

**PONDICHERRY UNIVERSITY**

**MAHE CENTRE**



**SYLLABUS & COURSE FRAMEWORK**

**MASTER OF VOCATIONAL DEGREE**

**IN**

**FASHION TECHNOLOGY**

**2022-23**

# PONDICHERRY UNIVERSITY

## M.Voc. FASHION TECHNOLOGY (Vocational)

(For the students admitted during the academic year 2022 onwards)

NSFQ Level	Skill Component Credits	General Education Credits	Total Credits for Award	Normal Duration	Exit Point/ Awards	Job Role
8	60	-	60	Two Semesters		1. Fashion Merchandiser 2. Fashion Consultant 3. Personal Stylist 3. Quality Controller
9	60	-	60	Four Semesters	M. Voc. Degree	1. Store Manager 2. Cutting Master 3. Fashion Designer 4. Visual Merchandiser 5. Fashion Entrepreneur 6. Fashion Stylist

## Scheme of Syllabus and Examination Pattern

Sl. No.	Study Components Course Title	Component	Hours	Examination		Credit
			Hrs (hours in a week)	CIA	Marks	
<b>I.</b>	<b>Semester I</b>					
1.	Fabric Technology	V	5	40	60	4
2.	Costumes and Textiles of the world	V	5	40	60	5
3.	Fashion Communication	V	5	40	60	5
4.	Technical Textiles	V	5	40	60	5
5.	Fabric Analysis Lab	V	2	50	50	2
6.	Advanced Fashion Illustration Lab	V	3	50	50	3
7.	CAD in Fashion Design	V	2	50	50	3
8.	Draping for Fashion Design	V	3	50	50	3
<b>II.</b>	<b>Semester II</b>					
1.	Research Methodology	V	5	40	60	5
2.	Textile Processing	V	5	40	60	4
3.	Apparel Marketing, Merchandising and Forecasting	V	5	40	60	5
4.	Garment Costing and Pricing Strategies	V	5	40	60	4
5.	Advanced Pattern Making and Garment Construction- Women	V	3	50	50	4
6.	Design Concepts and Fashion Arts	V	3	50	50	3
7.	CAD in Pattern Making	V	2	50	50	3
8.	Textile Wet processing Lab	V	2	50	50	2

<b>III.</b>	<b>Semester III</b>					
1.	Textile Testing	V	5	40	60	4
2.	Organizational Behaviour	V	5	40	60	4
3.	Entrepreneurship Development and Management	V	5	40	60	5
4.	Portfolio and Design Collection	V	5	50	50	4
5.	Advanced Pattern Making and Garment Construction- Men	V	5	50	50	4
6.	Fashion Photography	V	3	50	50	4
7.	Textile Testing Lab	V	2	50	50	2
8.	Ornaments and Accessories	V	3	50	50	3
<b>IV.</b>	<b>Semester IV</b>					
1.	Internship	V	14	100	50	14
2.	Project	V	16	50	100	16

## **REGULATION AND CURRICULUM FOR THE MASTER OF VOCATIONAL DEGREE COURSE IN FASHION TECHNOLOGY**

### **1. Title of the course: M. Voc. Fashion Technology**

### **2. Eligibility for admission:**

- A candidate seeking admission to the Master of Vocational Degree Courses in Fashion Technology shall have passed under graduate examination or equivalent.

### **3. Sanctioned student's strength: 20 Students**

### **4. Course Significance:**

- M.Voc program in Fashion Technology aims to create graduates with core technical skills and knowledge required for Fashion garment industry. The program structured to provide intensive practical skills in the area of Fabric quality evaluation, Fabric value addition, Pattern and garment making, merchandising and retailing. The course will develop students the ability to develop designs and making of apparels according to the buyer's requirements in the industries.

### **5. Course objectives:**

- To develop professional competency and employable skills of the students required for fashion garment industries in the field of Fashion designing, garment manufacturing.
- To develop the creativity of students for developing new designs according to the trend and market requirements.
- To provide the Fashion business skills such as merchandising, Buyer communication, fashion retailing for successful handling of customers.

### **6. Duration of the course:**

- The duration of the course shall be two years with semester pattern.

### **7. Medium of instruction:**

- The medium of instruction and examination shall be in English.

### **8. Attendance:**

- Every candidate should have attended at least 80% (compulsory) of the total number of classes conducted in an academic year from the date of commencement of the term to the last working day notified by University in each of the subjects prescribed for that

year, separately in theory and practical. Only such candidates are eligible to appear for the University examinations.

#### **9. Course implementation:**

- General education component of the curriculum would be imparted in Pondicherry University Mahe Centre and skill training by SKP (Skill Knowledge Providers) such as Quality Controller, Fashion Merchandiser, and Fashion designer of the Apparel sectors.
- A log book would be maintained for students with SKP's and continuous assessment and end semester evaluation of skill would be done by SKP
- Only the necessary number of core faculties would be there in the Institution and the remaining would be drawn as Guest Faculties from skill sectors and people with experience and expertise in the specific vocational skills.
- The expenses in connection with job training, educational tour, field visits etc. if any should be borne by the candidates.

#### **10. Schedule of Examination:**

- The University shall conduct examinations semester wise as notified by the University from time to time. A candidate who satisfies the required attendance, progress and conduct as stipulated by the University shall be eligible to appear for the University examination.

#### **11. Conducting Examination:**

Theory Exams: Pondicherry University for General and Vocational papers.

Practical Exams:

- English and Computer exams: Pondicherry University
- All other papers (general as well as vocational periodic assessment and end semester exams) are conducted by Skill Knowledge Providers (SKP) or trainers and marks shall be submitted in sealed covers (in duplicates) to Mahe Centre. This will be forwarded to Pondicherry University from Mahe Centre
- Moreover a certificate from the SKP / HOD / INSTITUTION shall be issued to each student at the end of each semester on the job training imparted in the respective institutions, giving the assessment of Skill performance of the candidate as grade marks.

Note: Remuneration as per University norms shall be given to SKP for conducting practical exam for Vocational & General education paper.

#### **12. Declaration of Class:**

- A candidate having appeared in all the subjects in the same examination and passed that examination in the first attempt and secured 75% of marks or more of grand total marks prescribed will be declared to have passed the examination with Distinction.
- A candidate having appeared in all the subjects in the same examination and passed that examination in the first attempt and secured 65% of marks or more but less than 75% of grand total marks prescribed will be declared to have passed the examination in the First Class.
- A candidate having appeared in all the subjects in the same examination and passes that examination in the first attempt and secured 50% of marks or more but less than 65% of grand total marks prescribed will be declared to have passed the examination in the Second Class.
- A candidate passing the University examination in more than one attempt shall be placed in Pass category irrespective of the percentage of marks secured by him/her in the examination.

