



# **KONGU ARTS AND SCIENCE COLLEGE**

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

**ERODE – 638 107**

**B.Sc (Costume Design & Fashion)**



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**2017-2018**



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# **SYLLABUS**

**SEMESTER V  
CORE PAPER - VIII**

**Hours/Week: 5  
Credits: 4**

**COURSE: FABRIC STRUCTURE AND DESIGN  
COURSE CODE: 15UARCT501**

**OBJECTIVES:**

- To impart basic knowledge about woven fabrics.
- To enable the students to identify various weave structures.
- To educate on the elements of woven design.

**UNIT -I**

Elements of woven design, Methods of fabric representation, weave repeat unit, draft and lifting plan; Construction of elementary weaves –Plain weave and its modifications, Twill weave and its modifications, Satin and Sateen weaves –their derivatives.

**UNIT-II**

Ordinary Honeycomb weave ,Brighten Honey comb weave, Huck –a-back weave: Crepe weave - Construction upon sateen base, Combination of floating weave with plain threads, Reversing of small motif and Insertion of one weave over another; Mock leno weave - Perforated fabric and Distorted thread effect.

**UNIT-III**

Extra warp and Extra weft figuring –Single and two colours, Comparison between Extra warp and Extra weft figuring; Backed fabrics – Warp backed and Weft backed fabrics, Comparison between Warp backed and Weft backed fabrics.

**UNIT-IV**

Pile fabric – Formation of pile –Weft pile – Plain back velveteen, Twill back velveteen, Weft plush, Corduroy– Length and Density of pile in velveteens, Fast pile structure ; Warp pile – Terry pile, Wire pile.

**UNIT-V**

Double cloth –Classification, Self stitched Double cloth – Face to back stitching, Back to face stitching, Combination stitching; Centre stitched Double cloth–Stitching with center warp threads and Stitching with center weft threads.

**TEXT BOOK:**

- Fabric Structure and Design, N.Gokarnesan, New Age International (P) Limited, New Delhi (2004).



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**BOOKS FOR REFERENCE:**

1. Watson's Textile Design and Colour: Z J Grosicki, Woodhead Publishing Limited, England (2004).
2. Watson's Advanced Textile Design, Z J Grosicki, Woodhead Publishing Limited, England (2004).
3. Textiles – Fibre to Fabric, Corbman B P , International Student's Edition, McGraw Hill Book Co., Singapore (1985).

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**SEMESTER V  
CORE PRACTICAL - VII**

**Hours/Week: 5  
Credits: 4**

**COURSE: COMPUTER AIDED DESIGN – II  
COURSE CODE: 15UARCP502**

**OBJECTIVES:**

- To impart knowledge in dress designing based on the elements and principles of dress design.
- To enable the students to acquire pattern making skills.
- To enrich their skills in grading and marker planning.

**UNIT –I**

**Application of Principles of Design in Dress Design:**

- Balance – Formal and Informal
- Rhythm- by line, gradation, repetition
- Emphasis
- Proportion
- Harmony

**UNIT – II**

**Application of Colour Harmony in Dress Design:**

- Monochromatic
- Analogous
- Complementary
- Double complementary
- Split complementary
- Triad complementary

**UNIT - III**

**Creating Photo Effect:**

- Black and white effect
- Sketch effect
- Painting effect
- Mixing photographs
- Rain effect

**UNIT - IV**

**Prepare pattern and grade the following:**

- Jabla
- Basic front
- Basic Back
- Basic skirt



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**UNIT - V**

**Prepare Marker planning for the following:**

- Jabla
- Basic front
- Basic Back
- Basic skirt

**BOOKS FOR REFERENCE:**

1. Pattern making for Fashion Design, Fourth Edition, Helen Joseph Armstrong, Dorling Kindersley Pvt. Ltd., New Delhi (2009).
2. Digital Fashion Illustration with Photoshop and Illustrator, Kevin Tallon, Anova Books Company Ltd., United Kingdom (2008).
3. Master Patterns and Grading for Women's Outsizes, Gerry Cooklin, Blackwell Science Ltd., London (1995).

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**SEMESTER V  
CORE PRACTICAL - VIII**

**Hours/Week: 4  
Credits: 4**

**COURSE: TEXTILE PROCESSING  
COURSE CODE: 15UARCP503**

**OBJECTIVES:**

- To develop the ability of the students in preparing samples for processing.
- To impart practical knowledge on various dyeing and printing techniques.

**UNIT - I**

**Preparation of Samples for Processing:**

- Desizing
- Scouring
- Bleaching
- Degumming

**UNIT - II**

**Dyeing of Samples:**

- Direct Dye
- Sulphur Dyes
- Vat Dyes
- Disperse Dyes

**UNIT - III**

**Dyeing of Samples:**

- Reactive Dyes
- Acid Dyes
- Basic Dyes
- Vegetable Dyes (any one)

**UNIT - IV**

**Direct method of Printing Samples:**

- Block printing – Vegetable/ Wooden blocks /Nail blocks
- Stencil printing
- Screen printing



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**UNIT - V**

**Resist method of Printing Samples:**

- Tie and Dye printing- any three methods with single/ double/ Multi colours.
- Batik printing - any three methods with single/ double/ Multi colours.

**BOOKS FOR REFERENCE:**

1. Textiles, Ninth Edition, Sara J. Kadolph and Anna L. Langford, Prentice – Hall Inc., New Jersey (2002).
2. Understanding Textiles, Sixth edition, Billie J. Collier and Phyllis G.Tortora, Prentice -Hall, Inc., New Jersey (2001).
3. Technology of Textile Processing, Vol.VI, Dr.V.A.Shenai, Sevak Publications, Mumbai, India (1997).

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**SEMESTER V  
CORE PRACTICAL - IX**

**Hours/Week: 6  
Credits: 4**

**COURSE: MEN'S APPAREL  
COURSE CODE: 15UARCP504**

**OBJECTIVES:**

- To familiarize the students with the men's garment patterns.
- To enable the students to understand various methods and styles of men's garment construction.
- To impart knowledge on cost calculation.

**Design, draft and construct the following garments for the prescribed features.**

1. S.B.Vest – With/ without collar, Button Attached, Sleeveless.
2. Slack shirt – Full open, shirt collar, Patch Pocket.
3. Nehru kurtha – Stand collar, Side pocket, Half Open.
4. Pyjama - Elastic /Tape attached waist.
5. Pleated trousers – Pleats in front, Darts at back, Side Pocket, Fly With Button /Zip.
6. T-Shirt – Full open, Open Collar, Zip attached.
7. Bermudas -Patch Pocket.

**BOOKS FOR REFERENCE:**

1. Practical Clothing Construction, Part I and II, Mary Mathews, Cosmic press, Chennai (2014).
2. Zarakar System of Cutting, K R Zarakar Navneet Publications Ltd. Mumbai (2010).
3. Cutting and Tailoring Theory, Eswari Anwani, Lakhraj Hans, R.B.Publications, New Delhi (2006).
4. Cutting and Tailoring Theory, Gayathri Verma, Kapildev, Asian Publications, New Delhi (2005).
5. A Guide to Fashion Sewing, Connie Amaden – Fairchild Publications, USA (1992).



