

HINDUSTHAN COLLEGE OF ARTS & SCIENCE (AUTONOMOUS) COIMBATORE 641028

M.Sc COSTUME DESIGN & FASHION

SCHEME OF EXAMINATIONS – CBCS PATTERN

(For the students admitted from the academic year 2016 – 2017 and on wards)

CODE NO	SUBJECT	LECTURE HRS/ WEEK	EXAM DURATION (ON HRS)	MAXIMUM MARKS			CREDIT POINTS
				IE	EE	TOTAL	
First semester							
16CDP01	Research Methodology	6	3	25	75	100	5
16CDP02	Costumes of world	6	3	25	75	100	4
16CDP03	Practical - I - Advanced Fashion Illustration	6	3	40	60	100	5
16CDP04	Practical- II - Advanced Draping Techniques	6	4	40	60	100	5
16CDP05	Practical - III- Advanced Textile Printing	6	3	25	75	100	5
Second Semester							
16CDP06	Indian Textile Industries	5	3	25	75	100	4
16CDP07	Technical Textiles	5	3	25	75	100	5
16CDP08	Practical - IV – Advanced Garment Designing	6	4	40	60	100	5
16CDP09	Practical - V – Advanced Garment Ornamentation and Accessories Making	6	4	40	60	100	5
16CDP10	Industrial Training - Fashion Merchandising	6	3	40	60	100**	5
16GSP01	<u>Skill Based Subject :</u> Cyber Security	2	-	100	-	100	2

CODE NO	SUBJECT	LECTURE HRS / WEEK	EXAM DURATION (ON HRS)	MAXIMUM MARKS			CREDIT POINTS
				IE	EE	TOTAL	
Third Semester							
16CDP11	International Trade & Documentation	5	3	25	75	100	4
16CDP12	Textile Testing	5	3	25	75	100	4
16CDP13	Home Textiles & Furnishing	4	3	25	75	100	4
16CDP14	Practical - VI - Textile Testing	4	3	40	60	100	4
16CDP15	Practical - VII – Computer Aided Fashion Designing	6	4	40	60	100	5
16CDP16	Elective I (a): Practical - VIII Home Textiles & Furnishing (or) (b) : Practical- VIII Garment Care & Labelling	6	3	40	60	100	5
Fourth Semester							
16CDP17	Global Fashion Merchandising	6	3	25	75	100	4
16CDP18	Practicals - IX -Fashion Photography	6	3	40	60	100	5
16CDP19	Elective II: (a)Practical - X Beauty Care (or) (b)Practical - X Visual Merchandising	6	3	40	60	100	4
16CDP20	PROJECT WORK VIVA VOCE	2	-	50	150	200	6
							90

Note: ** students will go for two weeks training to a buying house of their choice and submit the report individually.

REGULATIONS

1. Breakup Marks for IE (Theory papers)

One Test - 5 Marks

Model Exam - 10 Marks

Assignments - 5 Marks

Seminar - 5 Marks

Total - 25 Marks

Question Paper Pattern for IE test I

(for 50 Marks) (2 hours)

Section-A (18 Marks)

3 x 6=18 Marks

Answer ALL Questions

Either or Type

ALL questions carry EQUAL Marks

Section-B (32 Marks)

2 x 16=32 Marks

Answer any TWO Questions out of three questions.

ALL questions carry EQUAL Marks

Total 50 Marks

Question Paper Pattern for IE Model Exam

(for 75 Marks) (3 hours)

Section-A (30 Marks)

5 x 6=30 Marks

Answer ALL Questions

One Question from each unit with Either or Type

ALL questions carry EQUAL Marks

Section-B (45 Marks)

3 x 15=45 Marks

Answer any **THREE** Questions out of five questions.

ALL questions carry EQUAL Marks

Total 75 Marks

2 a) Components for Practical I. E.

Components	Marks
Test -I	20
Test - II	20
Total	40

2 b) Components for Practical E. E.

Components	Marks
Completion of Experiments	50
Record	5
Viva	5
Total	60

3. Institutional/ Industrial Training, Mini and Major Project Work

<u>Institutional / Industrial Training**</u>		<u>Project Work</u>	
Components	Marks	Components	Marks
<i>I.E</i>		<i>I. E</i>	
Work Diary	25	a) Attendance Marks	20
Report	50	b) Review Marks I	10
Viva -voce	25	c) Review Marks II	10
Examination		d) Review Marks III	10
Total	100		50
		<i>E.E*</i>	
		a) Final Report Marks	120
		b) Viva-voce Marks	30
		Total	150
			200

*¹Evaluation of report and conduct of viva voce will be done jointly by Internal and External Examiners

** Industrial training for 2 weeks

4. Components for Cyber Security Paper

Components	Marks
Two Tests (2 x 40)	80
Two assignments (2 x 10)	20
Total	100

The question paper pattern is as follows:

- a) Test I – 2 hours [4 out of 7 essay type questions] 4 x 10 = 40Marks
b) Test II – 2 hours [4 out of 7 essay type questions] 4 x 10 = 40 Marks

Total = 80 Marks

- The passing minimum for Cyber Security is 50
- In case the candidate fails to secure 50 marks which is the passing minimum, he/she may have to reappear for the same in the subsequent semesters.