[Please note fraction of marks should not be rounded off. Clause (a), (b) and (c)]

## **SYLLABUS CONTENTS**

### **FASHION TECHNOLOGY**

(Master of Vocational Degree Course)

#### **Semester: I**

<b>SL.NO</b>	<b>Subjects</b>	<b>Credits</b>
1	Fabric Technology	4
2	Costumes and Textiles of the world	5
3	Fashion Communication	5
4	Technical Textiles	5
5	Fabric Analysis Lab	2
6	Advanced Fashion Illustration Lab	3
7	CAD in Fashion Design	3
8	Draping for Fashion Design	3

#### **Semester: II**

<b>SL.NO</b>	<b>Subjects</b>	<b>Credits</b>
1	Research Methodology	5
2	Textile Processing	4
3	Apparel Marketing, Merchandising and Forecasting	5
4	Garment Costing and Pricing Strategies	4
5	Advanced Pattern Making and Garment Construction- Women	4
6	Design Concepts and Fashion Arts	3
7	CAD in Pattern Making	3
8	Textile Wet processing Lab	2

### **Semester: III**

<b>SL.NO</b>	<b>Subjects</b>	<b>Credits</b>
1	Textile Testing	4
2	Organizational Behaviour	4
3	Entrepreneurship Development and Management	6
4	Portfolio and Design Collection	4
5	Advanced Pattern Making and Garment Construction- Men	4
6	Fashion Photography	4
7	Textile Testing Lab	2
6	Ornaments and Accessories	2

### **Semester: IV**

<b>SL.NO</b>	<b>Subjects</b>	<b>Credits</b>
1	Internship	14
2	Project	16

**PONDICHERRY UNIVERSITY**

**M.VOC FASHION TECHNOLOGY**

<b>Sl No</b>	<b>Study Components Course Title</b>	<b>Credit</b>
	<b>Semester I</b>	
1	Fabric Technology	4
2	Costumes and Textiles of the world	5
3	Fashion Communication	5
4	Technical Textiles	5
5	Fabric Analysis Lab	2
6	Advanced Fashion Illustration Lab	3
7	CAD in Fashion Design	3
8	Draping for Fashion Design	3
	<b>Semester II</b>	
1	Research Methodology and Statistics	5
2	Textile Processing	4
3	Apparel Marketing, Merchandising and Forecasting	5
4	Garment Costing and Pricing Strategies	4
5	Advanced Pattern Making and Garment Construction- Women	4
6	Ornaments and Accessories	2
7	CAD in Pattern Making	3
8	Textile Wet processing Lab	3
	<b>Semester III</b>	
1	Textile Testing	5
2	Organizational Behaviour	4
3	Entrepreneurship and Development	6
4	Portfolio and Design Collection	4
5	Advanced Pattern Making and Garment Construction- Men	4
6	Fashion Photography	4
7	Textile Testing Lab	3

	<b>Semester IV</b>	
1	Internship	14
2	Project	16

## SEMESTER I

### FABRIC TECHNOLOGY

**Credit-4**

#### OBJECTIVES:

- To understand the various weave pattern and fabric Structure
- To understand the formation of fabric.
- To enable students to gain knowledge about nonwoven production

#### UNIT I

Weaving- Looms –. Elements of Woven Design – Weave repeat unit, Construction of drafts and lifting plans, Study of Basic weaves-Plain, Twill, Satin and derivatives of basic weaves. Study of Fancy Weaves and its derivatives- 10 hours

#### UNIT II

Study of special weave effects; Study of Corkscrew weaves- extra warp figuring and extra weft figuring; gauze and leno structure –Pile fabric-Formation of pile-Warp Pile, Weft Pile. Double cloth-Classification- 10 hours

#### UNIT III

Introduction to knitting - Definition - Knitting Terms and Functional Elements – Weft and Warp Knitting. Basic Machines and Fabrics Types of different knitting machines (flat, circular and computerized) Sequence of loop formation on warp and weft knitting machines. Properties of Knitted Structures. Comparison of single knit and double-knit structures – stitches and their properties – properties of Rib and interlock structures and comparison of other structures – Spirality and other defects of knitted structures – tightness factor- 16 hours

#### UNIT IV

Double Knit Structures – Patterning in Weft Knitting - Weft Knit Fabric Geometry. Fabric geometry general terms – stitch density – representation of weft knitted structures – representation of warp knitted structures .Wrap Knitting – Functional Elements of Wrap Knitting – Patterning in Wrap Knitting – Tricot and Raschel Machines – Principal Stitches of Wrap Knitting. Structures of Wrap Knitting – Yarn Preparation, Yarn Feed and Fabric Take-up – Wrap Knit Specialty Wrap Knits – Warp Knitted Technical Textiles – Flat Bed Knitting Quality Control of knitted fabrics Garment Quality Environmental concerns related to knitting industry- 16 hours

## UNIT V

Introduction to Nonwoven Fabrics. Elements of nonwovens, Fibre geometry, Structure of fibrous webs, Basic nonwoven processes and their sequences. Fibre Preparation - Processes of raw materials- Fibre preparation, mixing and Carding process, Parallel-lay process, cross-lay process, perpendicular lay process, air-lay process and Wet-lay process -Bonding, felting, fusing, netting, braiding- 8 hours

### Reference Books:

- Watson's Advanced Textile Design and Colour by Z.J.Grosociki.
- Structural Fabric Design by James W. Kilbbee,
- Fabric Structure by James Golak.
- Woven cloth construction by R. Mark.
- Grammar of Textile Design by H. Nisbet.
- Woven structure and Design by Dori Geomar
  - The Principles Knitting by June Hemmons Hiatt
  - The Knitters book of Yarn by Clara Parkes
  - Knitters Handy book of Patterns by Ann Budd
  - Russell S.J. (Ed.), (2007) Handbook of Nonwovens, Woodhead Publishing, CRC Press, Washington,.
  - Albrecht W. H. Fuchs and W.Kettelmann, (2003) Nonwoven Fabrics: Raw Materials, Manufacture, Applications, Characteristics, Testing Process, Wiley-VCH, Verlag GmbH & Co. KGaA, Weinheim, Germany.
  - Karthik.T, Praba Karan.C, and Rathinamoorthy.R, (2016) Nonwovens: Process, Structure, Properties and Applications, Woodhead Publishing India in Textiles, New Delhi.
  - The Nonwovens by Giov Anni Tanchis

# **COSTUMES AND TEXTILES OF THE WORLD**

**Credit-5**

## **OBJECTIVES:**

- To gain knowledge on traditional costumes of various countries.

## **UNIT I**

America - Inuits and Aleuts, American Indians of the southwest, American Indians of Plains and northwest, Amish costumes, Guatemala, Mexico, Colombia, Peru and Bolivia, Chile and Brazil- 23 hours

## **UNIT II**

European countries - Egypt, Greece, Roman, Norway, Sweden, Denmark, Scotland, Austria, Switzerland, Hungary, Poland, Ukraine - 20 hours

## **UNIT III**

Asian Countries –India, Mongolia, China, Japan, North and South Korea, Sri Lanka, Pakistan, Burma, Thailand, Philippines - 12 hours

## **UNIT IV**

Africa- Costumes of North, East, West and South - 10 hours

## **UNIT V**

Middle East Countries Turkey and Iran, Costumes of Arab Peninsula - 10 hours

## **Reference Books:**

- Jonathan Walford – Forties Fashion
- McDowell's directory of twentieth century fashion
- Francois Boucher, 20000 years of Fashion the History of Costumes and Personal Adornment
- Cally Blackman, 100 Years of Fashion

# **FASHION COMMUNICATION**

**Credit-5**

## **OBJECTIVES:**

To understand the intricacies of fashion industry and Knowledge of Basics of Communication

## **UNIT-I**

Communication: - Concept, Definition, Scope, functions of communication. Communication Plan, Ways of Communication. Elements of communication – forms – mass communication – fashion communication – 7 hours

## **UNIT-II**

Media and public relation in fashion communication. Fashion presentation skills- importance of interview, techniques, fashion dialogues, group discussions. Styling, body language and self-presentation skills. Fashion news, reporting and writing: Reporting basics – reporting fashion events – report catwalk, fashion shows – trends – collection- writing fashion news and features -12 hours