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**SEMESTER V  
ELECTIVE PAPER I - A**

**Hours/Week: 5  
Credits: 4**

**COURSE: TEXTILE PROCESSING  
COURSE CODE: 15UARET505**

**OBJECTIVES:**

- To enable the students to learn the preparatory steps of processing.
- To impart knowledge on various dyeing techniques.
- To provide the details of different printing style.

**UNIT - I**

Production sequence of textile fabrics - flowchart - brief description; Fabric Preparation - Singeing, Desizing, Scouring, Synthetic fiber heat setting, Wool carbonizing, Degumming and Weighting of silk.

**UNIT - II**

Bleaching - different methods - Hypochlorite, Hydrogen peroxide, Sodium Chlorite; Mercerization - Methods - Chain type - Chainless Mercerization; Dyeing – dyes - classification, properties of dyes - direct, vat, reactive, acid, basic, azoic, sulphur dyes; Natural dyes - types and colours commonly used and its significance.

**UNIT - III**

Stages of dyeing - different methods - Fibre Dyeing - Methods - Stock Dyeing , Top Dyeing; Yarn Dyeing - Methods - Skein Dyeing , Package Dyeing, Warp Beam Dyeing; Fabric Dyeing - Open width Dyeing, Rope form Dyeing; Garment Dyeing - Methods - Exhaust Process, Continuous Process.

**UNIT - IV**

Printing - Definition - Preparation of printing paste; Styles of Printing - Direct Printing - Block, Roller, Rotary, Screen; Stencil printing; Resist printing - Batik, Tie and Dye printing; Discharge Printing; Heat Transfer printing ; Ink Jet printing.

**UNIT - V**

Finishes - Classification - Mechanical finishes - Luster , Drape, Texture; Functional finishes - Wrinkle free finishes, Water Repellant, Flame Retardant, Soil Release finish; Special Purpose finish - Anti Bacterial finish , Silicone finish, Denim finish, Phase Change Finish.

**TEXT BOOK:**

- Understanding Textiles, Sixth Edition, Billie J. Collier and Phyllis G.Tortora, Prentice Hall Inc., New Jersey (2001).

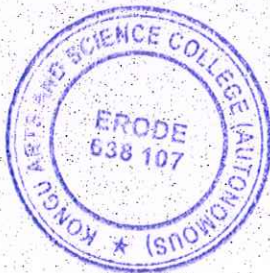


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**BOOKS FOR REFERENCE:**

1. Textiles, Ninth Edition, Sara J. Kadolph and Anna L. Langford, Prentice Hall Inc., New Jersey (2002).
2. The complete Technology book on Textile Processing with Effluents Treatment, NIIR Board, Asia Pacific business Press Inc., Delhi, India (1998).
3. Textile finishing, Dr.N.Nalankilli and S.Jayaprakasam, S.S.M Institute of Textile Technology, S.S.M.I.I.T Staffs and Students Co-operative Stores, Komarapalayam, Tamilnadu, India (1997).
4. Technology of Textile Processing, Vol.VI, Dr.V.A.Shenai, Sevak Publications, Mumbai, India (1997).

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**SEMESTER V  
ELECTIVE PAPER I - B**

**Hours/Week: 5  
Credits: 4**

**COURSE: HOME FURNISHINGS  
COURSE CODE: 15UARET506**

**OBJECTIVES:**

- To impart knowledge on home textiles.
- To enable the students to understand well about various home furnishing items.
- To learn about layout and its types.

**UNIT - I**

Introduction to home textiles - definition, types of home textiles, factors Influencing selection of home textiles, home trend forecasting.

**UNIT - II**

Floor covering- definition, types- hard, soft and resilient, Care and Maintenance; Wall covering- definition, types, care and maintenance; Door and window treatment- definition, parts of door and window.

**UNIT - III**

Bed linen - definition, types of bedding, care and maintenance of bed linen; Table linen- definition, calculation for table linen covering, types of table linen; Bathroom linens - types, uses and care; Soft furnishing - types-cushion, cushion cover, blankets, pillow and pillow covers, bedspreads, bath towels uses and care.

**UNIT- IV**

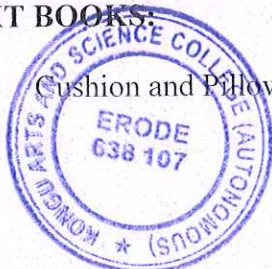
Kitchen linens - kitchen towel, aprons, dish cloth, fridge, grinder and mixie covers, mittens, fridge holders - uses and care; Curtains and draperies- definition, materials used for curtains and draperies; Types of curtains- sash, cafe, sheer, lace, gathered, swags, cascade, pelmets and valance; Accessories- hod hook, rails, racks, curtain tape pins.

**UNIT - V**

Creating different types of layout- living room, kitchen, dining room, bed room, study room; Factors to be considered in selection of layout.

**TEXT BOOKS:**

- Cushion and Pillows, Hamlyn, Octopus Publishing Group Ltd, Great Britain (2001).



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**BOOKS FOR REFERENCE:**

1. Home Comforts- The Art and Science of Keeping Home, Cheryl Mendelson, Scriber Publishers, New York (2005).
2. Covers for Sofas and Chairs, Hamlyn, Octopus Publishing Group Ltd., Great Britain (2001).
3. Design and Make Curtains, Heather Luke, The Second Edition, New Holland Publishers Ltd., London (1999).
4. The Liberty Home, Ljiljana Baird, MQ Publications, Ltd, Goswellroad, London (1997).

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**SEMESTER V  
ELECTIVE PAPER I -C**

**Hours/Week: 5  
Credits: 4**

**COURSE: ENTREPRENEURSHIP DEVELOPMENT  
COURSE CODE: 15UARET507**

**OBJECTIVES:**

- To develop conceptual understanding and to equip the students with entrepreneurial skills.
- To develop the ability to identify the functions of the entrepreneur.
- To impart the ability to perform higher order thinking skills.

**UNIT - I**

Entrepreneurship – concept – Growth – Role of Entrepreneurship in Economic development- Entrepreneur – Evolution – Function – Types.

**UNIT – II**

Entrepreneurial Motivation – Motivational cycle - Factors-Motivational behaviour - Entrepreneurship Development Programme-Phases of EDPs.

**UNIT – III**

Micro and Small Enterprises – Opportunity Identification & selection – Formulation of Business Plan.

**UNIT – IV**

Project Appraisal –Methods – Environmental Clearance for SMEs-Forms of Business Ownership – Financing Enterprises –Sources-Venture Capital- Export Finance.

**UNIT – V**

Institutional Finance to entrepreneur – Need – Role of Commercial Banks- Institutional Support to Entrepreneur- DIC, SIDO, NSIC, SISI, SSIC, SIDCO, ITCOT, IIC,KVIC

**TEXT BOOK:**

- Dr.S.S.Khanka , “Entrepreneurial Development” Revised Edition ,S.Chand & Company Pvt.Ltd, New Delhi (2014).



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**BOOKS FOR REFERENCE:**

1. C.B. Gupta & N.P. Srinivasan – “Entrepreneurship development “- Sultan Chand & Sons (P) Ltd., New Delhi (2014).
2. Dynamics of Entrepreneurial Development and Management – Vasant Desai, Himalaya Publishing House, Mumbai (1999).

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**SEMESTER V  
SKILL BASED – III**

**Hours/Week: 5**

**Credits: 3**

**COURSE: BUSINESS AND ACCOUNTING  
COURSE CODE: 15UARST508**

**OBJECTIVES:**

- To gain knowledge on business and accounting concept in day-to-day activities.