5. Question Paper Pattern for EE Theory

(for 75 Marks) (3 hours)

Section-A (30 Marks)

5 x 6=30 Marks

Answer **ALL** Questions

One Question from each unit with **Either or Type**

ALL questions carry **EQUAL** Marks

Section-B (45 Marks)

3 x15=45 Marks

Answer any **THREE** Questions out of five questions.

ALL questions carry **EQUAL** Marks

Total 75 Marks

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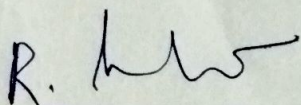
Code No	Subject	Semester No
16CDP01	RESEARCH METHODOLOGY	I
Objective	To train students in documenting research findings.	
Unit No	Topics	Hours
I	Research & its types: Meaning of Research - Types of Research - Significance of Research - Research Process. Defining, the Research Problem - Sources, Identification, Selection and Statement, Review of related literature	15
II	Research Design: Research Design - Meaning, Different research designs, Basic Principles of experimental designs. Developing a Research Plan. Sampling: Census and sample survey, Steps in sampling design, criteria for selecting a sampling. Procedure, characteristics of a good sample design, different types of sample designs.	15
III	Data Collection: Methods of Data collection - observation, Questionnaire, Interview, Data processing and analysis, - Collection, classification, tabulation, Graphical, representation and data analysis.	15
IV	Statistics Meaning and scope of statistics. Role of statistics in research, measures of central tendency and dispersion, Co-relation, Co-efficient of Co-relation and its Interpretation, rank Co-relation, regression equation and predictions.	15
V	Elements of testing of a statistical hypothesis, formulation of the problem. Definition of type -I and type-II errors, Levels of significance large sample test for proportions. Difference in proportions for means and difference in means. Application of students test for small samples for single mean, difference in means- test for equality of variance. Non - parametric test, Application of Chi-square test, ANOVA test.	12

Text Book:

1. C R Kothari, *Research Methodology*, Published by K K Gupta for New Age International (P) Ltd, New Delhi

Reference Books:

1. Hort Reinhart, *Introduction to Research in Education*, Ary, (1982).
2. Best JN, *Research in Education*, (1979) Prentice Hall, Delhi
3. S P Gupta, *An Introduction to Statistical Methods*, Vikas Publishing House, New Delhi.



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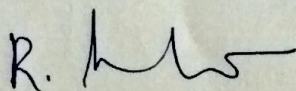
Code No	Subject	Semester No
16CDP02	COSTUMES OF WORLD	I
Objective	To gain knowledge on the history of various costumes used in the past years.	
Unit No	Topics	Hours
I	Costumes of America America -Inuits and Aleuts, American Indians of the southwest, American Indians of Plains and northwest, Amish costumes, Guatemala, Mexico, Colombia, Peru and Bolivia, Chile and Brazil.	15
II	Costumes of Europe European countries - Egypt, Greece, Roman, Norway, Sweden Denmark, Scotland, Austria, Switzerland, Hungary, Poland, Ukraine	15
III	Costumes of Far Eastern Countries Far Eastern Countries - Mongolia, China, , Japan, North and SouthKorea, Sri Lanka, Pakistan, Burma, Thailand, Philippines	15
IV	Costumes of Africa Africa- Costumes of North, East, West and South.	15
V	Costumes of Middle East Middle East Countries Turkey and Iran, Costumes of Arab Peninsula.	12

Text Books :

1. *Historic Costume*, Chas A, 'Bernard and Co, illinois (1961)

References Books:

1. *Costumes of Indian and Pakistan*, Das S N, D B Taraporevala Sons & Co, Bombay
2. *Costume through the Ages*, Laver, James Simon and Schuster, New York (1968).
3. *Costumes throughout the Ages*, Eoan C C, J B Limancott