## **UNIT-III**

Photography:- Role of photography in fashion world, concept, definition and functions of photography. Types of camera, camera angles, shots and movements. Editing:-Definitions, various techniques of editing. Ethics of media. Fashion Advertising, Objectives and Types of Advertising- 14 hours

## **UNIT-IV**

Event management:- fashions shows, photo shoots, outdoor and indoor shoots. Advertising- concept, definition, scope, functions and need of advertising in fashion world. Public relations - concept, definition, scope, functions and qualities of good PRO. Need of PRO in fashion. Publicity- Definition and scope, event reporting, concept of image management. . Fashion campaign, Brochure Design, Cover Story, Theme Pavilion at Fairs - 18 hours

## **UNIT V**

Fashion and new media: Photography and videography for online – fashion blogging and social media – fashion content writing. Apply knowledge in making fashion and portfolio shoot. Apply skills to work in product and fashion photography, logo, branding, advertising, graphic design careers. Analyze and adapt contemporary themes in photography and digital media- 12 hours

## **UNIT VI**

Fashion Journalism: working in fashion journalism – ways into fashion journalism – fashion media and audiences – fashion related publications – photo journalism – interviewing and styling -fashion branding- 6 hours

### **Reference books**

- Kristen K. Swanson, Judith C. Everett., 'Writing for the Fashion Business', Fairchild Pub., USA.
- Guy Master man, Emma H. Wood, 'Innovative Marketing Communication: Strategies
- For the Events Industry, Elsevier Butterworth–Heinemann, Burlington.
- Williams John Matt, 'Business through Correspondence and Advertising',
- Ashok Bhalla, 'Effective Communicationn', Abhishek Pub.,Chandigarh.
- Ashok Bhalla, 'Perfect Public Speaking', Abhishek Pub.,Chandigarh.
- Vaibhav Mehndiratta, 'Event Management', Abhishek Pub.,Chandigarh
- Fashion Advertising & Promotion (Arthur A. Winters & Stanley Goodman) by Fairchild
- Visual Merchandising and Fashion (Sarah Bailey, Janathan Baker), by Bloomsbury,

**OBJECTIVES:**

- To understand the current processes and trends in the field of technical textiles across various industries
- To acquire knowledge in the properties and performance of a range of technical textiles

**UNIT I**

Introduction to technical textile- classification -Technical fabric - structures in woven, knitted and non-woven structures. Electro spinning, 3d weaving and textile applications. Upcoming techniques and fiber, yarn and fabric formation - 18 hours

**UNIT II**

Medical Textiles – Introduction – classification – implantable – non implantable and extra corporeal devices - application of non-wovens in medical sector Latest inventions in medical textiles Geo Textiles ; Introduction – classification- application of woven, knitted and non-woven in geo textiles - 14 hours

**UNIT III**

Nano textiles and micro fibres - Introduction – nano fibers- yarns and fabrics –introduction to micro fibres – scope- latest updates to be included Defense , protective and transportation textiles - Introduction – types of protective textiles – types of transportation textiles - textiles in defense — scope- latest updates to be included - 20 hours

**UNIT IV**

Sustainable textiles and Smart Textiles- Introduction – eco- friendly textiles – herbal textiles - interactive electronic textiles – life sign monitoring textiles - latest updates to be included - 10 hours

**UNIT V**

Finishes Given to Technical Textiles–Mechanical – calendaring – raising – sheering – shrinkage and heat setting – chemicals; flame retardant – water repelling – anti static – anti microbial - latest updates to be included - 13 hours

**Reference Books**

- Horrocks, A.R. and Anand, S.C., Handbook of Technical Textiles, The Textiles Institute, Wood Head Publishing Ltd., England, 2000.
- Rigby, A.J. and Anand, S.C., Non-woven in Medical and Healthcare Products, Technical Textiles, Int., 1996.
- Pandey, S.N., Potential for the use of Natural Fibres in Civil Engineering, Jute Technological Research Laboratory.
- Ranganathan, S.R., Jute Geo Textiles in Soil Erosion Control, Jute Technological Research Laboratory.
- Sabit Adanur, Industrial textiles, Wellington Sears Publications

<b>FABRIC ANALYSIS</b>	<b>CREDIT-2</b>
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Objectives:

To analyze fabrics

**Exercise 1:**

**Identification of the following woven samples**

Plain weave and its derivatives (Warp rib, Weft rib)

Twill Weave – Right hand twill and Left hand twill.

Satin Weave

Honey comb Weave

Huck a back Weave

Extra Warp and Weft Figuring.

Double cloth.

Terry pile structures

**Exercise 2:**

Draw the Draft, Peg and Lifting plan of the above fabric samples

**Exercise 3:**

**Analyze the above fabric samples for**

Warp density(Ends Per Inch), Weft density (Picks Per Inch ), Count, Crimp Percentage, Cover Factor, Area density (GSM-Weight of Sample/sq.m)

**Exercise 4:**

**Analyze the above fabric samples for**

Machine Knitted- Single Jersey, Rib, Interlock and Fleece

Hand Knitted- Knit, Stocking, Basket,

**Exercise 5:**

Identification of Non Woven Fabrics

## **ADVANCED FASHION ILLUSTRATION – LAB**

**Credit-3**

### **OBJECTIVES**

- Understanding the concepts related to the fashion illustration and illustrators
- To enable the students to work outward from a point of focus or inspiration to develop a complete collection.
- To impart skill for development of inspirational designing ability

### **EXERCISE I**

Croquis drawing and Fleshing, Figure drawing, Fashion sketching

1. Still Drawing 2. Model drawing, 3. Fabric painting 4. Garment Sketching - Men, Women & Kids) - 9 hours

### **EXERCISE II**

Creating Checked effects in a garment - one colour and multiple colour Men/Women/Child) Creating Printed effects in a garment - one colour and multiple colour Outdoor Sketching - 10 hours

### **EXERCISE III**

Fashion accessory drawing. Rendering- different fabric textures and prints rendering. Fashion Illustration 1. Drawing from Photographs - any 2 garment designs 2. Stylized illustration - Collage work, Cutwork illustration, 3D illustrations 3. Group illustration with different backgrounds - 16 hours

### **EXERCISE IV**

Theme Presentation, Garment Line Drawing, Garment Flat Sketches, Print design / Motif , Accessories Design, Illustration with Background Contemporary Issues - 10 hours

### **Reference Books:**

- Alexander Suhner Isenberg – Technical drawing for fashion design basic course book
- Bethan Morris- Fashion Illustrators
- John Ireland, 'Fashion Design Illustration–Men', B.T. Batsford Ltd, London, 1996.
- Bina Abbing, 'Illustrating Fashion'
- Kathryn McKalvey, and Janiew Musslwo, 'Illustrating Fashion' Blackwell Pub. Co., 2005.
- Patrick John Ireland, 'Fashion Design-Drawing and Presentation', Om Book International, New Delhi, 2005.
- Seaman 'Professional Fashion Illustration' B.T. Batsford Ltd.
- Colussy 'Rendering Fashion-Fabrics & Paints'. Outdoor Sketching, Ernest William Watson, Publisher: Watson-Guptill Publications, 1946

<b>CAD IN FASHION DESIGNING</b>	<b>Credit-3</b>
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**OBJECTIVES:**

- Make students to learn digitized designing process
- Understand new software tools adopted in digital fashion designing
- Develop fashion designs of their own brands

**EXERCISE I**

Designing apparel for

- Girls wear
- Boys wear
- Men's Wear
- Women's wear
- Party Wear
- Persons with special needs Lactation /Maternity dress Physically challenged (Any One Style)

8 hours

**EXERCISE II**

Print Designing – Designing, Colour Separation, Film Making (Each student should submit digital print out of separated color films) – 12 hours

**EXERCISE III**

Accessory Designing - Hand bag, Footwear, Hat Garment designs with special effects – Batik, Tie and Die, Block print, Checks and stripes - 10 hours

**EXERCISE IV**

Garment Tech Pack Design – Knitted casual wear – 8 hours

## **EXERCISE V**

Layout Design, Catalogue Design–Fashion show Contemporary Issues.Image Editing & Special effects, Collage work - 7 hours

### **References books:**

- Graphics, Rockfortpublishers,Massachusets.
- Venugopal . K , Engineering Drawing And Engineering Drawing And Graphics + Auto Cad, New Age International Privarte Ltd.

