1996).	
3	Design through Draping, Sheldon, Marhta, Burgers Publishing Company, Minneapolis, USA (1974).	
Web Resources:		
1	https://www.universityoffashion.com/disciplines/draping/	
2	https://www.roughguides.com/gallery/traditional-dress/	
Course Designed By	Verified By	Approved By HOD
Mr.R.Rajakumar	Mr.K.V.Arunkumar	Dr.S.Manjula

Mapping of COs with POs and PSOs:

PO/PSO CO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	M	M	M	S	M	S	S	S	M	S	M
CO2	S	M	M	S	M	M	M	S	S	S	S	M
CO3	S	M	S	M	S	M	M	S	S	S	S	M
CO4	S	M	M	M	M	M	S	S	S	M	S	M
CO5	S	M	M	M	S	M	M	S	M	M	M	M



S-Strong, M-Medium, L-Low

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Sem	Course code	ELECTIVE I (A) FASHION EVENT MANAGEMENT	Total Marks:100		Hours Per Week	Credits
I	21PBGET106		CIA : 50	ESE :50	5	4

Course Objectives:

1. To impart awareness on various fashion events
2. To learn the various practical steps required for successful organization of fashion events
3. To gain practical knowledge related to the coordination of different activities

Course Outcomes (CO): On completion of the course, students should be able to

CO 1	Develop knowledge on fashion event management and its types	K1 – K6
CO 2	Outline the steps in planning fashion show event	
CO 3	Decide stage designing, audio and visual effects for events	
CO 4	Relate the process of merchandise selection and model selection for fashion show	
CO 5	Develop knowledge on promotion and risk management	

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

Unit –I : Event management

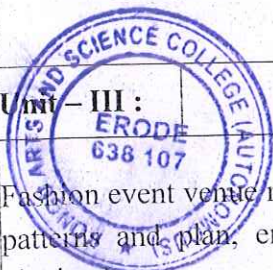
Event management – Introduction, principles and purpose. Types of fashion events- fashion show, fairs, trade show and product launch. Role of an event coordinator-administration, design, marketing, operations, risk and creating an event plan. SWOT analysis.

Unit – II : Fashion event planning requirements

Fashion event planning requirements - theme creation, targeting the audience/vendors, schedule planning, finding a venue, budget, guest lists and invitations. Organizing the required committees, preparing duty charts, source of finance.

Unit – III : Fashion event venue requirements

Fashion event venue requirements - stage/ booth design, lighting and allied audio-visual effects, seating patterns and plan, ensuring legal compliance, safety and security, licenses and permissions to be obtained.

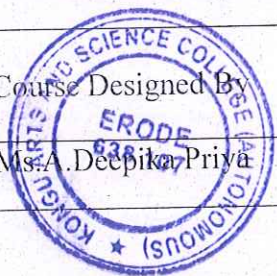


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Unit – IV :	Catwalk presentation requirements
Catwalk presentation requirements – merchandise selection, model selection, music and choreography, final show sequence rehearsals and wardrobe assistants. Preparation of programme booklet, catering arrangements and progress monitoring through checklists.	
Unit – V :	Promotion
Promotion – media selection-building media relations and preparing press release-poster and pamphlets – catering arrangements. Risk management for prevention of hazards, security for people and merchandise.	
TEXT BOOK	
1	Event Management – A Professional and Development Approach, Second Edition, Dimitri Tassiopoulos, Paarl Print, South Africa (2005).

REFERENCE BOOKS	
1	Visual Merchandising, Swati Bhalla and S.Anuraag, Tata McGraw Hill Education Private Ltd., New Delhi (2010).
2	Visual Merchandising: Windows and In-store Displays for Retail , T.Morgan, Laurence King, London (2008).
3	Fashion Retailing, Ellen Diamond Pearson Education Inc. and Dorling Kinderley Publishing, New Delhi (2007).
4	Visual Merchandising: The Business of Merchandise Presentation. Robert Colborne, Delmer Learning (1996).
5	Study Guide Visual Merchandising and Display, Laura. L Bliss, Fairchild’s Publication, New York (1955).
Web Resources	
1	https://en.wikipedia.org/wiki/Event_management
2	https://cocainemodels.com/fashion-show-agency-planning-and-presentation-of-high-quality-fashion/
Course Designed By Ms.A.Deeptika Priya	Verified By Dr. N. RAMAN PRINCIPAL, KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS) Dr.S.Manjula NANJANAPURAM, ERODE - 633 107.
Approved By HOD	



QUESTION PAPER PATTERN

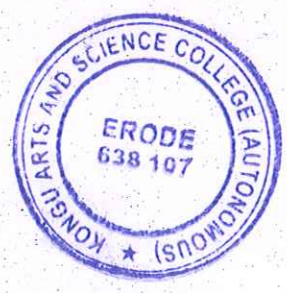
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Mapping of COs with POs and PSOs:

PO/PSO CO	PO							PSO					
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO1	S	S	S	M	S	S	S	S	S	S	S	S	S
CO2	S	S	S	M	S	S	S	S	S	S	S	S	S
CO3	S	S	S	M	S	S	S	S	S	S	S	S	S
CO4	S	S	S	M	S	S	S	S	S	S	S	S	S
CO5	S	S	S	M	S	S	S	S	S	S	S	S	M

S-Strong, M-Medium, L-Low

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Sem	Course code	CORE VI FASHION COMMUNICATION AND STYLING	Total Marks:100		Hours Per Week	Credits
II	21PBGCT204		CIA : 50	ESE :50	4	4

Course Objectives:

1. To develop communication skills, lateral thinking and evaluate the role of the fashion media in promoting fashion
2. To impart knowledge on growth and development of fashion journalism
3. To obtain knowledge about fashion styling

Course Outcomes (CO): On completion of the course, students should be able to

CO 1	Identify various types of fashion communication medium	K1 – K6
CO 2	Analyze the different types fashion promotion techniques	
CO 3	Asses the importance of fashion journalism and fashion magazines	
CO 4	Select the other forms of fashion communication	
CO 5	Decide the suitable fashion styling for different categories	

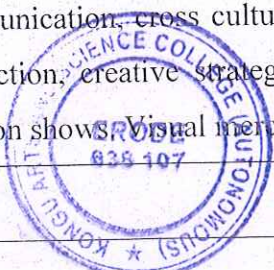
K1 : Remember; K2 :Understand; K3 : Apply; K4 : Analyze; K5 : Evaluate; K6 : Create

Unit –I : Introduction of fashion communication

Fashion Communication – Definition, origin, objectives, process. Forms of Communication. Elements of communication. Role of symbols for fashion communication. Types of communication medium. Ethics in fashion communication.

Unit – II : Types of communication

Types of Communication - Formal communication, work team communication, non verbal communication, cross cultural communication. Fashion promotion – Advertising – Advertising Media production, creative strategy, and ethical issues. Communications at trade shows, Exhibition and Fashion shows, Visual merchandising in communication.



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Unit – III :	Fashion journalism
Fashion journalism – Editorial, pictorial advertorial. News media, fashion writing, Book writing- data - point collection – planning – drafting – editing- proof reading – cover page designing, writing for news paper publishing. Fashion magazines and catalogue, writing for broadcast media, critical analysis of writing.	
Unit – IV :	New technologies for communication
Other forms of fashion writing, communication on social media, ethics of social media communications, effective use of social media, web page writing. Blog creation and maintenance, content writing, product display and writing. Email, memorandum and others.	
Unit – V :	Fashion styling
Fashion styling – definition, introduction. Types of styling - Editorial styling, newspaper styling, catalogue styling, show production, commercial styling. Grooming and self image – personal development, etiquette, personality of dress. Personal grooming – fashion makeover and fashion photography for men and women.	
TEXT BOOK	
1	Fashion Foundations: Early Writings on Fashion and Dress, Kim K. P Johnson, Susan J Torntore and Joanne B Eicher, Oxford International Publishers Ltd., U.K. (2003).

REFERENCE BOOKS	
1	Writing for the Fashion Business, Kristen. K. Swanson, Judith. C. Everette, Bloomsbury Fairchild Books, United States (2008)
2	Fashion Journalism: History, Theory, and Practice, Sanda Miller, Peter McNeil Bloomsbury Publishing, London (2018).
Web Resources	
1	https://www.thelexingtonline.com/blog/2020/12/6/the-future-of-fashion-journalism
2	https://www.masterclass.com/articles/how-to-become-a-fashion-stylist#5-essential-tips-to-succeed-as-a-fashion-stylist



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Course Designed By	Verified By	Approved By HOD
Mr.R.Rajakumar	Mr.K.V.Arunkumar	Dr.S.Manjula

QUESTION PAPER PATTERN

SECTION – A	SECTION – B	SECTION – C
10 x 1 = 10 Marks (Multiple choice, Four options) Two questions from each unit	5 x 3 = 15 Marks (Either or choice) Two questions from each unit	5 x 5 = 25 Marks Question Number 16 to 19 (Either or choice) Question Number 20 is Compulsory (Case Study)

Mapping of COs with POs and PSOs:

PO/PSO CO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	S	M	M	M	M	S	S	M	M	M
CO2	S	S	M	M	S	M	S	S	S	S	S	M
CO3	S	S	S	M	M	S	M	S	S	M	S	S
CO4	M	S	S	M	M	M	M	S	M	S	S	S
CO5	S	S	S	M	S	S	S	S	S	S	S	S

S-Strong, M-Medium, L-Low



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