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Code No	Subject	Semester No
16CDP03	PRACTICAL- I – ADVANCED FASHION ILLUSTRATION	I
Objective	To develop the skill of illustrating fashion concepts.	
Exercise No	Topics	Hours
1	Arrange few of different types of objects (geometric objects and Organic objects) from composition point of view and study of draping.	12
2	Creating checking effects in a garment one and more than one colour a)Men b) Women c) Child	10
3	Creating printed effects in a garment one colour and more than one colour a) Men b) Women c) Child	10
4	Creating garment portfolio only with sketches for the following topics: a) Winter b) Summer c) Fashion d) Traditional garment of any four states e) North India f) South India g) Middle east h) Middle west	40

Text Books:

1. Drudi Elizabeth and Pal, *Figure Drawing for Fashion Designers*.

Reference Books:

1. *Fashion Design Drawing & Presentation*, Ireland Patrick John.

2. Drudi Elizabeth and Pal *Fashion design Illustration: Children*, Ireland.

3. Patrick John, *Fashion Design Illustration: Men*, Ireland.

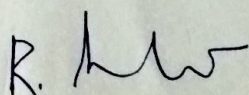
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Code No	Subject	Semester No
16CDP04	PRACTICAL- II – ADVANCED DRAPING TECHNIQUES	I
Objective	To develop the skill of creating garment pattern through draping.	
Exercise No	Draping of Garments for the following topics	Hours
1)	a) Pleated skirt b) Gathered Skirt - children or women c) Flare skirt d) Hip Yoke skirt - children or women	15
2)	a) Plain Sleeve b) Puff Sleeve - any type of garment c) Bishop Sleeve d) Leg –o-mutton sleeve - any type of garment	15
3)	a) Peter pan Collar b) Shirt Collar - any type of garment c) Mandarin Collar - any type of garment	15
4)	Create anyone of the following garment for a girl child a) Yoke frock b) Baba suit - with bib c) Middi and middi top Create anyone of the following garment for a boy child. a) T-shirt and shorts b) Kurta and Pyjama c) $\frac{3}{4}$ pants and Tops	15
5)	Create anyone of the following for an teenagers a) Full Gown b) Salwar Kameez c) Lachaas - Flowing skirt and short tops d) Middi and Tops	12

Reference Books:

1. Hilde Jaffe, *Draping for Fashion Design*, Pearson prentice Hall, 2012, Fifth Edition.
2. Helen Joseph Armstrong, *Draping for Apparel Designing*, Bloomsbury Academic, 2009.
3. Martha Gene, *Design through Draping*, Shelden Burgess Pub.,co., , 1974.

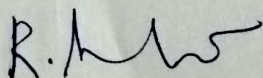


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Code No	Subject	Semester No
16CDP05	PRACTICAL- III – ADVANCED TEXTILE PRINTING	I
Objective	To gain knowledge on the current trend in printing & dyeing techniques.	
Exercise No	Topics	Hours
1	Design and construct a garment with Tie and Dye Print	12
2	Design and construct a garment with Batik Print	12
3	Design and construct a garment with Stencil Print	12
4	Design and construct a garment with Block Print	12
5	Design and construct a garment with Screen Print	12
6	Design and construct a garment with Fabric Painting	12

Reference Books:

1. Corbmann B.P, *Textiles – fibre to fabric*, 1985, international student's edition, Mc graw hill book company, Singapore..
2. Laurie wisbrun, *The complete guide to designing and printing fabric*.
3. Pepin Van Roojen, *Indian textile print*, 1999, Pepin Press.



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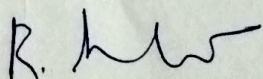
Code No	Subject	Semester No
16CDP06	INDIAN TEXTILE INDUSTRIES	II
Objective	To gain knowledge on the current scenario of the textile industry in India.	
Unit No	Topics	Hours
I	Introduction to Indian Textile Industry Origin, Growth and Development of Indian Textile Industry - Cotton, Wool, Silk, Rayon, Man- Made Textiles, Readymade garments	12
II	Textile Organisation & its plans Five year plans for the textile Industry - Recent plan and previous Five year plans, Organizations related to the Textile and clothing Industry Concept of GATT, MFA, WTO, AIC, Globalization	12
III	Technological Developments in Fiber Industry Technological developments in Fibre Industry, Significance and uses. Technological developments in Yam Industry, significance and uses.	12
IV	Technological Developments in Fabric industry Technological developments in Fabric Industry -woven, significance and uses. Technological developments in Fabric Industry - knitting, significance and uses, Technological developments in Garment Industry, significance and uses	12
V	Technological Developments in printing Industry Technological developments in Printing and Dyeing Industry, significance and uses Technological developments in Processing Industry, significance and uses	12

Text Books:

1. Bernard P Corbman, *Textiles - Fiber to fabric*, Mc Graw Hill Book Co, Singapore, 6th edition,.
2. Peter Schwartz, Trevor Rhodes, Mansour Mohammed, *Fabric forming systems*, (1996), Noyes' Publications, New Jersey, USA .

