



**DHANALAKSHMI SRINIVASAN
COLLEGE OF ARTS & SCIENCE FOR WOMEN
AUTONOMOUS**



**PERAMBALUR – 621 212., TAMIL NADU.
Affiliated to Bharathidasan University, Trichirappalli
(Nationally Re-Accredited with 'A++' Grade by NAAC)**

**UG - B. Sc FASHION TECHNOLOGY & COSTUME DESIGNING
Choice Based Credit System-Learning Outcomes Based Curriculum Framework (CBCS-LOCF)
(Applicable to the candidates admitted from the academic year 2024-25 onwards)**

Sem	Part	Course	Title	Sub Code	Period	Credit	Exam Hours	Marks		Total
								Int.	Ext.	
I YEAR / I SEM	I	Language Course-I	Cheyyul - (Ikkala Ilakiyam), sirukathai, Ilakkiya varalaru, French/ Hindi	24U1LT1 24U1LF1 24U1LH1	6	3	3	25	75	100
	II	English Language Course-I	English for Communication-I	24UIELI	6	3	3	25	75	100
	III	Core Course-I	Basic concepts of fashion and designing	24UFT1C1	5	5	3	25	75	100
		Core Practical-II	Lab in Fashion illustration	24UFT1C2P	4	3	3	40	60	100
		Allied Course-I	Fundamentals of textiles	24UFT1A1	4	4	3	25	75	100
		Allied Practical-I & II	Lab in accessories making & surface ornamentation	24UFT1A1P	3	-	-	-	-	-
	IV	Value Education	Value Education	24U1VED	2	2	3	25	75	100
	Total				30	20				600
1 YEAR / II SEM	I	Language Course-II	Cheyyul-(Pakthi Ilakkiyam, sirilakkiyam) puthinam French/ Hindi	24U2LT2 24U2LF2 24U2LH2	6	3	3	25	75	100
	II	English Language Course-II	English for Communication-II	24U2EL2	6	3	3	25	75	100
	III	Core Course-III	Basic Garment construction techniques	24UFT2C3	5	5	3	25	75	100
		Core Practical-IV	Lab in Basic Garment construction techniques	24UFT2C4P	4	3	3	40	60	100

		Allied Course-II	Indian Textiles and Embroidery	24UFT2A2	4	4	3	25	75	100
		Allied practical -I &II	Lab in accessories making & surface ornamentation	24UFT1A1P	3	3	3	40	60	100
	IV	Environmental Studies	Environmental Studies	24U2EVS	2	2	3	25	75	100
	Total				30	23				700
II YEAR /III SEM	I	Language course –III	Cheyyl, (kappiyangal) urainadai, French/ Hindi	24U3LT3 24U3LF3 24U3LH3	6	3	3	25	75	100
	II	English language course-III	English for Communication-III	24U3EL3	6	3	3	25	75	100
	III	Core Course-V	Pattern making and grading techniques	24UFT3C5	5	5	3	25	75	100
		Core Practical-VI	Lab in Children’s wear	24UFT3C6P	4	3	3	40	60	100
		Allied Course-III	Wet processing	24UFT3A3	4	4	3	25	75	100
		Allied Practical-III & IV	Lab in Wet Processing	24UFT3A2P	3	-	-	-	-	-
	IV	Non-Major Based Elective-I	A. Accessories designing	24UFT3N1A	2	2	3	40	60	100
			B. Floral making	24UFT3N1B						
			C. Art Techniques	24UFT3N1C						
	Total				30	20	18			600
II YEAR /IV SEM	I	Language Course-IV	Palanthamil cheyulum nadakamum French/ Hindi	24U4LT4 24U4LF4 24U4LH4	6	3	3	25	75	100
	II	English Language Course-IV	English for Communication-IV	24U4EL4	6	3	3	25	75	100
	III	Core Course-VII	Textile testing	24UFT4C7	5	5	3	25	75	100
		Core Practical-VIII	Lab in Textile testing (P)	24UFT4C8P	4	3	3	40	60	100