# **DRAPING FOR FASHION DESIGN**

**Credit-3**

## **OBJECTIVES**

- To enable the students to drape design for couture wear
- Develop patterns using draping method
- Apply draping technique to create various garment components

## **EXERCISE I**

Basics of Draping Basic Bodice – Front, Basic Bodice – Back Basic Skirt, Dart Variations, Pleats, Dart Tucks and Gathers, Neckline variations Armhole Variations, Waistline Variations – 10 hours

## **EXERCISE II**

Skirt-any two, Flared skirt, Gore skirt, Pleated skirt, Hip yoke skirt, The princess waist -10 hours

## **EXERCISE III**

Collars - any two, Mandarin Collar, Band Collar, Convertible collar, Peter pan collar, Yokes – any two, Hip yoke, Shirt Yoke, Midriff Yoke - 10 hours

## **EXERCISE IV**

Create draped patterns for children, men and women garments. Select suitable fabrics for draping. Appraise and use the draping pattern making method to create innovative styles - 10 hours

## **EXERCISE V**

Create designer draped patterns for children and women garments. Select suitable fabrics for draping. Appraise and use the draping pattern making method to create innovative styles - 20 hours

## **Reference books:**

- Wrap and Drape Fashion-History, Design and Drawing Elisabetla ‘Kuky’ Drudy,
- Cramford Amaden, “The Art of Fashion Designing” Fairchild Publishers.
- Draping for Fashion Design, Hilde Jaffe, Nurie Relis, Pearson Prentice Hall, 2012 Page 13 of 91
- Dress Design - Draping and Flat Pattern, Marion S. Hillhouse, Evelyn A. Mansfield, Hill House 1948
- The Theory of Fashion Design, Brockman, Magritha, John Wiley Sons, New York, 2011
- Design through Draping, Sheldon, Marhta, Burgess Publishing Company, 1967
- Modern Pattern Design: The Complete Guide to the Creation of Patterns as a Means of Designing Smart Wearing Apparel, Pepin and Harriet, Published by Funk & Wagnalls company, 1942

## SEMESTER II

### RESEARCH METHODOLOGY

**Credit-5**

#### OBJECTIVES

- To identify appropriate research topics
- Learn the uses of various research tools and research methodology
- Know about ways to prepare a project report

#### Unit I

Introduction to Research Methodology: Meaning and importance of Research – Types of Research – Selection and formulation of Research Problem - Research Design - Developing a Research Plan - Determining Experimental and Sample Designs - Analysis of Literature Review – Primary and Secondary Sources, Web sources - Hypothesis – Different Types – Significance – Development of Working Hypothesis, Null hypothesis Research Methods: Scientific Method vs Arbitrary Method .

15 Hours

#### Unit II

Data Collection and Analysis: Sources of Data – Primary, Secondary – Types of Data - Methods of Collecting Data : Observation, field investigations, Direct studies, Reports, Records or Experimental observations – Preparation of questionnaire or interview schedule – Measurement and scaling techniques - Sampling methods – Data Processing and Analysis strategies- Tabulation and Graphical representation.

18 Hours

#### Unit III

Computer applications and Statistics: Use of word processing, spread sheet and database software - Plotting of graphs. Internet and its application: E-mail, WWW, Web browsing, acquiring technical skills, drawing inferences from data.

12 Hours

#### **Unit IV**

Statistical Inference: Introduction and significance – Probability Theories - Conditional Probability, Poisson distribution, Binomial Distribution and Properties of Normal Distributions, Estimation – Testing of Hypothesis or Tests of Significance – Various Tests of Significance - Chi Square Test, ‘ F’ Test and its applications, t Test – Analysis of Variance, Anova, Standard deviation, Coefficient of variations - Correlation and Regression Analysis, p – Value.

20 Hours

#### **Unit V**

Research report writing: Need, techniques, significance, characteristics, types of Report –Different steps in the preparation – Layout, structure and Language of typical reports - Illustrations and tables – Bibliography, Referencing and foot notes – Preparing Research papers for journals, Seminars and Conferences – Design of paper using TEMPLATE, Calculations of Impact factor of a journal, citation Index, ISBN & ISSN.

10 Hours

#### **Reference books:**

1. Garg.B.L., Karadia, R., Agarwal,F. and Agarwal, U.K., 2002. An introduction to Research Methodology, RBSA Publishers.
2. Kothari, C.R.(2008). Research Methodology: Methods and Techniques. Second Edition. New Age International Publishers, New Delhi.
3. Sinha, S.C. and Dhiman, A.K., 2002. Research Methodology, Ess Ess Publications. 2 volumes.
4. Gupta S.P. (2008). Statistical Methods. 37 th ed. (Rev)Sultan Chand and Sons. New Delhi. 1470 p.
5. Leon & Leon (2202). Internet for everyone, Vikas Publishing House.
6. Research Methodology Dr P M Bulakh,Dr P. S. Patki and Dr A S Chodhary 2010 Published by Expert Trading Corporation Dahisar West, Mumbai 400068.
7. Research Methods and Statistics - An Integrated Approach, Janie H. Wilson and Shauna W. Joye, SAGE Publications, 2016.
8. Advanced Statistics in Research - Reading, Understanding, and Writing Up Data Analysis Results, Larry Hatcher, Publisher: Shadow Finch Media- LLC, 2013.
9. Sancheti & Kapoor, Statistical Methods, Sulthan Chand & Sons, New Delhi.

<b>APPAREL MARKETING, MERCHANDISING AND FORECASTING</b>	<b>Credit-4</b>
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**OBJECTIVES:**

- To introduce the concept of Retailing & Marketing
- To impart knowledge regarding the marketing environment and merchandising.
- To understand trend forecast analysis as well as the forecast interpretation.
- They will be able to predict the future trends for their chosen market and its analysis.