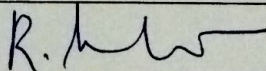
Reference Journals:

1. *Fabric Care*, Normia D'Souza, New Age International Pvt Ltd, New Delhi Journals
2. *Indian Textile Journal- Business Press P. Ltd*, Maker Tower B-18 floor, Cuffparade,
3. *Indian Cotton Mills Federation - ICM - Textile Centre 34 P-d, Mello Road, Mumbai.*



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Code No	Subject	Semester No
16CDP07	TECHNICAL TEXTILES	II
Objective	To gain knowledge on the current trends in smart textiles.	
Unit No	Topics	Hours
I	Technical Textiles Definition and Scope, Applications, Globalization and Future of technical textiles industry. High – Strength and high-modulus organic fibres, high chemical and combustion - Resistant fibres, high performance inorganic fibres, ultra-fine and novelty fibres.	12
II	Medical Textiles Classification – Hygiene Textiles – Wound care products – Surgical Textiles. Medical Products – Vascular grafts – Cardiac supportive devices – Embroidered implants. Implantable medical textiles – Tissue engineering – Biomedical Textiles – Antibacterial Textiles – Antimicrobial wound dressings.	12
III	Geotextiles Classification, Functions, Design, Properties, Raw materials, and Applications. Agro Textiles – Need for Agro Textiles, Properties Required, Types of Agrotech products and their application, Fibres used, types, properties and functions. Filtration Textiles - Theory of dust collection, cleaning systems, fabric selection for dust collection, finishing treatments; solid, liquid separation, fabric selection - filtration, requirements, yarn and fabric construction for filter fabrics, finishing treatments. Architectural and Construction Textiles: Fabrics used - applications of coated fabrics in building structures, awnings and canopies, textiles for roofing materials.	12
IV	Safety and Protective Textiles Thermal insulation materials; study of water vapour permeable / water proof materials, military combat clothing systems; camouflage textiles, UV wave band, visible wave band, visual decoys; infrared camouflage; protective textiles against micro organisms, chemicals and pesticides, evaluation technique. Military and Defence Textiles: Protective clothing, Textiles used in defence systems, other applications. Transportation: Fibre requirements – fibre, plastic composites; textiles applications in all kinds of road transport vehicles, rail, aircrafts, marine.	12
V	Sports and Recreation Textiles Introduction, fibers used, Types, functions and properties, Characteristics and Applications of Sports Tech. Smart Textiles - Components, Classification - Active smart, passive smart and very smart textiles. Intelligent Textiles - Phase change materials, shape memory polymers, chromic and conductive Materials and its applications in various fields.	12



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TECHNICAL TEXTILES

Text Book:

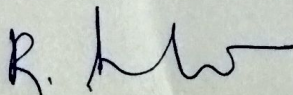
1) A R Horrocks and S C Anand, *Hand book of Technical textiles – 2000*, Wood head publishing ltd, England.

Reference Books:

1) N. Gokarneshan, D. Anitha Rachel , *Emerging Research Trends in Medical Textiles*, Springer, 2015 .

2) Roger Chapman, *Smart Textiles for Protection*, Wood head publishing, 2012

3) Lieva Van Langenhove, *Smart Textiles for Medicine and Healthcare: Materials, Systems and Applications*, Wood head publishing, 2007.



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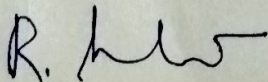
Code No	Subject	Semester No
16CDP08	PRACTICAL -IV - ADVANCED GARMENT DESIGNING	II
Objective	To gain knowledge on the current scenario of the textile industry in India.	
1	Designing 3 garments using the following features a) Gathers – in sleeve (or) Skirt (or) yoke etc., b) Flare - in sleeve (or) Skirt (or) yoke etc., c) Pleats - in sleeve (or) Skirt (or) yoke etc.,	15
2	Designing and constructing 2 mens shirt using textile printing. (Ex: Line, Shape, Colour)	15
3	Designing garments for a) Pregnant women b) Visually challenged / Physically disabled / (or) any theatre	15
4	Design garment for a character in a drama	15
5	Designing garment for Party wear / Fashion show and prepare a portfolio for the same.	12

Text Book:

1. Zarapker system of cutting –Zarapker. K. r., Navneet publications Ltd.

ReferenceBooks:

1. Mary Mathews, Practical clothing construction -(1986), cosmic press Chennai, part I and part-II.
2. Gerry cooklin, Pattern Grading for women's clothing, The technology of sizing -(1990) Blackwell Science Ltd.
3. Eshwasri Anwahi, Practical cutting and tailoring part II Lakhraj Hans R.B Publications, Delhi.