		Allied Course-IV	Apparel Quality Management	24UFT4A4	4	4	3	25	75	100	
		Allied Practical-III & IV	Lab in Wet processing	24UFT3A2P	3	3	3	40	60	100	
	IV	Non-Major Based Elective-II	A. Fabric Printing	24UFT4N2A	2	2	3	40	60	100	
			B. Fashion saree designing	24UFT4N2B							
			C. Sketching Human body	24UFT4N2C							
	Total				30	23				700	
	III YEAR / V SEM	III	Core course-IX	Clothing care	24UFT5C9	5	5	3	25	75	100
			Core course-X	Draping Theory	24UFT5C10	5	5	3	25	75	100
			Core course – XI	Fashion Forecasting	24UFT5C11	5	5	3	25	75	100
Core practical-XII			Lab in Adults wear	24UFT5C12P	6	3	3	40	60	100	
Major Based Elective-I			A. Fashion Photography	24UFT5MBE1A	4	4	3	25	75	100	
			B. Beauty care	24UFT5MBE1B							
			C. Digital Marketing	24UFT5MBE1C							
Internship			Internship/ Field visit/ Industrial visit	24UFT5IS1	-	1				100*	
IV		Skill Based Elective – I	A. Apparel export management	24UFT5SBE1A	3	2	3	25	75	100	
			B. Apparel Production management	24UFT5SBE1B							
			C. Fashion Merchandising	24UFT5SBE1C							
		Soft skill Development	Soft skill Development	24U5SS	2	2	3	25	75	100	
		Self-based learning-I – (Online course)				-	2*				
TOTAL				30	27				700		

III YEAR / VI SEM	III	Core course-XIII	Visual Merchandizing	24UFT6C13	6	6	3	25	75	100
		Core course-XIV	Functional clothing	24UFT6C14	5	5	3	25	75	100
		Core practical-XV	Lab in portfolio presentation	24UFT6C15P	6	3	3	40	60	100
		Major Based Elective-II	A. Retail management	24UFT6MBE2A	4	4	3	25	75	100
			B. Boutique management	24UFT6MBE2B						
			C. Home textiles and interior design	24UFT6MBE2C						
		Project	Project work	24UFT6PW	5	5	-	40	60	100
	IV	Skill Based Elective-II	A. Fashion Marketing	24UFT6SBE2A	3	2	3	25	75	100
			B. Fashion Advertizing	24UFT6SBE2B						
			C. Fashion Business and communication	24UFT6SBE2C						
		Gender studies	Gender studies	24U6GS	1	1	3	25	75	100
		Self-based learning-II- (Online course)			-	2*	-	-	-	-
	TOTAL				30	26				700
V	Extension Activities	Extension Activities			0	1	0	0	0	0
	GRAND TOTAL				180	140				4000

**University Representative
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Subject Expert

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PROGRAMME OBJECTIVES

1. To provide strong foundation to graduates to pursue a successful profession or higher studies
2. To enrich competence of graduates to identify problems in the apparel domain and to provide techno-economic solutions focusing on the need of the industry and society.
3. To imbibe awareness among graduates on the significance of professional and social ethics in their professional career.

PROGRAM OUTCOMES

- PO1. Design and develop the strategies required to manage the garment, textile and fashion industries.
- PO2. Adapt and develop artistic abilities to form original fashion designs with understanding of diverse fashion proportions, utilizing hand and digital rendering techniques.
- PO3. Understand the commitment towards professional ethics and responsibilities in the entire apparel business processes
- PO4. Apply the knowledge, skill and attitude as an individual and a team player in initiating, executing and managing projects in the areas of design, manufacture, marketing and entrepreneurship in multi- disciplinary environments.
- PO5. Utilize information and communication technologies to research, evaluate, create, and communicate information as it relates to fashion design concepts at an advanced level.

