



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



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SYLLABUS

Sem	Course code	CORE I SUSTAINABLE FASHION AND TEXTILES	Total Marks:100		Hours Per Week	Credits
I	21PBGCT101			CIA : 50	ESE :50	6

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

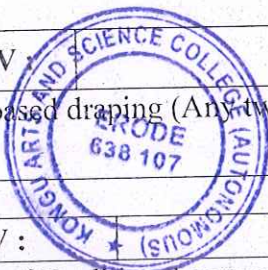
S-Strong, M-Medium, L-Low

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Sem	Course code	CORE PRACTICAL II ADVANCED DRAPING TECHNIQUES	Total Marks:100		Hours Per Week	Credits
			CIA : 50	ESE :50		
I	21PBGCP104				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						



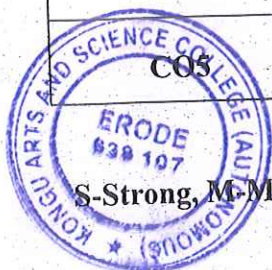
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REFERENCE BOOKS

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

Mapping of COs with POs and PSOs:

CO \ PO/PSO	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



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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

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	

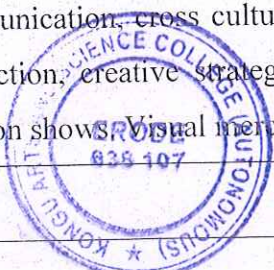
K1 : Remember; K2 :Understand; K3 : Apply; K4 : Analyze; K5 : Evaluate; K6 : Create

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)

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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

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ACTIVITIES



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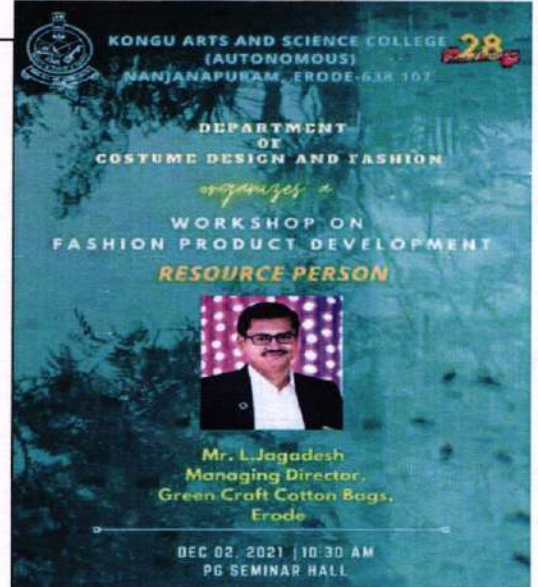
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DEPARTMENT OF COSTUME DESIGN AND FASHION

Workshop on Fashion Product Development

The Department of Costume Design and Fashion organized a **Workshop on Fashion Product Development** on 02.12.2021. The Resource Person for this workshop was Mr.L.Jagadesh, Managing Director, Green Craft Cotton Bags, Erode. The workshop served as an eye-opener for the students on the area of product development. The Resource Person interacted with the students by brainstorming product development ideas for jute and cotton bags. The participants were allowed to observe the products displayed by the Resource Person. This workshop was attended by Undergraduate and Postgraduate students of our department. The queries of the participants were clarified at the end of the workshop. This workshop was attended by Undergraduate students (151 nos.) and Postgraduate students (25 nos.) of our department.



ஈரோடு கொங்கு கலை அறிவியல் கல்லூரியில் பயிற்சி பட்டறை

ஈரோடு ஐஐஐடி-ஈரோடு கொங்கு கலை அறிவியல் கல்லூரியில் ஆடை வடிவமைப்பு மற்றும் கலையும் அறிவியல் கல்லூரியில் டி.டி. வெலப்பெண்டி என்ற தலைப்பில் பயிற்சி பட்டறை தடைபெற்றது. இதற்கு ஈரோடு கல்வி இலாப நலம் அமைதித் திருவணி எம். ஜெகதீஷ், சிறப்பு விநியோக கலந்து கொண்டு மாணவர்களுக்கு பயிற்சியளித்தார். திருச்சிக்கு கல்லூரியில் தலைவர், கே. பழனிசாமி தலைமை தாங்கினார். முதல் வர் என் ராமன் முன்வைப்பு செய்தார். இந்நிகழ்ச்சிக்கு சிறப்பு விருந்தினராக வருகை தந்த ஜெகதீஷ் மாணவ மாணவிகளுக்கு உபயோக மிகைப்பொருளை தயாரிப்பது என்பது குறித்து வினாக்களையும் நுணுக்கங்களையும் பற்றி விவாதம் ஆரம்பித்தார். மாணவ மாணவிகளுக்கு தங்களது தயாரிப்புகளை நேரடியாக காண்பித்தார். முன்புறமாக உதவி பேராசிரியர் ஆர்.ராஜசுந்தரம் லாப நலம் பேசினார். திருச்சி கல்வி இலாப நலம் அமைதித் திருவணி எம். ஜெகதீஷ்.