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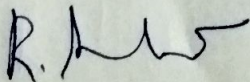
Code No	Subject	Semester No
16CDP09	PRACTICAL- V -ADVANCED GARMENT ORNAMENTATION & ACCESSORIES MAKING	II
Objective	To gain knowledge on the current trend of embellishment for application in apparels.	
Exercise No	Preparation of sample for the following using current trends	Hours
1	Patch work – Kalamkari, Embroidery etc.,	10
2	Bead work , Stone work.	10
3	Aari work	10
4	Cut work	10
5	Painting	10
6	Embroidery any 3 states of India	11
7	Preparation of Accessories a) Bag b) Belt c) Purse	11

Text Books:

1. Mary Mathews, *Practical Clothing Construction Part-II. Designing, Drafting and Tailoring*, 1991, Bhattarams Reprographics (P) Ltd., Chennai,.
2. Zarpkar K.R, *System of Cutting*, 2005, Navneet Publications India.

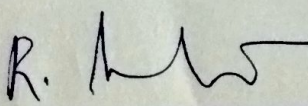
References Books:

1. *Scientific garment quality* –K M Illege and Sons , Plot No. 43 , Somuvar Peth pune 411011
2. *Easy cutting* –Juvekar commercial Tailors Corporation p vt 166 Dr. Ambedkar Road.
3. *Commercial system of cutting* - Juvekar commercial Tailors Corporation p vt



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Code No	Subject	Semester No
16CDP10	Industrial Training – Fashion Merchandising	III
Objective	To give an exposure of the current trends and systems in Merchandising and Entrepreneurship.	
	Students will go for two weeks training to anyone buying house / boutique dealing with fashion garments and textiles. A report should be submitted individually after the two weeks training on the various departments of a buying house / office.	15 days


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Code No	Subject	Semester No
16CDP11	INTERNATIONAL TRADE AND DOCUMENTATION	III
Objective	To gain knowledge on the concept of global trading and documentation.	
Unit No	Topics	Hours
I	Introduction to Trading: Need for international Trade – Features – Advantages – Problems of foreign trade	12
II	Frame Work: International trade documents – Regulatory frame work – Foreign trade documents – Regulatory & Commercial documents - Letter of credit – Contract terms and export documents.	12
III	Export Procedures: Export procedures – getting established as an exporter – entering into export contract – Execution - post shipment procedures – Export promotion measures – Incentive and facilities to exporters	12
IV	Import Procedures: Import procedures - Import process – Customs clearance for imports – role of custom and exercise in international trade.	12
V	Recent Developments: Recent developments in foreign trade – WTO - globalization – EXIM policy – regional trade agreements – current trends in international trade.	12

Text Books:

1. *International Trade and Export Management (2008) Francis Cherunilam, Himalaya publishing house – New Delhi.*

Reference Books:

1. *Jeevanandam.C, Foreign Trade (2005) Sultan Chand & Sons – New Delhi.*

2. *Edward. G. Hinkelman International Trade Documentation: The Documents of Exporting, Importing, Shipping and Banking — 2010.*

3. *Vijesh Jain, Establishing Exports & Imports Business in India , 2015*

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Code No	Subject	Semester No
16CDP12	TEXTILE TESTING	III
Objective	To impart knowledge on the testing of textile material.	
Unit No		Hours
I	Terminology of Testing Introduction to testing - terminology of testing - selection of samples for testing standard R H and temperature for testing - measurement of moisture regain conditioning oven - Shirley moisture Meter	12
II	Fiber testing 1. Cotton fiber length - Baer Sorter 2. Fineness - Air flow principle instruments, Sheffield Micronaire 3. Maturity - Caustic Soda swelling 4. Strength - Pressley bundle strength tester, Stelometer 5. Determination of trash and lint in cotton - Shirley trash analyzer	12
III	Yam Testing 1. Yam numbering system - conversion of count from one system to another 2. Instruments for count determination - quadrant balance, Beesley balance 3. Yam strength testing - Principles of CRT, CRL, CRE - Single strength tester, Lea strength tester . 4. Yam twist - Direction of twist, twist multipliers, Twist testers - tension type, A TIRA direct type tester 5. Yam evenness - classification of variation, methods of measuring evenness - black board, ASTM Standards, Uster evenness tester, Uster Standards, Yam faults, classifications, Classimat 6. Yam hairiness and crimp testing	12
IV	Fabric testing 1. Fabric Particulars -length, width, crimp, weight, cover factor 2. Fabric Strength - fabric tensile strength tester, tearing strength tester, hydraulic bursting strength tester 3. Fabric Abrasion - resistance, handle, serviceability, assessment, Martindale abrasion tester 4. Fabric Pilling - I C I Pill box tester 5. Fabric drape -Measurement, Drape meter 6. Fabric Stiffness - Shirley stiffness tester 7. Fabric crease resistance and crease recovery measurements 8. Fabric permeability - Shirley air permeability tester, fabric water permeability tester, Bundersmann tester	12
V	Colour Fastness in Textiles - Crocking test, perspiration test, sunlight, laundering, pressing and dry cleaning aspects, whiteness index, matching cabinets, computer matching	12