Semester	Course code	Title of the course	Hours	Credits
I	24UFT1C1	CORE COURSE-I: BASIC CONCEPTS OF FASHION & DESIGNING	3	5

Objectives:

- To understand the fashion concepts and scope of fashion industry.
- To know about elements and principles of design
- To understand the role of Fashion designers.

UNIT I: Fashion Concepts & History

(18 Periods)

Definition of fashion, meaning of fashion, origin of fashion, meaning of fashion designing, classification of fashion, principle of fashion, adoption of theories, fashion illustration and fashion cycle. History of Fashion. Indian Garments from ancient to modern times. History of Western Costumes. Traditional costumes of India.

UNIT II: Fashion Industry and Fashion Promotion

(18 Periods)

Boutique and its importance; Present structure of Fashion industry; Textiles and materials in Fashion industry; the structure of the Fashion market. Fashion Promotion – Impact of Fashion promotion; Fashion Advertising and its objectives, fashion journalism and its objectives.

UNIT III: Elements and Principles of Design

(18 Periods)

Design – Definition, Design types- natural, stylized, geometric, historic & abstract. Garment design- Structural, decorative & functional design. Silhouette and its types. Elements of design and principles of design. Application of elements & principles of design in garments.

UNIT IV: Color

(18 Periods)

Color-definition; color wheel (Prang & Munsell system). Properties/qualities of color, Dimensions of color; characteristics of color; color scheme-Theories of color harmony; color selection. Principles and Procedure for combining colors.

UNIT V: Career in Fashion

(18 Periods)

Scope of Fashion business, choosing a career in Fashion, Career in Manufacturing, Designing, Career in Retailing, Residential Buying office careers, Career in Fashion Marketing and Merchandising, Career in Fashion Service Organization; Freelancing. Fashion designer and role of fashion designer.

TEXT BOOKS:

1. Harriet Goldstein; Vetta Goldstein; Art in Every Day Life, The Macmillan Company, (1929)
2. Gini Stephens Frings; Fashion from Concept to Consumer, Pearson Education Inc, Singapore, 7th Edition, (2005).

REFERENCES: -

1. Suzanne G. Marshall, Hazel O. Jackson M. Sue Stanley, Mary Kefgen, Individuality in Clothing Selection and Personal Appearance, Phyllis Touchie Specnt, New Jersey, 2000.
2. Kathryn Mokelvey, Janine Munslow, Fashion Design Process, Innovation And Practice, Black Well Science Ltd, U.K, 2005.
3. V.D. Dudeja, Professional Management of Fashion Industry, Gangandee Publications,

New Delhi, 2005.

4.Sumathi.G.J, Elements of Fashion and Apparel Design, New Age International (P) Ltd, New Delhi (2002).

5. Traditional Indian Costumes and Textiles, Parul Bhatnagar, Abishek Publication, Chandigarh, 2004.

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO NUMBER	CO Statement	Cognitive Levels (K-Levels)
CO1.	Know about the meaning of Fashion	K3
CO2.	Acquire knowledge on the fashion industry and fashion promotion	K2
CO3.	Acquire knowledge on elements & principles of design in context to apparels	K3
CO4.	Acquire knowledge on color basics, dimensions, categories and their characteristics	K2
CO5.	Ability to understand the role of fashion designers	K2

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code	Title of the Course									Hours	Credits
I	24UFT1C1	CORE COURSE-I:BASIC CONCEPTS OF FASHION & DESIGNING									3	5
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	2	3	3	2	2	3	2	2	2	2.4	
CO-2	2	2	3	2	3	2	2	2	3	2	2.3	
CO-3	3	3	2	2	2	2	3	2	2	2	2.3	
CO-4	2	3	2	3	2	2	2	2	2	2	2.2	
CO-5	3	3	3	2	2	3	2	2	2	2	2.4	
Mean overall score											2.3	(High)

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Semester	Course code	Title of the course	Hours	Credits
I	24UFT1C2P	CORE PRACTICAL -II: LABIN FASHION ILLUSTRATION (P)	3	3

Objectives:

- To impart skills in basic sketching.
- To design and develop garments and accessories on their own

EXPERIMENT:

I. Basic Sketching (20 periods)

- Shading techniques
- Human figures in proportion using 8-head theory.
- Drawing facial features- eyes, nose, ears, lips face, and hair styles.
- Sketching of different angles of foot and palm.