**UNIT – I**

Business - Nature and objectives - Forms of business organization: Sole trader, Partnership firm and Company - Advantages and Limitations.

**UNIT – II**

Accounting - Meaning - Importance - Accounting Concepts and Conventions - Rules of accounts - Double entry system - Difference between Single entry and Double entry system - Journal - Ledger.

**UNIT – III**

Trial balance - Subsidiary books - Purchases book, Sales book, Purchases returns book, Sales returns book and Cash book: Single, Double and Triple column cash book.

**UNIT – IV**

Final Accounts of sole trading concern - Trading and Profit and loss a/c and Balance sheet with simple adjustment.

**UNIT – V**

Cost accounting - elements - Classifications - Preparation of simple cost sheet - Material Issue: FIFO and LIFO only - Overheads - Classification - Allocation and apportionment of overhead cost (Simple Problems).

**Note:** Problem - 60% Theory - 40%

**BOOKS FOR REFERENCE:**

1. Financial Accounting, T.S.Reddy and Dr.A.Murthy, Margham Publications, Chennai (2015).
2. Business Organization and Management, Y.K.Bhushan, Sultan Chand and Sons, New Delhi (2014).



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3. Business Organization and Office Management, R.K.Sharma, Shashi K. Gupta, Kalyani Publisher, New Delhi (2014).
4. Principles of Accountancy, S.P.Jain and K.L.Narang, Kalyani Publisher, New Delhi (2014).
5. Cost Accounting, Dr.M.Wilson, Himalaya Publishing House, New Delhi (2014).
6. Cost Accounting, S.P.Jain and K.L.Narang, Kalyani Publisher, New Delhi (2011)

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SEMESTER – V

ADVANCE LEARNERS COURSE – (A)

**COURSE: BASICS OF TECHNICAL TEXTILES**  
**COURSE CODE: 15UARAL509**

**Hours/Week: -**  
**Credits: 2**

**OBJECTIVES:**

- To enable the students to learn about the various categories of technical textiles.
- To impart knowledge about the potential of technical textiles.

**UNIT I**

Introduction, definition, market overview and growth projections of technical textiles. Classification of technical textiles. High performance fibres used for technical textiles, their characteristics and application areas.

**UNIT II**

Agrotech- fibres used – properties required and applications. Buildtech – textiles used in construction products covered. Clothtech – specific components and applications in garments and shoes.

**UNIT III**

Geotech – functions and application areas. Hometech – major product classifications and market trends. Indutech – industrial products and components.

**UNIT IV**

Meditech – non implantable materials, implantable materials, health care and hygiene products. Mobiltech – automotive textiles and its components. Oekotech – textiles in environmental protection applications.

**UNIT V**

Packtech – textile packaging materials and its uses. Protech – clothing requirements for thermal protection, ballistic protection, UV protection, protection from electro-magnetic radiations, micro organisms, chemicals and pesticides. Sport tech- textiles used in leisure and sports industries.



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**TEXT BOOK:**

- "Handbook of Technical textiles", A.R.Horrocks and S.C.Anand, Woodhead Publishing Ltd., England (2000).

**BOOKS FOR REFERENCE:**

1. "Technical Textiles: Technology, Developments and Applications", Dr.V.K.Kothari, IAFL Publications, New Delhi (2008).
2. "High Performance Fibres", J W S Hearle, Woodhead Publishing Ltd., England (2000).
3. "An Introduction to Healthcare and Medical Textiles", Wen Zhong, Destech Publications Inc., (2013).
4. "Textiles in Automotive Engineering", Woodhead Publishing Ltd., England (2001).
5. "Textiles for Protection", Scott.R.A., Woodhead Publishing Ltd., England (2005).

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SEMESTER – V

ADVANCE LEARNERS COURSE – (B)

COURSE: BASICS OF JEWELLERY DESIGNING  
COURSE CODE: 15UARAL510

Hours/Week: -  
Credits: 2

OBJECTIVES:

- To impart basic knowledge on types of jewellery.
- To understand about gemstones and its properties.
- To learn the techniques in the field of jewellery making.

UNIT-I

Introduction to jewellery and its components – Tools used in jewellery manufacturing – Safety measures taken while making jewellery -Dimensions used in the jewellery

UNIT-II

Process of jewellery making – Designing, Moulding, Casting, Polishing; Embellishment processes- Finishing, Plating, Quality checking, Packaging and transporting.

UNIT -III

Traditional jewellery of India ; Bridal Jewellery – Antique Jewellery – Bead Jewellery – Custom Jewellery – Copper Jewellery – Fashion Jewellery - Filigree Jewellery – Gold Jewellery – Handmade Jewellery – Ivory Jewellery- Jadam Jewellery.

UNIT -IV

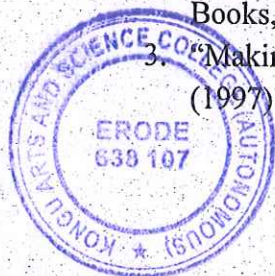
History of Indian Jewellery; Kundan Jewellery- Lac Jewellery- Meenakari Jewellery- Navaratna Jewellery- Pachchikam Jewellery – Silver Jewellery- Stone Jewellery – Temple Jewellery- Tribal Jewellery.

UNIT – V

Gemology – Introduction – Properties of Gem stones- Different Stones used in the jewellery art, its cuts and shapes – Treatments given for gem stones – Heat, Radiation, Waxing/oiling, fracline filling.

BOOKS FOR REFERENCE:

1. “Jewellery Making & Beading for Dummies”, Heather Dismore, John Wiley & Sons Publications, New Jersey (2013).
2. “Basic Jewellery Making “, Sandy Allison, Ted Walker, Alan Wycheck, Stackpole Books, United States (2005).
3. “Making Wire Jewelry”, Helen Clegg, Mary Larom, Lark Books Publication , New York (1997)



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**SEMESTER VI  
CORE PAPER - IX**

**Hours/Week: 6  
Credits: 4**

**COURSE: KNITTING  
COURSE CODE: 15UARCT601**

**OBJECTIVES:**

- To enable the students to learn about basic knitting.
- To impart knowledge on various knitting techniques.
- To provide the details of different methods of knit fabric formation and its properties.

**UNIT - I**

Knitting - Definition - History of knitting - Characteristics of knitted goods - Terms and definitions used in knitting, Classification of warp and weft knitting machines - Knitting needles - Spring, beard, Latch and Compound needles.

**UNIT - II**

Classification of Weft knit structures, Characteristics of Plain, Rib, Interlock and Purl knit structures, Working of Single jersey, Rib, Interlock and Purl circular knitting machines.

**UNIT - III**

Symbolic representation of Weft knit structure - CAM system - 3 way techniques to develop design- Effect of knit, tuck, float stitches on fabric properties. Jacquard knitting - pattern wheel, pattern drum, tape patterning device, electronic devices.

**UNIT - IV**

Warp knitting fundamentals, Basic warp knitted structure- Classification of Warp knitting machines - Tricot, Raschel, Simplex and Milanese, Points of difference between Raschel and Tricot knitting machine.

**UNIT - V**

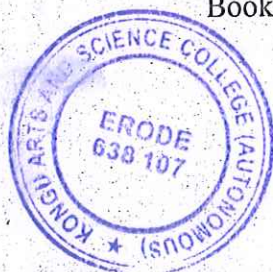
Yarn quality requirements for knitting; Defects in Weft and Warp knitted fabrics - causes and remedies; Care and maintenance of knitted material.