**UNIT I**

Introduction to Retailing: types and its formats, Merchandising: its definition, types, role and responsibility, elements of merchandiser. Organizational structure. Identification and analysis of consumer. Communicating with consumer. Relationship between retailer and consumer. Business ethics and social responsibility- 8 hours

**UNIT II**

Retail Strategy: The Target market, The Retail Format, Sustainable Competitive Advantage Growth Strategies of Retailing: Market Penetration, Market Expansion, Format Development, Diversification, Classification & Categories Retail Branding: Levels, Decisions, Export House – manufacturer Exporter-Merchant exporter – Buying house – Buying Agency –Types of Buying agency Selection of Buyer's and Buying Agency, Functions of merchandiser in an Export house, buying house and buying agency. Production Chain -Pre-buying Activity, Fabric types, properties and Behaviour, selection of Fabric - 16 hours

**UNIT III**

Financial aspects of retail merchandising. Retail Pricing. Planning sales and inventory Merchandising Planning Process: Forecast Category Sale, Developing Assortment Plan, Setting Inventory and Product Availability Level, Managing Inventory or Control System, Allocating Merchandise to Store, Buying Merchandise, Monitoring and Evaluating Performances and Makeing Adjustments Merchandising Policies: Fashion Cycle Stage, Quality of merchandise, Price Range Offered, Breadth and Depth of Merchandise Assortments, Brand Policies, Exclusivity - 16 hours

## **UNIT IV**

Store Planning and Design. Type Store layout & Visual Merchandising. Fashion Retail Market: \Branding- Brand types – features of a good brand – brand positioning – Re-positioning – customer loyalty (CLP) Programme – sales promotional techniques in retailing -Pricing– objectives – policies – pricing methods –internal and external pricing; New product pricing; cost control methods in retailing business .Visual merchandising – requirements and functions of a visual merchandiser – display – types – techniques for effective display. Direct marketing – cause marketing – event marketing – trade shows –fashion shows – case studies – strategies of eminent retailers - 10 hours

## **UNIT V**

Introduction to Trend Research . Consumer Preferences & Research -Consumer research through –Segmentation- Brand awareness -Relation to forecasting -Connection to marketing / business initiatives . Trend Analysis - Identification / Selection of target market - Trend spotting methods -Trend lifecycles . Forecast Interpretation -of the current season- of the subsequent season . Trend Reporting & Data Analysis - Visualization as a tool of analysis - 10 hours

### **Reference Materials:**

- Fashion Trends: Analysis and Forecasting by Eundeok Kim, Ann Marie Fiore, Hyejeong Kim - 2013
- Fashion zeitgeist: trends and cycles in the fashion system by Barbara Vinken
- Castelino, M.Fashion Kaleidoscope,Rupa&Co.1994
- Gibson, G.Vedomani, Retail Management, Jaico Publishing House, Bangalore
- S.Shivaramu.”Export Marketing- A Practical Guide to Exporters”, Wheeler Publishing (1996)
- Barry Berman, Retail Management
- U C Mathur, Retail Management: Text and Cases
- John Donnellan, ‘Merchandise Buying and Management
- Leslie Davis Burns, Nancy O. Bryant, ‘The Business of Fashion’
- Edited by Mike Easey, ‘Fashion Marketing’
- Ellen Diamond, ‘Fashion Retailing’

<b>TEXTILE PROCESSING</b>	<b>Credit-5</b>
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**Objectives:**

- To study about the textile processing
- To impart knowledge regarding the dyeing, printing and finishing of fabrics

**UNIT I**

Introduction to Textile processing- Need for processing. Fabric Inspection, Shearing and Cropping, Singeing, Desizing, Scouring, Bleaching, Mercerization. Dyes-Classification, Stages of dyeing, Dyeing Methods. Recent developments in dyeing-Ultrasonic dyeing, Microwave assisted dyeing, super critical carbon dioxide dyeing. UV, plasma and ozone induced coloration - 16 hours

**UNIT II**

Textile Printing - Introduction, Preparation of printing paste. Styles of printing, Methods of printing. Minor printing methods- flocking, marbling, blotch, jet spray, digital printing, photo printing, warp printing and air brush printing. After treatment of printed fabrics. Emerging techniques in printing - 12 hours

**UNIT III**

Textile Finishing- Basic finishes, Functional finishes, Special finishes. Finishing of Knitted Fabrics– classification, compacting of knit goods – shearing – raising – balloon padding. Heat setting: Objectives, mechanism of setting. Finishing of Nonwovens- Mechanical finishing- Splitting and winding, Perforating, Drying, Compressive finishing, Calendering, Singeing, Shearing, Flocking, Raising, Sueding, Polishing, Softening, Heat setting. Chemical Finishing –Types; Antistatic agent, Antimicrobial finishes, Lubricants, Flame proof finishes, Water proof finishes, Softeners, Stiffeners, UV stabilizers. Methods – Dyeing, Printing, Padding, Coating, Lamination, Unconventional finishing - Ultrasonic welding, Plasma, Microencapsulation- 18 hours

**UNIT IV**

Textile Bio-Processing: Enzymes – Introduction, Mechanism of action. Application in textile processing- Biodesizing, Bio Scouring, Bio Bleaching, Biopolishing, Denim Fading, Flax retting and degumming. Role of enzymes in detergents. Enzymes in treatment of textile dye effluent – 14 hours

## **UNIT V**

Textile Effluent generation and treatment- Effluent generation and their characteristics- Sizing, desizing, scouring, bleaching, mercerizing, dyeing, printing and finishing. Primary treatment-screening, sedimentation, equalization, neutralization, coagulation. Secondary treatment- aerated lagoons, trickling filtration, activated sludge process, oxidation ponds, anaerobic digestion. Tertiary treatment- evaporation, reverse osmosis, dialysis, ion exchange, chemical precipitation, activated carbon treatment – 15 hours

### **Reference books**

- Arora. A (2011), Textbook of Dyes, Sonali Publications, New Delhi.
- Manivasagam, N. (2003) Treatment of Textile Processing Effluents Including Analysis, Sakthi publications, Coimbatore, Tamilnadu, India.
- Arturcavaco Paulo, (2003)Textile Processing with Enzymes, Textile Institute, Wood Head Publishing Ltd, U.K.
- Deepali Rastogi and Sheetal Chopra (2017), Textile Science, Orient BlackswanPvt.Ltd., Hyderabad, India.
- Asim Kumar Roy Choudhury., (2006)Textile Preparation and Dyeing, Science Publishers, USA.
- BurkhardWulforst, Thomas Gries, Dieter Veit., (2006), Textile Technology Hanson Gardner Publications, German

# **GARMENT COSTING AND PRICING METHODS**

**Credit-4**

## **Objectives:**

The learning objectives of this unit are to:

- Outline the elements of a basic cost sheet of a garment.
- Describe cost plus method of pricing the garments.
- Describe marginal cost pricing method.
- Describe backward and target pricing method.

## **Unit I**

Cost Accounting – Meaning and Definition – Apparel Costing – Significance of Apparel Costing – Cost Classification by Elements, by Functions, by Variability, by Controllability, by Time, by Normality – Direct and Indirect Cost – Average and Total Cost.

10 Hours

## **Unit II**

Cost Sheet / Statement of Cost – Calculation of Stock of Raw Material, Work-in-Progress, Finished Goods – Composition of Cost of Garment – Cost Calculation of Fabric in a Garment – Parameters that affect the fabric cost – Calculating the Fabric Consumption - Minimum Order Quantity (MOQ) - Incoterm Used

12 Hours

## **Unit III**

Methods of Costing applicable to Garment Industry - Batch Costing, Process Costing, Unit Costing: Operating Costing, Operation Costing, and Multiple Costing - Techniques of Costing: Uniform costing, Marginal costing, Standard costing, Historical costing, and Direct costing.

18 Hours

## **Unit IV**

Pricing Methods: Pricing Policies of Garments - Selecting a Pricing Method - Cost Oriented Pricing, Competition Based Pricing, Marketing Oriented Pricing.