II. Sketching on Basic Croque using color harmony (20 periods)

- Monochromatic color harmony
- Analogous color harmony
- Complimentary color harmony
- Double Complimentary color harmony
- Split Complimentary color harmony
- Triad color harmony

III. Sketching on Basic Croque (20 periods)

- Neutral colors (Male & Female)
- Color values- tint, tone & shade (Male & Female)
- Applying principles of design in the dress (Male & Female)
- Applying elements of design in the dress (Male & Female)
- Accessories designing

REFERENCES:

1. Ritu Beri, Fashion Illustration and Rendering (2005), B. Jain Publishers (P) Ltd., New Delhi.
2. Bina Abbing (2001), Fashion Rendering with Colors, Prentice Hall, New Jersey.
3. Patrick John Ireland (2005), Fashion Design Illustration. Men, Om Books International, New Delhi.
4. Alfred D. Dorkenzio (2001), Fashion Sketching: Drawing the Fashion Figure, Thomas Learning Custom Publishing.

5. Rita Gersten, Innovative Fashion Sketching, Rita Gersten Innovative Enterprises (1984)

COURSE OUTCOME:

After successful completion of this course, the students should be able

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Learning various shading & drawing techniques.	K2
CO2.	Illustrate various parts of human body & human anatomy	K3
CO3.	Illustrate various garment components & accessories	K3
CO4.	Design and present garment designs on croquis.	K3

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES:

Semester	Course code	Title of the Course									Hours	Credits
I	24UFT1C2P	CORE PRACTICAL-II: LAB IN FASHION ILLUSTRATION (P)									3	3
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	2	2	3	2	2	3	2	2	2	2.3	
CO-2	2	2	2	2	3	2	2	2	3	2	2.2	
CO-3	3	3	2	2	2	2	3	2	2	2	2.3	
CO-4	2	2	2	3	2	2	2	2	2	2	2.1	
CO-5	3	3	2	2	2	3	2	2	2	2	2.3	
Mean overall score											2.2 (High)	

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Semester	Course code	Title of the course	Hours	Credits
I	24UFT1A1	ALLIED COURSE-I: FUNDAMENTALS OF TEXTILES	3	4

Objectives:

- To enable students to gain knowledge in yarn making and to teach different types of fabric construction.

UNIT I: Fiber and Yarn manufacturing (18 Periods)

Fibre- Introduction to textile fibres – definition, classification of fibres. Properties of fibres – Physical and Chemical properties of fibre and their end uses – Cotton, Wool, silk, Viscose Rayon, Nylon, Polyester. Speciality fibres & its uses.

Yarn- Definition, Yarn twist, yarn count. Yarn Manufacturing- its Objectives and process sequence – Blending- Mixing – Opening and cleaning – Carding – Doubling – Combing – Drawing – Roving – Spinning – Winding. Types and characteristics of yarns – ply yarns, cable yarns, double yarns and novelty yarns and its types.

UNIT II: Spinning Methods (18 Periods)

Modern/ Ringless spinning methods – Passage of material through open end spinning, Friction spinning, Electrostatic spinning, Airjet spinning, Twistless spinning. Filament yarn spinning methods- wet spinning, dry spinning, melt spinning, Bicomponent spinning, film splitting. Sewing thread manufacture- fibers used, construction and their properties.