**TEXT BOOK:**

- Knitting Technology, David Spencer, Pergamen Press, Oxford, London (2005).

**BOOKS FOR REFERENCE:**

1. Knitting Technology, D.B. Ajoankar, Universal Publishing Corporation, Mumbai (1998).
2. Knitting Clothing Technology, Terry Brackenbury, Blackwell Science Ltd., Australia, (1992).
3. Textiles - Fibre to Fabric, Corbman B P, International Student's Edition, McGraw Hill Book Co., Singapore (1985).



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**SEMESTER VI  
CORE PRACTICAL - X**

**Hours/Week: 6  
Credits: 4**

**COURSE: FASHION PORTFOLIO PRESENTATION  
COURSE CODE: 15UARCP602**

**OBJECTIVES:**

- To make the students to attain in depth knowledge of making fashion portfolios.
- To develop the ability to perform higher order thinking skills in the areas of fashion.
- To get acquainted to develop fashion ensembles through research on selected themes by a design process.

Design and develop Fashion Portfolios (4 themes) with the following boards;

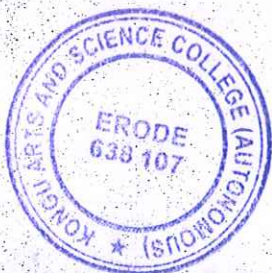
- Name board
- Mind map
- Mood board
- Customer profile
- Flat sketches (Minimum 4 for a theme)
- Fabric and Colour board
- Accessory board
- Story board

**TEXT BOOKS:**

1. Fashion Rendering, Ranjana Singhal and Kannaki Bharali, Om Books International, Uttar Pradesh, India (2010).
2. Professional Fashion Illustration, Julian Seaman, B.T. Batsford Limited, London (1995).

**BOOKS FOR REFERENCE:**

1. Essential Fashion Illustration Colour and Medium, Paco Asensio, Rockpot Publishers, United States of America (2008).
2. Fashion Illustration – Flat Drawing, Paragon Books Limited, United Kingdom (2007).
3. Fashion Sketch Book, Bina Abling, Fair Child Publications, New York (1993).



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**SEMESTER VI  
ELECTIVE PAPER - II A**

**Hours/Week: 6  
Credits: 4**

**COURSE: FASHION RETAILING  
COURSE CODE: 15UARET603**

**OBJECTIVES:**

- To introduce the various aspects of Fashion Retailing.
- To acquire knowledge and understand application of Retailing techniques.
- To study the influence of Brand and Fashion Consumer Behaviour.

**UNIT - I**

Retailing: Definition, Characteristics of Retailing, Functions of retailing, Retailing Channels, Retail strategy, Pre-Requisites of Retail Trade, Role and Responsibility of Retail Fashion Buyer, Trends in Retailing.

**UNIT- II**

Retail store organizational structure: Buying, Selling, Line and Staff function. Brand and Fashion Retailing: Brand- Definition, Functions of Brands and labels, Purchase Term- Discount, Purchase Order, Payment Terms. Types of Brand and Brand License.

**UNIT - III**

Consumer Behavior in Fashion: Rational motives, Emotional motives, Patronage motives; Consumer Assessment Theories - Maslow's hierarchy of needs, Decision-making, Self-concept Theory, Life style Profiling; Consumer Analysis - Demographics, Social class groupings and Family life cycle.

**UNIT - IV**

Fashion Retail merchandising: Importance of merchandise Planning, Planning process for season, Sourcing - International Sourcing- General Sourcing Issues. Fashion Retail Pricing - Objectives, Approaches and strategies, Consumer responsiveness to prices.

**UNIT- V**

Types of Fashion Retail operations: On-site Fashion Retailers -Speciality stores, Department Stores, Department Store groups - Branches, Spin off stores, off price Retailers, Fashion manufacturer's Outlet stores, Discount Retailers, Franchises, Boutiques; Off-site/Non store Fashion Retailers- E-Tailing, Catalogs, At-Home Retailers, Vending Machine, Trends in Off-site Fashion retailing.



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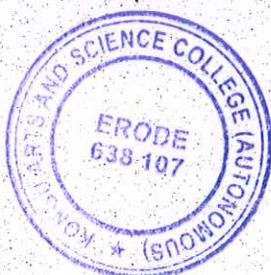
**TEXT BOOK:**

- Fashion Retailing, Ellen Diamond, Pearson Education Inc. and Dorling Kinderley Publishing Inc., New Delhi (2007).

**BOOKS FOR REFERENCE:**

1. Clothing Behaviour, UshaKulshrestha and RadhaKashyap, Pointer Publishers, Jaipur (2007).
2. Inside the Fashion Business, Kitty G. Dickerson, Pearson Education Inc. and Dorling Kinderley, Noida, Uttar Pradesh (2005).
3. Retail Management, Chetan Bajaj, Rajnish Tuli, Nidhi V. Srivastava, Oxford University Press, New Delhi (2005).
4. Fashion Buying and Merchandising Management, Tim Jackson and David Shaw, Palgrave, New Delhi (2001).
5. Fashion Marketing, Tony Hines and Margaret Bruce, ButterWorth Heinemann, New Delhi (2001).
6. Fashion from Concept to Consumer, Gini Stephens Frings, Prentice Hall, New Delhi (1999).

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**SEMESTER VI  
ELECTIVE PAPER II -B**

**Hours/Week:6**

**Credits:4**

**COURSE: APPAREL PRODUCTION MANAGEMENT  
COURSE CODE: 15UARET604**

**OBJECTIVES:**

- To understand the Fundamental concepts, Terminologies, Elements of Apparel production.
- To know the various functions of Apparel Production Management.

**UNIT- I**

Apparel production- Introduction, history, general terminology in apparel production, organization for production unit, functions of production, production concept, production strategies and work flow. Setting up complete balanced production lines. Duties and responsibilities of production manager.

**UNIT - II**

Apparel production planning and control- capacity requirement planning (CPR) - material requirement planning –steps in production planning-factors to be considered in production planning-function, qualitative and quantitative analysis of production-coordinating departmental activities.

**UNIT- III**

Production and productivity-method of production system-job, mass and batch-section systems, progressive bundles system and synchro system- conveyor system, unit production system-advantages of (UPS), measurements of productivity- men, machine, material, criteria for increasing productivity in apparel industry.

**UNIT- IV**

Garment analysis and specification development- role of garment analysis-style description, positioning strategy, sizing and fit, materials selection, garment components assembly, final garment assembly and finishing



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## UNIT – V

Systems for apparel quality management , product variation and classification of defects, concept of quality and total quality management, establishing quality management teams, methods of assuring quality , cost and benefits of quality programs and trends in apparel quality management

### TEXT BOOK:

- Apparel Manufacturing, Ruth.E Glock and Grace I. Kunz, Dorling Kindersley India Pvt Ltd (2012).

### BOOKS FOR REFERENCE:

1. Manageing Productivity in the Apparel Industry, Rajesh Bheda and Michael T. Fralix, CBS Publishers and Distributors, New Delhi, (2003)
2. The Technology of Clothing Manufacture, Harold Carr and Barbara Latham, Blackwell science London, (1994)

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SEMESTER VI  
ELECTIVE PAPER II - C

Hours/Week: 6

Credits: 4

**COURSE: BUSINESS FINANCE**  
**COURSE CODE: 15UARET605**

**OBJECTIVES:**

- To enable the students to learn the concept of Business Finance.
- To gain the knowledge about Sources of Finance and Capitalization.
- To acquire knowledge about application of Finance to Business.