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TEXTILE TESTING

Text Books:

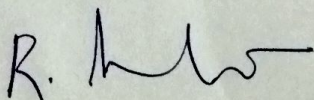
1) *Textile Testing*, Angappan P and Gopalakrishnan R, SSM Institute of textile technology, KomaraPalayam

Reference books:

1) *Principles of textile Testing*, Booth J E, Hoybooks, London (1970).

2) *Marjorie A Taylor, Technology of textile properties*, Forbes publications Ltd, London (1972).

3) *Mishra S P and Kesavan B K, Fiber Science*, SSM Institute of textile technology, Komara Palayam.

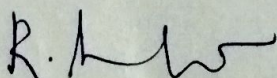


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Code No	Subject	Semester No
16CDP13	HOME TEXTILES AND FURNISHING	III
Objective	To gain knowledge on the current trend in home textiles and study their potential.	
Unit No	Topics	Hours
I	Introduction: Introduction Home Textiles: Definition, Trends, Potentials	10
II	Classification: Classification of Home Textiles – Bed, Table, Kitchen, Dining, curtains and draperies	10
III	Designing and Drafting: Curtains, Bed linen, Table Linen	10
IV	Layout: Arrangement of furniture– Layouts – low income, middle income and high income for various rooms – living room, bed room, dining room, wall papers.	9
V	Carpets: Carpets , door mats, wall hangings – fabric used current trends and embellishment used.	9

Reference Books:

1. Stewart and sally Walton, *Interior decorating effects*, 2000, Lorenz books.
2. Candace ord manroe, *The book of upholstery*, Pub – 1987 present books.
3. Design and detail, *the Practical guide to sayling a house*, Tricia Guild of Elizabeth Wilhide. 1st pub conran octopus limit.



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Code No	Subject	Semester No
16CDP14	PRACTICAL- VI – TEXTILE TESTING	III
Objective	To gain knowledge in various equipments used testing textile fabric.	
Exercise No	Perform tests to determine the following physical properties for the given samples	Hours
1	Tensile Strength	9
2	Stiffness	9
3	Abrasion Resistance	9
4	Crease Recovery	9
5	Bursting Strength	9
6	Shrinkage	9
7	Colour Fastness test using crock meter	10
8	Colour Fastness test using perspirometer	10
9	Colour Fastness using Laundrometer / Wash test	10

Text Books:

1) Angappan P and Gopalakrishnan R, *Textile Testing*, SSM Institute of textile technology, KomaraPalayam.

Reference Books:

1) Booth J E, *Principles of textile Testing*, (1970) Hoybooks, London

2) Marjorie A Taylor, *Technology of textile properties*, (1972) Forbes publications Ltd, London

3) Mishra S P and Kesavan B K, *Fiber Science*, SSM Institute of textile technology, Komara Palayam

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Code No	Subject	Semester No
16CDP15	PRACTICAL- VII – COMPUTER AIDED FASHION DESIGNING	III
Objective	To update the role of computers in apparel industry.	
Exercise No	Topics	Hours
1	Design a collection with a theme 2 collections with 4 designs	15
2	Create garment designs with special effects Screen print Batik Tie and dye	15
3	Pattern making, Grading and marker planning for the Children's garments: Yoke frock / Baba suit Summer frock / Skirt and tops	15
4	Prepare pattern making, Grading and marker planning for the Women's garments: Salwar / Kameez / Tops Nightie / Princess line dress	15
5	Prepare pattern making, Grading and marker planning for the Men's garments: Slack shirt / Full sleeve / T-Shirt Bermudas / Pleated trouser / Bell bottom	12

References:

1. Ray Werner, *First book of corel draw*, Alpha book publishers, 1972.
2. Shirish Chavan, *Rapidex DTPcourse*.
3. Gary David Bouton, *CorelDRAW X7: The Official Guide*, 2014, corel press,