UNIT III: Weaving (18 Periods)

Weaving-Definition, Preparation for weaving (warping, sizing, looming) Basic loom structure. Primary motion – shedding, picking (shuttle and shuttle less looms- rapier, projectile, airjet & waterjet), beating up. Secondary motion and Ancillary motion. Selvages and its types. Construction of cloth designs - Design, draft and pegplan. Classification of weaves – Plain weave, Twill, Satin, Sateen, Honeycomb, Pile, Double cloth. Identification of woven fabric defects.

UNIT IV: Knitting (18 Periods)

Knitting – Definition, Comparison between woven fabrics and knitted fabric. Knitting elements- needle & its types, sinker, cam. Knitting machines & its types. Classification of knitted fabrics; Weft knitting – Plain knit, Rib stitch, Purl stitch, Interlock stitch; Warp knitting - Tricot knit, Raschel Knit, Milanese Knit. Identification of knitted fabric defects.

UNIT V: Felted and Non woven fabrics (18 Periods)

Felted fabrics – Felting process. Types of felt, properties and uses of felt. Non woven – Definition, Non woven process techniques- web forming techniques, bonding techniques, and finishing techniques. Characteristics of non-woven, uses of non-woven fabrics.

Text Books:

1. Bernard P. Corbman, Textiles Fibre to Fabric, 6th edition, Mc. Graw Hill International Editions, New York, 1983, 1996.
2. S.P. Mishra, A Text Book of Fibre Science and Technology, New Age International (P) Ltd, New Delhi, 2005

REFERENCES:

1. Corbman B.P Fibre to Fabric, International Students Edition Mc Graw Hill Book Co- Singapore, 2000.
2. N.S. Kaplan (2008) Textile Fibres, Abhishek Publications, Chandigarh.
3. Meenakshi Rastogi (2009) fibres and yarn, Sonali Publications, New delhi,.
4. Sara J. Radolph and Anna L. Lang Ford, Textiles, Prentice hall, New York, 2002.
5. Murphy, W.S. (2001), Handbook of weaving, Abhishek publication, Chandigarh.
6. Gokerneshan. N (2009), Weaving Preparation Technology, Abishek Publications, Chandigarh.
7. David Spencer, "Knitting Technology", Pergamon Press, Oxford 2005.

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Acquire knowledge on Fibre, Yarn and Fabric	K2
CO2.	Know various types of spinning	K2
CO3.	Acquire knowledge on weaving and types of weaves	K2
CO4.	Attain knowledge on knitting and its types	K2
CO5.	Acquire knowledge on Felts and non-woven.	K2

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code	Title of the Course									Hours	Credits
I	24UFT1A1	ALLIED COURSE-I: LAB IN FASHION ILLUSTRATION (P)									3	4
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of Cos	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	3	3	3	2	2	3	2	2	2	2.5	
CO-2	3	3	3	3	3	2	2	2	3	2	2.6	
CO-3	2	3	2	3	2	2	3	2	2	2	2.3	

CO-4	3	2	3	3	2	2	2	2	2	2	2.3
CO-5	3	3	3	2	2	3	2	2	2	2	2.4
Mean overall score											2.4 (High)

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Semester	Course code	Title of the course	Hours	Credits
II	24UFT1A1P	ALLIED PRACTICAL-II: LAB IN ACCESSORIES MAKING & SURFACE ORNAMENTATION (P)	3	3

OBJECTIVES:

- To develop the accessories of their own
- To learn the various types of embroideries

EXPERIMENTS:

1. Chain stitch & Back stitch (6 periods)
2. Running stitch & Blanket stitch (6 periods)
3. Satin stitch & Stem stitch (6 periods)
4. French & Bullion knot (6 periods)
5. Appliqué, lace & embellishment (6 periods)
6. Bead Jewelry, Crystal Jewelry (6 periods)
7. Quilling Jewelry (6 periods)
8. Terracotta Jewelry (6 periods)
9. Antique Jewelry (6 periods)
10. Kundan Jewelry (6 periods)

Reference:

1. "Quick Style", by- Christine Kunzerlman, Random house publishing group, United States, 1994.
2. "Fashion Source Book", Kathryn Mckelvey, Blackwell Publishing, United Kingdom, 1996. Second Edition.
3. "Know your Fashion Accessories"- Celia Stall-meadows, Fair child publication, New York, 2003.