**UNIT – I**

Business Finance: Introduction – Meaning – Concepts - Scope – Function of Finance  
Traditional and Modern Concepts – Contents of Modern Finance Functions.

**UNIT – II**

Financial Plan: Meaning - Concept – Objectives – Types – Steps – Significance –  
Fundamentals.

**UNIT – III**

Capitalisation - Basics of Capitalisation – Cost Theory – Earning Theory – Over Capitalisation  
– Under Capitalisation: Symptoms – Causes – Remedies – Watered Stock – Watered Stock Vs.  
Over Capitalisation.

**UNIT – IV**

Capital Structure – Cardinal Principles of Capital structure – Trading on Equity – Cost of  
Capital – Concept – Importance – Calculation of Individual and Composite Cost of Capital.

**UNIT – V**

Sources and Forms of Finance: Equity Shares, Preference Shares, Bonds, Debentures and Fixed  
Deposits – Features – Advantages and Disadvantages- Lease Financing: Meaning – Features –  
Forms – Merits and Demerits.

**Note:** No Problem only Theory.

**TEXT BOOK:**

- Financial Management, I.M.Pandey, Vikas Publishing House, Hyderabad (2010).

**BOOKS FOR REFERENCES:**

- 1.Essentials of Business Finance, R.M. Sri Vatsava, Himalaya Publishing House, Mumbai (2001)
2. Financial Management, M.Y. Khan and P.KJain, McGraw Hill Education, New Delhi (2001).
- 3.Financial Management, S.C. Kuchhal, Chaitanya Publishing House, Allahabad (2000).



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**SEMESTER VI  
ELECTIVE PAPER III - A**

**Hours/Week: 6  
Credits: 4**

**COURSE: BOUTIQUE MANAGEMENT  
COURSE CODE: 15UARET606**

**OBJECTIVES:**

- To analyze the retail strategy concepts to solve problems.
- To promote the management and marketing skills.
- To impart knowledge on showroom management and product management.

**UNIT – I**

Nature and scope of Business – Creating Business Plan– selection of business structure – Sole Trader, Partnership firms, selection of boutique name, type of boutique- low-end and high-end boutiques

**UNIT – II**

Location for starting up of boutique – Factors influencing location– Size of boutique, Sources of Finance –Long term – Short term – Relative Merits and Demerits.

**UNIT – III**

Theft Prevention methods - Inventory management-Motives, benefits of handling inventory management- Human Resource Management - job requirements-man power planning, performance management - employee relations


**UNIT – IV**

Merchandising –Retail Merchandising-Visual Merchandising - Types of display – exterior display, interior display, Tools for visual merchandising- Signage, Props, Mannequins, Fixtures and Lightings

**UNIT –V**

Marketing –Importance of marketing ,Price Mix-Importance-Pricing objectives -Pricing strategies –Personal selling and Sales Promotion - advertisement, fashion show, trunk show and sample sales -E-marketing –Tele marketing – Kiosk Marketing.



  
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**TEXT BOOK:**

- How to Open a Boutique: The Simple Guide to Boutique Success, Briana Stewart, Create Independent Publishing Platform, New York (2014).

**BOOKS FOR REFERENCE:**

1. Entrepreneurial Development, Dr.S.S.Khanka, Sultan Chand and Company Pvt. Ltd., New Delhi (2013).
2. Fundamentals of Business Organisation and Management,,Y.K.Bhushan, Nineteenth Edition, Sultan Chand and Sons, New Delhi (2013).
3. Marketing Management, RajanSexena, Tata McGrawHill Education, New Delhi(2005).
4. Visual Merchandising and Display, Martin M.Pegler, Fairchild Publications, NewYork (2002).

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**SEMESTER VI  
ELECTIVE PAPER III – B**

**Hours/Week: 6  
Credits: 4**

**COURSE: EXPORT MANAGEMENT  
COURSE CODE: 15UARET607**

**OBJECTIVES:**

- To familiarize the students with the basics of pricing.
- To impart knowledge on various methods and procedures of foreign trade.
- To create awareness about export policy.

**UNIT- I**

Introduction to international trade – meaning – definition – difference between internal trade and international trade – need for international trade – features of international trade – advantages of international trade – problems of foreign trade

**UNIT- II**

Export pricing – factors influencing pricing – costing – break-even point – export offer – quotation – export contract – pricing strategies – marginal costing and export pricing – exchange rates – forward contract.

**UNIT- III**

Export finance – needs – terms of payments – letter of credit – pre-shipment credit – post shipment finance – export import bank of India – small scale industries development bank – Reserve bank of India in export financing – export credit and guarantee corporation – financial guarantees

**UNIT-IV**

Export procedures – registration – offer and receipt of conformed order – essentials in an order – producing the goods – shipment – marine insurance policy – realization of export proceeds – negotiation

**UNIT-V**

Export policy – highlights of the latest export import policy – export promotion organizations – export promotion councils – commodities boards – Indian Trade Promotion Organization (ITPO) – Federation of Indian Exporter Organisation (FIEO) – Indian Institute of Foreign Trade (IIFT) – Export Oriented Units (EOU)



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**TEXT BOOK:**

- Export Management, T.A.S.Balagopal, Himalaya Publishing House, Mumbai (2007).

**BOOKS FOR REFERENCE:**

1. International Trade and Export Management, Francis Cherunilam, Himalaya Publishing House, Mumbai (2006).
2. Foreign Trade, Jeevanandam.C, Sultan Chand and Sons, New Delhi (2005).
3. Essentials of Export Marketing, S.A.Chunawalla, Himalaya Publishing House, Mumbai (1995).
4. Export Management, Dr.K.L.Bhatia, Kewal Khanna, Raj Publishing House, Jaipur (1998)

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**SEMESTER VI**  
**ELECTIVE PAPER III - C**

**Hours/Week: 6**

**Credits: 4**

**COURSE: APPAREL QUALITY MANAGEMENT**  
**COURSE CODE: 15UARET608**

**OBJECTIVES:**

- To enable the students to learn the quality parameters of Apparel industry.
- To impart knowledge on fabric inspection.
- To provide the details of ISO standards.

**UNIT - I**

Meaning of quality, testing standard and their importance in apparel industry- Quality terminologies - Sources of international standards; Basic concepts of Total Quality Management(TQM) - Principles of TQM - Deming's PDCA Cycle - KAIZEN concepts - 5 'S' applications in apparel industry. Application of seven QC tools in apparel industry.

**UNIT - II**

Understanding of ISO 9001:2000 standards and ISO 9001:2008 standards - Quality Management System, management responsibility, resource management. Various documents required for ISO 9001:2000 and ISO 9001:2008 standards implementation and its contents.

**UNIT - III**

Quality Parameters of yarn: Yarn evenness and hairiness and their effect on fabric quality; Quality parameters of fabric: Brief study of fabric pilling resistance, bursting strength, colour fastness and dimensional stability; Testing of sewing threads, zippers, fusible interlings, buttons and fasteners.