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DEPARTMENT OF COSTUME DESIGN AND FASHION

Webinar on Basics of Boutique Management

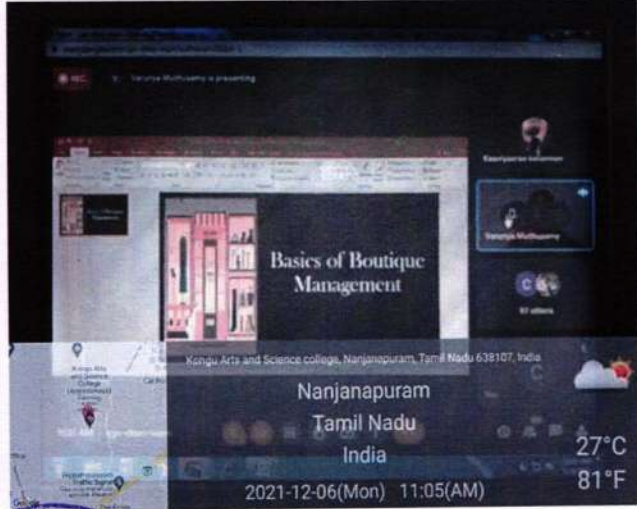
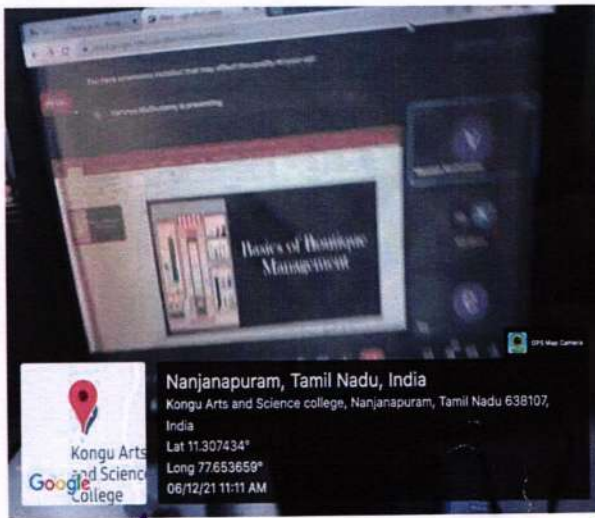
Department of Costume Design and Fashion organized a One Day Webinar on "Basics of Boutique Management" on 6 December 2021. The Resource Person for this webinar was Ms.M.Varunya, Proprietor, Varuni Boutique, Coimbatore.

The objective of this webinar is to impart knowledge on Boutique Management. This webinar was attended by Undergraduate and Postgraduate students of our department. The resource person explained clearly about the concepts of Boutique Management. The queries of the participants were clarified at the end of the webinar. This workshop was attended by Undergraduate students (151 nos.) and Postgraduate students (25 nos.) of our department.



ஈரோடு கொங்கு கலை அறிவியல் கல்லூரியில் இணையவழியில் கருத்தரங்கம்

ஈரோடு, டிச.08- ஈரோடு கொங்கு கலை அறிவியல் கல்லூரியில் ஆடை வடிவமைப்புத் துறை மற்றும் இன்ஸ்டிடியூஷன் இன்னோவேஷன் கவுன்சில் இணைந்து இணையவழியின் வாயிலாக பேசிஃஸ் ஆப் பொட்டிக் மேனேஜ்மென்ட் என்ற தலைப்பில் கருத்தரங்கம் 06.12.2021 அன்று நடைபெற்றது. திருமதி வருண்யா நிறுவனர் வருணி பொட்டிக் சிறப்பு விருந்தினராக கலந்து கொண்டு மாணவ மாணவியர்களுக்கு பொட்டிக் ஆரம்பிக்கும் முறை மற்றும் மேம்படுத்துதல் பற்றி விரிவாக எடுத்துரைத்தார் கல்லூரியின் தாளாளர் கே. பழனிச்சாமி தலைமை தாங்கினார், கல்லூரியின் முதல்வர் முனைவர் என். ராமன் வாழ்த்துரை வழங்கினார், முன்னதாக துறைத்தலைவர் முனைவர் எஸ். மஞ்சளா வரவேற்புரையாற்றினார். இறுதியில் எஸ். ரேவதி உதவி பேராசிரியை நன்றி கூற நிகழ்வு நிறைவுற்றது. இந்நிகழ்வின் மூலம் 140 மாணவர்கள் பயன்பெற்றனர்.



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