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Acquire knowledge on various types of Jewelries & traditional embroideries	K2

CO2.	Design & develop various types of accessories and embroideries	K3
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Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code		Title of the Course								Hours	Credits
II	24UFT1A1P		ALLIED PRACTICAL-II: LAB IN ACCESSORIES MAKING & SURFACE ORNAMENTATION (P)								3	3
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	3	2	3	3	2	2	2	2	2	2.6	
CO-2	3	3	3	2	3	2	2	2	3	2	2.5	
Mean overall score											2.5 (High)	

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Semester	Course code	Title of the course	Hours	Credits
II	24UFT2C3	CORE COURSE-III BASIC GARMENT CONSTRUCTION TECHNIQUES	3	5

OBJECTIVES:

- To enable students to study the essentials needed for basic sewing
- To develop skills in drafting patterns for basic garment details

Unit I: Sewing Equipment

(18 Periods)

Sewing machine - types, parts and their function, care and maintenance. Tools for measuring, marking, cutting & pressing. Selection of thread and needle for various types of fabric.

Body measurements- Introduction, Measurements – where and how to take them. Eight head theory – relative length and girth measures for a grown up proportionate human body. Standardizing body measurement.

Unit II: Seams and Fullness

(18 Periods)

Seams: Definition, Factors to be considered in the selection of seam, Seam types & their finishes, seam defects.

Fullness: Definition, Types of fullness – Darts, Tucks, Pleats, flares, godets, gathers, shirrs & frills. Calculating material requirements for woven & knitted garments.

Hemming: Definition, Types- machine stitched hem and hand stitched hem.

Unit III: Sleeves and skirts

(18 Periods)

Sleeves: Classification of sleeves, types of sleeves. Drafting procedure for plain, puff at top, bottom, bell, bishop, circular, leg-o-mutton, Magyar, kimono & raglan.

Skirts: Different types of skirts – Drafting patterns for plain, semicircular and circular skirts.

Unit IV: Neck finishes and yokes

(18 Periods)

Neck finishes: -Definition, Bias- definition, joining bias and uses. Bias facing and bias binding. Collars – definition, parts of collar, factors to be considered in designing collar, classification of collar. Drafting procedure for peter pan, scallop, puritan, sailor collar, flat collar, convertible collar, shirt collar, mandarian & shawl collar.

Yokes: - Definition, selection of yoke design, creating variety in yoke. Types and construction of yoke- simple yoke, yoke with fullness, without fullness, midriff yokes, panel yokes, partial yokes. Attachment of yokes.

Unit V: Pockets and plackets

(18 Periods)

Pockets- Definition, classification, selection of pocket and creating variety in pockets. Attaching pockets.

Plackets- Definition, characteristics of a good placket, classification – continuous bound, bound & faced, fly opening, zipper, tailored and center front / shirt placket.

Trimmings- Definition, types -Bias trimming, Ricrac, ruffles, embroidery, smocking, faggoting, Applique, lace, lace motifs, scalloped edging, decorative fastening – belts & bows.

TEXT BOOK:

1. Harold Carr & Barbara Lathem, The Technology of Clothing Manufacture, Oxford Pub, USA, 1994
2. Gerry Cooklin, Introduction to Clothing Manufacture, Blackwell Science, UK, 1991

REFERENCES:

1. Mary Mathews, Practical Clothing Construction Part-II. Designing, Drafting and Tailoring Bhattarams Reprographics (P) Ltd., Chennai 2001.
2. Zarapkar K.R, System of Cutting, Navneet Publications India 2005.
3. Hilary Campbell,” Designing Patterns Om Book Services, New Delhi, 2003.
4. Helen Joseph-Pattern Making for Fashion Design, Armstrong Pearson Education, Delhi, 2000.
5. Mary Mulasi, Garments with style, Chiton Book Company, Pennsylvania, 1995.