**UNIT - IV**

Inspection: Incoming and raw material inspection: Fabric inspection – 4 point system, 10point system. In process/on-line inspection: Advantages - On line inspection during spreading, pattern making, cutting, sewing and ironing. Final inspection: Sampling plans and Acceptance Quality Level charts - Level of final inspection. Packing and packaging quality tests; Care labeling and care symbols.


**UNIT V**

Environmental Management System (EMS) - Meaning and Definition - Element of EMS - Benefits of EMS - Environmental Policies - ISO 14000 and ISO 14001 :2004 standards and other quality management standards of Apparel industry.

**TEXT BOOK:**

- Managing Quality in the Apparel Industry – Pradip V. Mehta, Satish K.Bhardwaj  
New Age International Publishers, New Delhi (2006).



  
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**BOOKS FOR REFERENCE:**

1. Total Quality Management, B.Janakiraman, B.K.Gopal, Asoke K.Ghosh, New Delhi (2007).
2. Quality Management, KanishkaBedi, Oxford University Press Publication, New Delhi (2006).
3. Total Quality Management, R.Ramakrishnan, Eswar Press, Chennai (2005).
4. Total Quality Management, Dr.D.D Sharma, Sultan Chand andSons Publication, New Delhi (2001).
5. Testing and Quality Management, First Edition, Kothari V.K, IAFL Publications, New Delhi (1999).

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**SEMESTER VI  
SKILL BASED - IV**

**Hours/Week: 6  
Credits: 3**

**COURSE: FABRIC STRUCTURE ANALYSIS PRACTICAL  
COURSE CODE: 15UARSP609**

**OBJECTIVES:**

- To enable the students to identify various weaves and knit structures
- To educate on the elements of woven designs.
- To impart knowledge on various representations of knits.

**UNIT - I**

**Identification of Woven sample, Design, Draft, Peg plan and necessary calculations:**

- Plain weave
- Derivatives of Plain weave (Warp Rib, Weft Rib and Matt Rib)
- Twill Weave –Right hand twill and Left hand twill.

**UNIT - II**

**Identification of Woven sample, Design, Draft and Peg plan for the same:**

- Pointed Twill weave
- Satin and Sateen weave
- Honey comb weave

**UNIT - III**

**Identification of Woven sample, Design, Draft and Peg plan for the same:**

- Huck a back weave
- Mock leno weave
- Terry pile

**UNIT - IV**

**Identification of Knitted sample, its various representations and necessary calculations:**


- Plain Knit
- Rib Knit
- Interlock

**UNIT - V**

**Identification of Knitted sample, its various representations and necessary calculations:**

- Tricot
- Raschel
- Pique



  
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**BOOKS FOR REFERENCE:**

1. Watson's Textile Design and Colour. Z J Grosicki, Woodhead Publishing Limited, England (2004).
2. Knitting Technology, D.B. Ajoankar, Universal Publishing Corporation, Mumbai (1998).

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Sem	Course Code	CORE PAPER - I BASICS OF APPAREL DESIGNING	Total Marks : 100		Hours Per Week	Credits
			CIA : 25	ESE: 75		
I	17UARCT101				4	4

**OBJECTIVES**

- To enable the students to learn the functions of basic sewing machine and tools.
- To impart the knowledge of introducing fullness in apparels.
- To prepare the students to learn the various components of apparel designing.

**UNIT-I**

Parts and functions of a single needle machine, essential tools- cutting tools, measuring tools, marking tools, general tools and pressing tools. Seams and seam finishes – definition, types, working of seams and seam finishes. Innovative seam finish methods- welding and fusing- definition, Hems – types, stitches used.

**UNIT-II**

Fullness- definition, types. Darts, tucks, pleats, flares and godets, gathers and shirrs, frills or ruffles, flanges. Preparation and uses of true bias. Facings – definition, bias facing, shaped facing and decorative facing. Binding- definition, single bias binding and double bias binding.

**UNIT – III**

Plackets – definition, characteristics of a good placket, types – inconspicuous placket (continuous bound placket, bound and faced placket, zipper placket) and Conspicuous plackets (tailored placket). Method of constructing the same. Fasteners – conspicuous (Button and Button holes, button loops, button – marking position of buttons, sewing buttons with holes, shank buttons, link buttons, eyelets & cords). Inconspicuous (press buttons, hooks and eyes, zips).

**UNIT – IV**

Sleeves – definition, types, set-in-sleeves – plain sleeve, puff sleeve, bell sleeve, bishop sleeve, circular and leg-o-mutton sleeve. Sleeveless styles with Modified armhole – squared armhole, cap sleeve and Magyar sleeve. Sleeve and bodice combined – raglan, kimono. Yokes – types, simple yoke, yoke with fullness within the yoke, yoke supporting/ releasing fullness.

**UNIT-V**

Collars – definitions, types - peter pan, cape collar, puritan collar, sailor collar, square, full shirt collar, Chinese and shawl collar .Pockets – types – patch pocket, set-in pocket, pocket set into a seam.

**TEXT BOOK**

Practical Clothing Construction –Mary Mathews, Part I and II, Cosmic Press, Chennai (1986).

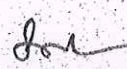


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**BOOKS FOR REFERENCE:**

1. Technical source book for designers- Jacil Lee and Camille Steen, Bloomsbury publishing inc, New York, 2014.
2. Sewing for the Apparel Industry – Claire Shaeffer, Dave Garza Publications, New Jersey (2001).
3. The Complete Book of Sewing – Chris Jefferys, Dorling Kindersley Limited, London (1996).
4. Sewing – First Edition, Hilary More, Sunburst Books, London (1994).
5. A Guide to Fashion Sewing – Second Edition, Connie Amaden- Crawford, Fairchild Publications, USA (1994).

<b>QUESTION PAPER PATTERN</b>		
<b>Section A</b>	<b>Section B</b>	<b>Section C</b>
10 x 1 = 10 Marks (Multiple choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks Answer any three Questions One Question from each unit

  
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Sem	Course Code	CORE PAPER-II PRINCIPLES OF PATTERN MAKING	Total Marks : 100		Hours Per Week	Credits
			CIA : 25	ESE: 75	4	4
I	17UARCT102					

**OBJECTIVES**

- To enable the students to learn the necessity of body measurements in pattern making.
- To understand the recent concepts and trends in pattern making.
- To enrich the skills in pattern alteration and grading.

**UNIT-I**

Body measurements –importance, preparation for taking measurements, ladies measurements, boys and men's measurements; Significance of standardizing body measurements; Relative length and girth measures in ladies/gentlemen; 3D body scanning technology in Fashion and Apparel industry.

Preparation of fabric for cutting –importance of grain in cutting and construction, steps in preparing the fabric for cutting.

**UNIT-II**

Pattern making –methods of pattern making – Drafting and draping, merits and demerits. Types of paper patterns - Patterns for personal measurements and commercial patterns.

Principles of pattern drafting; Pattern details, steps in drafting basic bodice front and back and sleeve. Recent trends in pattern making.

**UNIT-III**

Styles created by shifting of blouse darts, adding fullness to the bodice, converting darts to seam and partial yokes and incorporating darts into seams forming yokes.

Fitting - Standards of a good fit, steps in preparing the blouse for fitting, checking the fit of a blouse, solving fitting problems in a blouse, fitting techniques.


**UNIT- IV**

Pattern alteration –importance of altering patterns; Pattern grading – definition, types, manual – master grades, basic front, basic back, basic sleeve, basic collar and basic grading; A study on Computer Aided Design (CAD) softwares in pattern making industry.