8 Hours

## **Unit V**

Pricing Strategies: Geographical Pricing (Cash, Counter Trade, Barter), Price Discounts and Allowances, Cash and Settlement Discounts, Quality Discounts, Promotional Discounts - Promotional Pricing, Loss-leader Pricing, Special-Event Pricing, Cash Rebates, Psychological Discounting, Discriminatory Pricing, Customer-Segment Pricing, Product-Form Pricing, Image Pricing, Channel Pricing, Location Pricing, Time Pricing, Product-Mix Pricing, Product Line Pricing, By-Product Pricing, Product-Bundling Pricing.

12 Hours

## **Reference books**

1. Apparel costing by andrea Kennedy, Andrea Reyes, Francesco Venezia
2. Apparel costing by M Krishnan Kumar
3. Garment Costing by ASBCI Technical Hand Book

<b>PATTERN MAKING GARMENT CONSTRUCTION-WOMEN'S WEAR</b>	<b>Credit-4</b>
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**OBJECTIVES:**

- To enable the students to develop skills in construction of fitted and stylized dresses.

Construction of the following fitted garments:

- Halter neck one piece dress
- Off shoulder dress: single and both
- Choli cut corseted Kurti
- One piece fitted dress with gathers in princess line.
- Construction of two fitted garments with fullness added in various dart locations.

**Reference books:**

- Thomas Anna Jacob, 'The Art of sewing,' UBS, Publishers distributors ltd, New Delhi, 1999.
- Allynne, 'Creative sewing' McGraw-Hill Book Co. Inc, New York. 21
- Connie Amadon Crawford, 'A Guide to Fashion Sewing', Fairchild Pub., USA, 1992.
- Doongaji Sherie & Deshpande, R, 'Basic Processes and Clothing Construction'.
- Dorothy Wood, 'The practical Encyclopedia of Sewing'
- Reader's Digest 'Complete guide to Sewing'
- Singer, 'Sewing Book'

**Objectives:**

- To understand the importance of aesthetic aspects like colour, colour combinations and texture while designing
- Students are provided with an understanding of mood boards and importance of presenting creative design for the fashion industry through good layouts

**EXERCISE-I**

Elements of Design-lines, dots, shape space, pattern, texture

Principles of Design-Rhythm, Harmony, Scale, Value, Emphasis, Balance.

**EXERCISE -II**

Colour - Basics of Color (Hue, Value, Intensity), Flat Application of colors, Color schemes-Monochromatic, analogous, complimentary, split complimentary, triad color schemes, warm, cool, neutral colors, Color composition- Color mixing (visually identifying the percentage of hues in a color and generation of the same.

**EXERCISE -III**

Process of Ideation- Integration of elements and principles of design to develop a product.

**EXERCISE -IV**

Moodboardwith special emphasis on relating the foreground to the background layout and composition cut and paste techniques and hand crafting techniques.

**EXERCISE -V**

Principles of line planning (developing a collection) - Demographics and psychographics of customer profile. Interpretation of the forecast in terms of cut, style, color and fabric sourcing.

**Reference books:**

1. Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships , Gail Greet Hannah, 2002
2. Basic Principles of Design, Manfred Maier, Vol. 1-4

3. Comdex Fashion Design, Vol I, Fashion Concepts, Navneet Kaur, Vikas Pub, 2010
4. `Kate Wilson- The Artist's Everything Handbook: A New Guide to Drawing and Painting(Publisher: Harper Design, Edition - 2015)
5. Betty Edward Fontana- Drawing on the Right Side of the Brain (Publisher:Tarcher; 4 edition (November 2012)
6. Betty Edward Fontana -Color: A Course in Mastering the Art of Mixing Colors (Publisher: Penguin USA (September 2004)
7. H, Wilson Kate- Drawing &Painting: Materials and techniques of contemporary Artists. (Publisher: THAMES & HUDSON, Edition - 2015)

## **CAD IN PATTERN MAKING**

**Credit-3**

### **OBJECTIVES:**

- Acquire skills in developing patterns through computer software.
- To understand the basics of CAD software
- Drafting, Grading and Marker planning of garment patterns using new advance software.

### **EXERCISE I**

Textile design using software – 6 hours

### **EXERCISE II**

Create Children's wear, Draft and grade patterns. Create marker plans and conduct fit analysis for the following garments

Yoke frock, Baba suit, Summer frock, Skirt and tops Women's wear - 14 hours

### **EXERCISE III**

Draft and grade patterns for the following garments. Create marker plans and conduct fit analysis for the following garments

Salwar, Kameez, Tops, Night Dress, Men's wear - 13 hours

### **EXERCISE IV**

Create marker plans and conduct fit analysis for the following garments

Full sleeve shirt, T-Shirt. Bermudas, Pleated trouser - 12 hours

### **Reference Books**

- Pattern Cutting For Clothing Using Cad: How To Use Lectra Modaris Pattern Cutting Software - Stott M, Woodhead Publishing Ltd, 2012
- Pattern Cutting And Making Up Revised Edition - Shoben M M , CBS Publishers and Distributors, 2000
- Computer Aided Design & Manufacturing (Test CAD Programs Inside), Sadhu Singh, Khanna Publications, 1998.

<b>TEXTILE PROCESSING LAB</b>	<b>Credit-2</b>
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Objectives:

To prepare the samples for processing and to develop dyeing and printing skills

**Exercise 1:**

Desizing

**Exercise 2:**

Scouring

**Exercise 3:**

Bleaching

**Exercise 4:**

Mercerization- at room temperature, boiling temperature

**Exercise 5:**

Dyeing Acid basic, direct, Vat, Reactive dyes (Hot and cold), Natural dyes

**Exercise 6:**

Printing of cotton using – Block, Batik, Tie & dye, Screen, Stencil

Printing on Polyester fabric, Printing on Silk fabric

**Reference Books:**

1. Arthur Courtney Hayes, *Experiments in wet processing textile fibres: A laboratory manual supplementing a comprehensive course in textile chemistry*
2. EUROTEx, *An Introduction to Textiles: Textile Wet Processing, 1993*

## **SEMESTER III**

### **TEXTILE TESTING**

**Credit-4**

#### **OBJECTIVES:**

- To enable students to gain knowledge about nonwoven production
- To study the properties and application of nonwovens

#### **UNIT I**

Fibre testing – Methods of fibre sampling for testing, Fibre – length analysis, moisture content and moisture regain. Reaction of fibres against chemicals- Acid and Alkali. Diameter - 10 hours

#### **UNIT II**

Yarn testing – Lea strength, stress strain curves, Yarn appearance, Twist test, crimp of yarn from fabric - 8 hours

#### **UNIT III**

Woven fabric analysis – width and length, bow and skewness. Fabric physical tests – Ends and Picks per unit length, cover factor, weight, thickness, stiffness, crease recovery, strength and elongation and drapability. Serviceability tests – resistance to pilling and abrasion. Absorbency tests - Drop, wicking, spray and sinking tests. Special test- flammability test, thermal conductivity test - 18 hours

#### **UNIT IV**

Knitted and nonwoven fabric analysis – Knitted - Number of wales and courses, resistance to abrasion, resistance to pilling, bursting strength and dimensional stability. Nonwoven - strength, stiffness, weight, thickness and Absorbency tests. Evaluation and Application of Nonwovens Composites Evaluation - Tensile properties, Compressive properties, Shear properties, Flexural properties, Creep properties, peel properties, TGA, FTIR, Hardness, Impact, Surface analysis, Liquid absorbency, Corrosion, Mass, Volume and Density; Applications of Composites - Aerospace Industry, Automotive Industry, Marine Industry, Construction and Sports -10 hours

#### **UNIT V**

Colour fastness tests – Colour fastness to sunlight – wet and dry crocking, wet and dry pressing. Perspiration – Acidic and alkaline, light washing and Colour measurement using spectrophotometer - 14 hours