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Code No	Subject	Semester No
16CDP16A	Elective I (a) – PRACTICAL - VIII – HOME TEXTILES & FURNISHING	III
Objective	To Evaluate the skill designing & producing Home Textiles.	
Exercise No	Designing & construction of the following Home Textile Products	Hours
1	Bed Spread	7
2	Pillow Covers	7
3	Cushion Covers	7
4	Table cloth - straight and circular table cloth - Napkins	7
5	Table Mats	7
6	Tea cosy	7
7	Mitens	7
8	Apron	7
9	Curtains – Pleated, Gathered Window and Door.	8
10	Bread Basket	8

Reference Books:

1. Stewart and Sally Walton, Interior decorating effects, 2000, Lorenz books .
2. The book of upholstery, Candace ord manroe Pub – 1987 present books.
3. Design and detail, the Practical guide to sayling a house, Tricia Guild of Elizabeth Wilhide.1st pub conran octopus limit.

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Code No	Subject	Semester No
16CDP16B	Elective I (b) PRACTICAL – X – GARMENT CARE AND LABELLING	IV
Objective	To train students to identify and remove different types of stains.	
Exercise No	Topics	Hours
1	1. Manufacturing of soap (Hot & Cold Process)	9
2	2. Starching Process (Hot & Cold Process)	9
3	3. Laundry Blue	9
4	4. Principle of washing	9
5	5. Landry of different fabric.	9
6	6. Dry cleaning	9
7	7. Stain removal	9
8	8. Study of various care labels.	9

Text Books:

1. *Susheela Dantiyagi, Fundamentals of Textiles and their Care- (1980) Orient Longmann Ltd.*

Reference books:

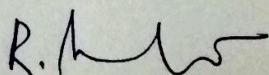
1. *Wingate I B, Textiles fabrics and their Selection –Allied publishers Ltd, Chennai.*

2. *Tate of Glession, Family Clothing –John Wiley & Sons I n c, Illinois.*

3. *Durga Duelkar, Household Textiles and Laundry Work –Amla Ram & Sons, Delhi.*

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Code No	Subject	Semester No
16CDP17	GLOBAL FASHION MERCHANDISING	IV
Objective	To study the current concepts related to fashion and marketing strategies.	
I	<p>Introduction What is merchandising? Role of a merchandiser, Export merchandising – consignment, Documentation, INCO terms. Retail Merchandising – Forecasting, Product Mix Strategies, Category Management, Retail Buying (OTB), Inventory Management, Quality control.</p> <p>Marketing Marketing – what is marketing? The approach towards marketing, marketing concepts, types of markets, understanding needs, wants and demands, market research and survey. Report Marketing mix, product development, Location Planning, Supply Chain management, Advertising, Pricing, Customer Segmentation, targeting & positioning, Strategic Marketing, Retail aspects of retailing. Retail operations & audits, store layout & visual merchandising, Customer relationship management.</p>	15
II	<p>Understanding & Handling of Clients Personal selling in retail, training programmes, salesmanship in garments, etc., sales management – listening, identifying, solution, overcoming objections, closing a sale, negotiation.</p>	15
III	<p>Quality Control What is quality control? What is ISO 9000, its scope and advantage, Quality assurance, ISO 9000 definition & standards, Inspection – stages of inspection, AQL care labeling. Packaging of garment. Transport and insurance. Documentation – terminology, Export promotion measures, Institutional support, AEPC</p>	15
IV	<p>Human Resource Development Understanding human resources, human resources development, industrial psychology / motivation, leadership qualities & techniques ergonomics, working conditions, job description, recruitment of designers, cutters, etc., training / Re – training, wages structure and incentives, job evaluation, merit rating, industrial relations, commercial & industrial law.</p>	15
V	<p>Finance Management of your Business Funding / Sources, Financial institutions, banking, public / euro issues, Book Keeping and accountancy, Cost accounting, Budgetary Planning and control, working capital assessment, cash flow final account, audit latest management techniques.</p>	12



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GLOBAL FASHION MERCHANDISING

Text Books:

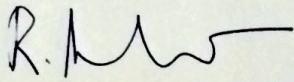
1) Mike Basey, *Fashion marketing*, (1995) Oxford University press, Wynford Drive, Don Mills, Ontario) .

Reference Books:

1) Harold Carr and John Pomeroy, *Fashion Design and Product Development*, (1992) Black well Science Inc, Cambridge.

2) Patrick John, *Introduction to Fashion*, (1992) B T Batsford Ltd, Ireland, Fullham road, London.