**UNIT- V**

Pattern layout- definition, purpose, rules in layout, types of layouts for length wise stripped designs, fabric with bold design, asymmetric designs, one way designs. Fabric cutting, transferring pattern making, stay stitching, ease stitching.



  
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**TEXT BOOK**

Practical clothing construction - Part I and Part-II Mary Mathews, Cosmic press Chennai(1986)


**BOOKS FOR REFERENCE:**

1. Pattern Making in Fashion - Lucia Mors De Castro, Evergreen publications, Spain (2010)
2. Dress Pattern Designing – Natalie Bray, Blackwell Publication, New Delhi (2004).
3. Zarapker system of cutting –zarapker. K. r., Navneet publications Ltd, Mumbai (2000).
4. Master Patterns and Grading for Women’s Outsizes – Gerry Cooklin, Blackwell Science Ltd, London (1995).
5. Pattern Grading for women’s clothing, The technology of sizing –Gerry Cooklin ,Blackwell Science Ltd, London (1990)

<b>QUESTION PAPER PATTERN</b>		
<b>Section A</b>	<b>Section B</b>	<b>Section C</b>
10 x 1 = 10 Marks (Multiple choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks Answer any three Questions One Question from each unit

  
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Sem	Course Code	CORE PRACTICAL-I APPAREL DESIGNING	Total Marks : 100		Hours Per Week	Credits
I	17UARCP103		CIA : 40	ESE: 60	4	4

**OBJECTIVES**


- To enable the students to learn the functions of basic sewing machine and the garment construction.
- To prepare the students to construct the various components of apparel designing.

1. Preparation of samples for seam – Plain, Top Stitch, Welt, lapped, Slot, Flat-Fell, French seam, Mantua makers and piped seam.
2. Preparation of samples for seam finishes- pinked finish, Edge stitched, double stitch finish, overcast, herringbone and bound seam edge finish.
3. Hems- stitched and turned hem, rolled or whipped hem and shell edged hem.
4. Preparation of samples for fullness-darts, tucks – pin, cross, group tucking with scalloped effect, Pleats - knife, box, kick, gathering by machine, elastic. Ruffles - single, double. (Any three)
5. Preparation of samples for facing and binding-bias facing, shaped facing, binding- single and double bias binding.
6. Preparation of samples for plackets -continuous, bound and faced placket, zipper Placket and tailored placket.
7. Preparation of fasteners - Button and buttonhole, press button, shank button, fabric loops and hooks and eye.
8. Preparation of samples for sleeves-plain sleeve, puff sleeve and raglan sleeve
9. Preparation of samples with yoke – yoke without fullness, yoke with fullness within the yoke.
10. Preparation of samples for collar –PeterPan collar.
11. Preparation of samples for pocket- Patch pocket and bound pocket.

**BOOKS FOR REFERENCE:**

1. The Complete Book of Sewing – Dorling Kindersley Limited, London (1996)
2. Sewing – First Edition, Hilary More, Sunburst Books, London (1994)
3. A Guide to Fashion Sewing – Second Edition, Connie Amaden- Crawford, Fairchild Publications, USA (1994).
4. Encyclopedia of Fashion Details – Patrick John Ireland, London (1987)
5. Practical Clothing Construction –Mary Mathews, Part I and II, Cosmic Press, Chennai (1986)



  
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Sem	Course Code	ALLIED -I FASHION ILLUSTRATION PRACTICAL	Total Marks : 100		Hours Per Week	Credits
			CIA : 40	ESE: 60	4	
I	17UARAP104					3

**OBJECTIVES:**

- To develop an understanding of a Human figure with various views that conveys the essential basic for Fashion drawing
- To draw fashion croqui and to explore the basic medium of art.
- To improve student's drawing skills.

**UNIT-I**

Line and line drawing, object drawing, perspective view drawing, enlarging and reducing motifs, sketching with mediums-pencil, charcoal, ink, poster colours

**UNIT-II**

Drawing a stick, block and fleshy figure for 10 and 12 head theory(male and female). Dividing figure into various parts using line like plumb line, center front line, princess line, waist line, side seam, armhole, jewel neckline, panty line, bust line.

**UNIT-III**

Practicing parts of the body-eye, ear, nose, hands, legs and various hairstyles. Developing illustrations from the picture of magazine – face, front pose, back pose-normal to fashion figure.

**UNIT-IV**

Illustrating pattern details-pocket, sleeves, yokes, skirts, tops and trousers-any 3 types. Fabric rendering-stripes, checks, plaids and prints. Practicing pleats and gathers in garment style.




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## UNIT-V


Creating illustrations with various garment style for men, women and children for different seasons-summer, winter, autumn and spring.

### BOOKS FOR REFERENCE:

1. Fashion Illustration Techniques – Maite Lafuente, Evergreen Publications, China (2008).
2. Advanced Fashion Sketch Book – Bina Ablinc, OM Books International, New Delhi (2005).
3. Introduction to Drawing – John Jackson, Eagle Editions, London (2002)
4. Elements of Fashion and Apparel Design – Sumathi, G.J, New Age International Publications, New Delhi (2002)
5. Fashion Design Illustration: Children - Ireland Patrick John, Batsford Ltd. London (1995).

  
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Sem	Course Code	CORE PRACTICAL-II FASHION DESIGNING	Total Marks : 100		Hours Per Week	Credits
			CIA : 40	ESE: 60		
II	17UARCP202				3	3

## OBJECTIVES

- To inculcate knowledge on the basic elements and principles of design
- To enable students to learn about colour theories
- To impart knowledge on various human figure types.

### 1. Origin and application of Colour

- Prang Colour Wheel
- Value chart
- Intensity chart

#### Design

- Structural design
- Decorative design

### 2. Study & Understanding of Elements of Design

- Line
- Shape
- Size
- Colour
- Texture (Interpreting different textures from surrounding and imitating the same with the help of wearable material on fabric as an application onto garment)


### 3. Study & Understanding of Principles of Design.

- Balance (formal & informal balance)
- Rhythm -Repetition, Gradation and Alteration
- Proportion
- Harmony
- Emphasis

### 4. Colour scheme

- Monochromatic
- Analogous
- Single Complementary
- Double complementary
- Triad complementary
- Split complementary




  
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**5. Designing dresses for various Figure Type**


- \* -Triangle body type
- Inverted triangle body type
- Rectangle body type
- Hourglass body type
- Diamond body type
- Round body type

**BOOKS FOR REFERENCE:**

1. Fashion Rendering, Ranjana Singhal, Kannaki Bharali, Om Books International, New Delhi (2010).
2. Elements of Fashion and Apparel Design, Sumathi, G.J, New age International Publishers, New Delhi (2002).
3. Colour Harmony 2, Bridge M. Whelan, Thames and Hudson Publishers, Hong Kong (1994).

  
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Sem	Course Code	CORE PRACTICAL-III CHILDREN'S APPAREL	Total Marks : 100		Hours Per Week	Credits
			CIA : 40	ESE: 60		
II	17UARCP203				5	4

**OBJECTIVES**

- To introduce creative ideas in designing.
- To impart knowledge on suitable material selection.
- To enable effective construction of children's garments .