**References books:**

- Callister, Jr., Rethwisch (2009) Materials Science and Engineering – An Introduction, (8th ed.). John Wiley and Sons, USA.
- R.A. Chapman, (2010) Applications of Non Woven in Technical Textiles, CRC Press Boca Raton Boston, New York Washington D.C, Wood Head Publishing Limited , Cambridge England.
- Irwin M. Hutten, (2007), Handbook of Nonwoven Filter Media, ButterworthHeinemann/ICChemE series, Chemical, Petrochemical & Process, Elsevier, USA.
- Principles of Textile Testing by J E Booth
- Physical Testing of Textiles by B P Sovile
- Textile Testing by Angappan

<b>ORGANISATIONAL BEHAVIOUR</b>	<b>Credit-4</b>
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**OBJECTIVES**

- To give a comprehensive view on the behavior of individuals and groups
- To know how groups and Teams performs
- To know the Overview of organizational developmental process

**UNIT I**

Nature, Conceptual Foundations and Importance of OB, Models of Organizational, Behaviour, Management Challenges, Relationship with Other Fields – 9 Hours

**UNIT II**

Individual Behaviour in Organization, Erick Erickson's Psycho Social Model, Perception and Attribution: Application in Managerial Scenarios, Applications of Attitude and its Importance, Attitude Measurement, Managing Workforce Diversity, Theories of Personality, and Job Satisfaction. Learning: Concept and Theories of Learning, Theories of Learning, Motivation: Theories and Their Application, Principles, Theories, Employee Recognition-9 Hours

**UNIT III**

Dynamics of Organizational Behaviour - Leadership: Style and Theories of Leadership, Analysis of Interpersonal Relationship, Group Dynamics, Stages of Group Development, Understanding Work Teams, Group Cohesiveness, Formal and Informal Groups, Group Processes and Decision Making, Dysfunctional Group-9 Hours

**UNIT IV**

Power, Political Implications of Power: Dysfunctional Uses of Power. Knowledge Management & Emotional Intelligence in Contemporary Business Organization- 9 Hours

**UNIT V**

Organizational Change and Organization Development: Concept, Nature, Resistance to change, managing resistance to change, Implementing Change, Kurt Lewin Theory of Change. Conflict and Negotiation process, Stress and Its Consequences, Causes of Stress, Managing Stress. Organizational Culture, Implications of Organization culture, Process of Organizational Culture. Organizational, Development – I order and II Order Change- 9 Hours

**Reference Materials:**

1. Robbins, S. P., & Judge, T. Organizational behavior. Upper Saddle River, N.J: Pearson/Prentice Hall.
2. Luthans Fred. Organizational Behaviour. Tata Mc Graw Hill.
3. Rajeesh Viswanathan. Principles of Management. (1st Ed). Himalaya Publishing House. Mumbai.
4. Management by Michael A Hitt, J Stewart L Porter & Rajeesh Viswanathan, 2<sup>nd</sup> Ed, 2009 – Pearson Publishers, Chennai – ISBN: 9788131725153.
5. Newstrom John W. Organizational Behaviour: Human Behaviour at Work. Tata Mc Graw Hill.
6. Mc Shane L. Steven., Glinow Mary Ann Von & Sharma Radha R. Organizational Behaviour. (3rd Edition). Tata Mc Graw Hill.
7. Robbins Stephen P. Organizational Behaviour. (12th Edition). Pearson Education.

# **ENTREPRENEURSHIP DEVELOPMENT AND MANAGEMENT**

**Credit-5**

## **OBJECTIVES:**

- To provide theoretical information to students about the role of entrepreneur in economic development.
- To help students understand the process of setting up of a private enterprise and develop required entrepreneurial skills.

## **UNIT 1**

Entrepreneur- Meaning and definition, Characteristics of entrepreneur, functions of entrepreneurs, types of entrepreneurs, barriers in growth of Entrepreneur and secrets of successful Entrepreneur. Role of Entrepreneur in economic development. Motivation – importance, types and developing entrepreneurial motivation model. Career Counseling – process and its importance for Entrepreneurs - 11 hours

## **UNIT II**

Entrepreneurship- concept and approach, need and barriers to entrepreneurship. Entrepreneurship and economic development. Entrepreneurship and self-employment. Difference between Entrepreneurship and self-employment. Entrepreneurship – advantages, disadvantages and difference between Entrepreneurship; enterprise; intrapreneurship. Economical Social benefits of entrepreneurship, barriers of entrepreneurship-creativity and innovation-types of creativity-types of innovation-phases of innovation. Entrepreneurship development- Entrepreneurship development program- Objectives and features of EDP-Phases of EDP-Organization of EDP – 17 hours

## **UNIT III**

Business opportunities, objectives of identification of business opportunities, factors effecting identification of business opportunities- business opportunities in major group industries. Institutional support to entrepreneurs – National Small Scale Industry Corporation, National Research Development Corporation, NHDC- National Handloom Development Corporation, Small Industries Development Organization, SSIB, Khadi Village and Industries Commission and DIC. Institutional Finance to Entrepreneurs - IDBI, IFCI, IIBI, ICICI, Small Industries Development Bank of India (SIDBI), Export-Import Bank of India, SIDCS, Commercial Banks and SMEs - 13 hours

## **UNIT IV**

Project Identification and classification – definition, characteristics, classification, sources of project ideas and steps in project identification. Product Selection – definition, factors affecting and barriers to successful development of

a new product. Market Survey – definition, objectives, procedures, methods and limitations. Project Plan – Need, steps in writing a project plan, general tips and reasons for failure of project plan. Project Design and Project Appraisal – scope, various aspects of project appraisal, SWOT Analysis - 17 hours

## **UNIT V**

Project Planning, Formulation & Control – Planning, Identification & Formulation, Evaluation, Analysis, Preparation of Project Report, Marketing And HRM, Laws Concerning Entrepreneur, Role of Various National and State Agencies which Render Assistance to Small Scale Industries. Women Entrepreneurship - Meaning, Characteristic, Features, Problems of Women Entrepreneurship in India, Government Schemes - 17 hours

### **References:**

- Gupta CB and Srinivasan P, "Entrepreneurship Development", Sultan C Vhand
- Ramachandran, "Entrepreneurship Development", Tata McGraw Hill, New Delhi
- Yadav CP, "Encyclopaedia of Entrepreneurship", Anmol Publications, New Delhi
- Kumar Anil S, Poornima S C, Abraham Mini K, Jayashree K, "Entrepreneurship Development", New Age International Publishers, New Delhi
- Kirandeep Kaur and Sumedha Gupta, "Entrepreneurship Development", Kalyani Publications.