3) Stephens Frings, *Fashion From Concepts to Consumer*, Prentice Hall, 7th Edition 2002.

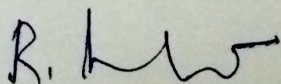


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Code No	Subject	Semester No
16CDP18	PRACTICAL- IX – FASHION PHOTOGRAPHY	IV
Objective	To understand the concepts involved in fashion photography.	
Exercise No		Hours
1	Understanding the human body Importance of certain parts of the body in recording fashion, concept of body language, fashion – Glamour, feelings and emotions.	8
2	Introduction to studio lights & effects Theory and practical. Measuring light using a flash meter effects theory and practical. Measuring light using a flash meter.	8
3	Make- up Corrective and glamorous. Its importance and application with specific objectives. Theory and practical.	8
4	Different Lightings in the studio and effects of lighting with specific purpose. Lighting for different types of photography. Theory and practical on a dummy / model. Importance of background in a studio.	8
5	Details Recording fashion, effective ways of taking pictures of textures and textile materials. Presenting the best in pictures of ornaments / table tops of different types. Still life photography.	8
6	Studio photography Critical study of the photographs taken during studio photography analysis, advantages, disadvantages, objective achievements, success points, failure points.	8
7	Strategies Hints to the fashion photographer by successful photographers. Discussion on techniques.	8
8	Display of the work Display of the work of the renowned fashion photographers. Discussion on techniques, success and failures.	8
9	Opportunities Scope and prospects : markets, trends and opportunities available to a fashion photographer.	8

Reference books:

- 1) Tom Grimm *The Basic Book of Photography: Fifth Edition.*
- 2) Luis E Gonzalez, *Fashion photography selling to magazines, 2012.*



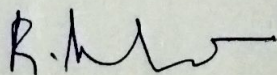
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Code No	Subject	Semester No
16CDP19A	Elective I (a) – PRACTICAL- VIII – BEAUTY CARE	III
Objective	To gain knowledge on grooming.	
Exercise No	Topics	Hours
1	Threading	8
2	Cream bleaching	8
3	Manicure	8
4	Pedicure	8
5	Facial –Normal skin	8
6	Basic Hair styles	8
7	Basic hair cuts	8
8	Mehandhi application	8
9	Bridal make up	8

Reference Books:

- 1) *Dulhan Arabic Mehandhi, Published by Kanta Kala Niketan*
- 2) *Ambika Manchanda, Naturally beautiful your skin, Rupa Publications India Pvt Ltd, 2002-03.*
- 3) *Renu Gupta, Complete Beautician Course, 2011*



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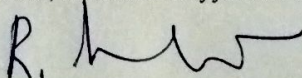
Code No	Subject	Semester No
16CDP19B	Elective II (b) PRACTICAL- X -VISUAL MERCHANDISING	IV
Objective	To develop ideas on presentation of fashion merchandise.	
Unit No	Topics	Hours
I	Introduction to Visual Merchandising Role & importance of Visual merchandising in today's competitive world. Visual merchandising as a marketing strategy. The art of pre – selling a product. Outlining and developing a display strategy Role & Importance of Visual merchandising in today's competitive world. Visual merchandising as a marketing strategy and window.	15
II	Strategic Planning Analysis of target audience, segmentation of market, analysis of buying motives, brand preferences. Understanding marketing and sales management.	15
III	Basic Principles Window designs, showroom, boutique display, colour theory, harmony & application. Music and its power. Use and application of mannequins. Construction. Various types of props. Plants palms, petunia plants, ferns etc., sylvan props twigs, vines, frames, fence etc., paper and paper product tissue paper, typing paper, sculpted paper, boxes etc., furniture & fabrics, Miscellaneous paraphernalia.	15
IV	Details of Pattern Weaves, stripes, checks plaids, geometric, dots floral figures, fantasies & other patterns, importance of backdrop presentation.	15
V	Music & Lighting Selection of music. Advantages and disadvantages of using music, understanding lighting patterns. Role of lighting in visual merchandising, colours and types of lightings Sophistication In Visual Display Latest equipments & systems. Use and selection of various mediums. Audio visual presentation. Usage of scientific technology in visual display	12

Text Books:

1. Fashion Merchandising & Information, PRISCO

Reference books:

1. Fashion Merchandising, Elaini Store.
2. Fashion Merchandising Introduction – Stores & Shoppers.
3. Kitty Dickerson, The business of fashion inside outside.



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Code No	Subject	Semester No
16CDP20	PROJECT WORK	IV
Objective	To train students to gain experience in Costume Designing and Experimental Research.	
Topics		
A students will do their project of their choice on Costume Designing or Textiles		

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