**Design, draft and construct the following garments with prescribed features.**

1. Bib- Variation in outline shape
2. Panty-plain or plastic lined panty
3. Jabla- without sleeve, front open.
4. Baby skirt – with gathers at waist.
5. Romper – front open, with sleeve.
6. A-Line petticoat- double pointed dart, neck line variation, arm hole finished with facing.
7. Summer frock- with suspenders at shoulder line.
8. Yoke frock- yoke at chest line, with open, puff sleeve, gathered skirt.
9. Knicker- elastic waist, side pockets
10. Shirt- open collar, with patch pocket

**BOOKS FOR REFERENCE:**

1. Inside Fashion Design – Fifth Edition, Sharon Lee Tate, Pearson Education Delhi (2004)
2. Sewing for the Apparel Industry - Claire Shaeffer, Dave Garza Publications , New Jersey (2001)
3. Zorapker System of Cutting - Zorapker. K. R, Navneet Publications ltd, Mumbai (2000).
4. Sewing – I Edition, Hilary More, Sunburst Books, London (1994).
5. Practical Clothing Constructing-Part I and II, Mary Mathews, Cosmic Press, Chennai (1986)



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Sem	Course Code	CORE PAPER-III FASHION DESIGNING CONCEPTS	Total Marks : 100		Hours Per Week	Credits
			CIA : 25	ESE: 75		
II	17UARCT201				4	4

**OBJECTIVES:**

- To equip the students with a holistic knowledge and a well balanced perspective of designing
- To impart the knowledge of design elements and principles
- To provide students with the knowledge on fashion terminologies and its importance

**UNIT –I**

Fashion – Definition, Terms related to Fashion industry-fashion, trend, style, fad, classic, haute couture, high fashion, fashion editor, fashion director, fashion merchandising, custom made, forecasting, pret-a-porter, mannequin, fashion show. Fashion cycle-length of fashion cycle. Design – definition and types-structural and decorative design. Requirements of good structural and decorative design

**UNIT-II**

Elements of design-line, shape, size, colour and texture. Principles of design- balance, rhythm, proportion, harmony and emphasis.

**UNIT –III**

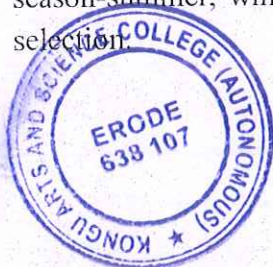
Colour-definition, colour theories-prang colour chart, munsell colour system, standard colour harmonies-monocromatic, analogous, single complementary, double complementary, split complementary, traid complementary. psychology of colours, neutral colours

**UNIT-IV**

Fashion accessories-hat, handbag, shoes, belt and tie. Designing dresses for various figure types-triangle shape, inverted triangle shape, rectangle shape, hourglass shape, diamond shape and round shape. Becoming and unbecoming of various figure types.

**UNIT-V**

Design development and adjustment. Selection of design for end use. Fashion and season-summer, winter, autumn, and spring. Wardrobe planning -factors influencing wardrobe selection.



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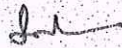
**TEXT BOOK:**

Fashion- From Concept to Consumer- Gini Stephens Frings, Pearson Education (Singapore) Pvt.Ltd., Delhi (2002).


**BOOKS FOR REFERENCE:**

1. Apparel merchandising, An Integrated approach- M.Krishna Kumar, Abhishek Publications, Chandigarh (2010).
2. Inside the fashion business- Seventh edition- Kitty G.Dickerson, Pearson Education (Singapore) Pvt. Ltd., Delhi (2003).
3. Elements of fashion and apparel design- Sumathi.G.J, New age International Publishers, New Delhi (2002).
4. Colour Harmony- Naturals, Pastels- Martha Gill, Rockport Publishers Inc.,Massachusetts (2000).

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 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks Answer any three Questions One Question from each unit

  
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# **ACTIVITIES**



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### DEPARTMENT OF COSTUME DESIGN AND FASHION


#### AWARENESS PROGRAMME ON FASHION CAD

The Department of Costume Design and Fashion organized Awareness Programme on **Fashion CAD** for final year UG & PG students on **07.07.2017** by **Speed Step Software solutions**, Coimbatore. The objective of this programme is to impart knowledge about CAD in fashion industry.



  
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### DEPARTMENT OF COSTUME DESIGN AND FASHION


#### ORIENTATION PROGRAMME

The Department of Costume Design and Fashion conducted an **Orientation Programme** on present scenario in fashion industry for all UG and PG students on **19.07.2017** by **Mr.K.R.Ashok**, Proprietor **Apple Exports, Tirupur**



  
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### DEPARTMENT OF COSTUME DESIGN AND FASHION


#### WORKSHOP FOR INDUSTRIAL SEWING MACHINE

The Department of Costume Design and Fashion organized Workshop for **Industrial Sewing Machines** for final year UG and all PG students by **Mr.Mohan, Swastik Agencies**, Erode on **04.08.2017**. The objective of this workshop is to impart knowledge on operating process of Industrial sewing machine.



  
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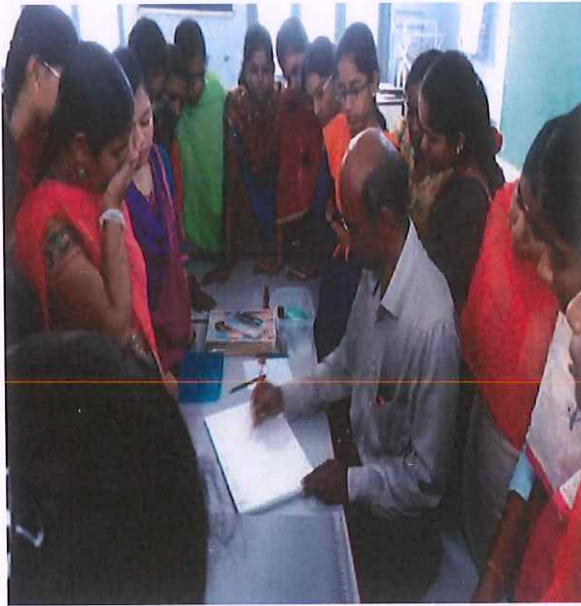
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### DEPARTMENT OF COSTUME DESIGN AND FASHION

#### FASHION SKETCHING WORKSHOP

The Department of Costume Design and Fashion organized a Two days workshop on '**Fashion Sketching**' by **Mr.T.Suresh**, Senior Technical Associate, Dept. of Apparel and Fashion Design, NIFT-TEA College of Knitwear Fashion, Tirupur on **10.08.2017** and **11.08.2017** for I UG and I PG students. The objective of this workshop is to impart basic knowledge on sketching skills for budding designers.



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**Department of  
Costume Designing and Fashion**

ORGANIZES

TWO DAYS WORKSHOP ON


*Fashion sketching*

By

**MR. T. SURESH**


*Senior Technical Associate,  
Department of Apparel and  
Fashion Design, NIFT TEA  
college of knitwear fashion,  
Tiruppur*

10-08-2017 to 11-08-2017



  
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### DEPARTMENT OF COSTUME DESIGN AND FASHION


#### WORKSHOP ON SCREEN PREPARATION AND SCREEN PRINTING

The Department of Costume Design and Fashion Organized Workshop on **Screen Preparation and Screen printing** for final year UG and all PG students by **Mr.Palanivel, Sakthi Bharath Screen makers, Erode** on **22.09.2017**. The objective of this workshop is to impart knowledge on Screen Preparation and Screen printing techniques.



  
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