## PORTFOLIO AND DESIGN COLLECTION

**Credit-4**

### OBJECTIVES:

To design and present collection of designs

#### Part A

Portfolio Presentation

- with Customer profile, Inspiration board, Mood Board, Colour board, Flat Sketch board, Illustration board, Swatch board, Trim board, Accessory board- for the following collection → Fashion Show - with a theme – one ramp set → Winter collection - 3 garments → Summer Collection -3 garments

Note 1. Customer profile: capture photograph of your customer. 2. Inspiration board: Image collection from books and magazines by scanning, Photography and drawing, use of objects for mood creation 3. Mood board: develop a theme based on group discussion, mind mapping, brain storming. 4. Colour board: spotting theme board, mood board and inspiration board arrive the color board. 5. Flat sketch board: Develop front, side and back views

#### Part B

Construct the garments for all the above categories Presentation & Evaluation CIA distribution. For University examination each student should make a presentation on their portfolio and design collection

Reference Books:

1. Jeanne Allen, Designer`S Guide To Colour, Vol. I Chronicle Books.
2. Shion, Kyoto, Check And Stripe: A Design-Source Book 2 Kyoto Shoin Company Ltd.
3. Whelen m. Bride, Colour Harmony 2 Thames And Hudson.
4. Garthe, Mary, Fashion And Colour, Rockfort Publishers.
5. Polly Guerin, Creative Fashion Presentation , Fairchild Publishers.
6. Linda Tain, Portfolio Presentation For Fashion Designers, Fairchild Publishers.
7. Patrick John Ireland, Fashion Design Drawing And Presentation, B T Batsford Ltd.
8. Prakash.K Fashion Show: Selected By Trends 90-91 Autumn, Milan-Paris Marderd.

# **PATTERN MAKING AND CONSTRUCTION -Men's Wear**

**Credit-4**

## **OBJECTIVES:**

- To study about the pattern making of Men's garments
- To study about the construction of Men's garments.

Pattern making and construction of the following garments –

## **EXERCISE I**

Shirt

Trouser -10 hours

## **EXERCISE II**

Jeans

Jacket - 12 hours

## **EXERCISE III**

S. B Coat - 8 hours

## **EXERCISE IV**

Kurta and pyjama - 10 hours

## **EXERCISE V**

Designer garments -20 hours

## **References:**

- Helen Joshpa Armstrong, 'Pattern Making for Fashion Design', Pearson Education, 2007.
- Jaffe Hilde & Nurie Relis 'Draping for Fashion Design', N.Jersey, Prentice Hall Career, 1993.
- Natalie Bray 'Dress Pattern Designing', London Blackwell Science, 1996
- Winfred Aldrich 'Fabric Form and Flat Pattern Cutting', Blackwell Science, USA, 2001.
- Bane Allyne, MC Graw Hill USA 'Flat Pattern Design'.
- Bernar Zamkoff, 'Basic Pattern Skills for Fashion Design'.

**OBJECTIVES:**

- To impart the knowledge of important photography and in producing different light qualities for impact and effect
- To create a studio still life of a fashion or beauty product, multiple model shoots and locations.

**EXERCISE - I**

A. Composition through pose, propping and scene elements B. Make-up C. Hair D. Lighting patterns and effects E. Hard light F. Soft light G. Contrast for mood and effect H. Studio/location I. Sensitivity, set and model considerations J. Digital retouching

**EXERCISE - I**

Fashion/Model Head Shots

A. Pose B. Expression C. Applications of lighting D. Lighting styles E. Use of low and high key F. Background selection

**EXERCISE - II**

Working with Models and Figure Fashion

A. Pose B. Visual mood C. Black and white vs. color D. Model portfolio requirements E.

**EXERCISE - III**

Catalog Fashion and Fashion in Advertising

A. Visual advertising B. Model as a prop C. The role of the stylist D. Studio figure fashion E. Location figure fashion F. Non figure fashion G. Flats H. Stacks

**EXERCISE - IV**

Fashion Still Life

A. Impact of product advertisement B. Beauty point of purchase displays C. Fashion and beauty products in advertising D. Product lighting styles and techniques E. Effective use of propping and background/surface materials

**EXERCISE - V**

Image Retouching and Color Correction

A. Color corrections for proper skin tone B. Color corrections for accurate garment or object reproduction C. Retouch methods for skin, eyes and clothing D. Advanced retouching technique.

<b>TEXTILE TESTING LAB</b>	<b>Credit-2</b>
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Objectives:

To test fibre, yarn and fabric

**Exercise1:**

**Testing of the Fibre**

Identification

Fibre Strength

Maturity of Fibre

**Exercise 2:**

**Testing of Yarn**

Yarn count testing

Yarn twist testing

Tensile Strength testing

Crimp testing

**Exercise 3:**

**Testing of Fabrics**

Stiffness testing

Abrasion resistance testing

Crease recovery testing

Bursting Strength

Tearing Strength

**Exercise 4:**

Shrinkage testing

**Exercise 5:**

Drape Analysis

**Exercise 9:**

Colour Fastness Testing

**Exercise 10:**  
Moisture Regain

- Callister, Jr., Rethwisch (2009) Materials Science and Engineering – An Introduction, (8th ed.). John Wiley and Sons, USA.
- R.A. Chapman, (2010) Applications of Non Woven in Technical Textiles, CRC Press Boca Raton Boston, New York Washington D.C, Wood Head Publishing Limited , Cambridge England.
- Irwin M. Hutten, (2007), Handbook of Nonwoven Filter Media, ButterworthHeinemann/ICChemE series, Chemical, Petrochemical & Process, Elsevier, USA.

<b>8</b>	<b>ORNAMENTS AND ACCESSORIES</b>	<b>Credit-2</b> <b>Total hours-30</b>
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### **OBJECTIVES:**

- To create and develop ornaments and accessories.
- To design ornaments and accessories for various occasion.

### **EXERCISE I**

Create the Following Accessories with Fabric.

Handbag / cell phone pouch -Slipper or shoe - Belt -File/ Diaries / Office notebooks -Mask and Gloves – 8 hours

### **EXERCISE II**

Create the following ornaments.

Ornaments for Hair- Ornaments for Ear -Ornaments for Neck -Ornaments for Hand- Ornaments for Hip- Ornaments for Finger- Ornaments for legs - 6 hours

### **EXERCISE III**

Create set of ornaments to suit a dress - 4 hours

### **EXERCISE IV**

Set of Bridal ornaments

Set of ornaments for any special garments (like fashion show, dance costume etc) - 6 hours

### **EXERCISE V**

A set of Ornaments for a Dress designed for a Fashion Show - 6 hours

### **Reference books**

- Jewellery Making, A Complete Course for Beginners, Jinks McGrath, Apple Press, 2007
- The Workbench Guide to Jewellery Techniques, Anastasia Young, Thames and Hudson, 2010
- The Bag Making Bible: The Complete Creative Guide to Sewing Your Own Bags - Lisa Lam, Amy Butler, Published by David & Charles, 2010

## **SEMESTER IV**

### **INTERNSHIP**

**Credit-14**

1. Students will be asked to go for one month internship training, to study about the industrial production and development.
2. Students will be given a case study during the internship and they have to submit a report there on, at the end of the semester. The guidelines will be announced by the Institute.
3. A team consisting of Internal and External exporters will evaluate the Record and Conduct the Viva Voce at the end of the Semester.

## PROJECT

**Credit-16**

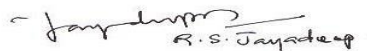
1. To select a relevant topic for research related to fashion or allied field.
2. To formulate a plan of action for the same.
3. Submitting a Report stating the review work, objectives, methodology, summary and conclusion (topics can be taken related to some industry, survey, product development or some concern related to fashion).
4. The project reports (both hard and soft copy) will be submitted by the students at least four weeks prior to the date of commencement of the End term examination of the Final Semester.
5. At the time of Viva, the students will make a power point presentation of the final project.

### BOARD OF STUDIES MEMBERS

### SIGNATURE

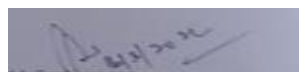
1 . Dr. M P Rajan

2 . Prof. R S Jayadeep



R.S. Jayadeep

3. Prof. K M Pachiyappan



4. Shri. B Varadarajan