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Describe the federal classification of stitches & seams, seam finishes, stitch and seam defects.	K2
CO2.	Develop creative designs for the different types of garment components.	K2
CO3.	Construct the different types of garment components using suitable construction techniques.	K2
CO4.	Construct the different types of garment fasteners using suitable construction techniques.	K2
CO5.	Select suitable garment components and fasteners for different garment styles.	K3

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code	Title of the Course									Hours	Credits
II	24UFT2C3	CORE COURSE-III BASIC GARMENT CONSTRUCTION TECHNIQUES									3	5
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	2	3	3	2	2	3	2	2	2	2.4	
CO-2	3	3	3	3	3	2	2	3	2	2	2.6	
CO-3	2	2	3	2	2	2	3	2	2	2	2.2	
CO-4	3	2	2	3	2	2	3	2	2	2	2.3	
CO-5	3	3	3	2	2	2	2	2	2	2	2.3	
Mean overall score											2.3 (High)	

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Semester	Course code	Title of the course	Hours	Credits
II	24UFT2C4P	CORE PRACTICAL-IV LAB IN BASIC GARMENT CONSTRUCTION TECHNIQUES (P)	3	3

OBJECTIVES:

- To enable the students to learn about sewing machines.
- To gain skillfulness in sewing techniques.

EXPERIMENTS:

1. Demonstrating- operating, cleaning and oiling of sewing machine. (3 Periods)
2. Demonstration of taking body measurement. (3 Periods)
3. Preparing samples for
 - a) Seams (6 periods)
 - b) Seam Finishes (6 periods)
 - c) Darts, Tucks, Pleats and Gathers (6 periods)
 - d) Flare, Frills, Ruffles & Godets (6 periods)
 - e) Sleeves (6 periods)
 - f) Bias Facing & Binding (6 periods)
 - g) Yokes, Placket, Pockets (6 periods)
 - h) Trimming (6 periods)
 - i) Skirts (6 periods)

REFERENCES:

1. Mary Mathews, Practical Clothing Construction Part-II. Designing, Drafting and Tailoring Bhattarams Reprographics (P) Ltd., Chennai, 2001.
2. Zarapkar K.R, System of Cutting, Navneet Publications India 2005.
3. Chris Jefferys (2004), 101 Essential Tips – Basic Sewing, D.K. Publishing.
4. Besty Hosegood (2006), The Complete Book of Sewing, Dorling Kindersley Ltd., London.

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CONumber	CO Statement	Cognitive Levels (K-Levels)
CO1.	Obtain knowledge on sewing machines and its careprocedure	K2
CO2.	Attain knowledge on taking body measurements	K2
CO3.	Acquire knowledge on cutting procedure for various garment components	K2

CO4.	Construction of various garment components	K2
CO5.	Construction of various finishing techniques of garments	K2

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code	Title of the Course									Hours	Credits
II	24UFT2C4P	CORE PRACTICAL-IV LAB IN BASIC GARMENT CONSTRUCTION TECHNIQUES (P)									3	3
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	3	3	3	3	2	3	2	2	2	2.6	
CO-2	3	3	3	2	3	2	2	3	2	2	2.5	
CO-3	3	3	3	3	3	2	3	2	2	2	2.6	
CO-4	3	3	3	3	3	2	3	2	2	2	2.6	
CO-5	3	3	3	3	3	2	2	2	2	2	2.5	
Mean overall score											2.5 (High)	

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Semester	Course code	Title of the course	Hours	Credits
II	24UFT2A2	ALLIDE COURSE- III INDIAN TEXTILES AND EMBROIDERY	3	4

Objectives:

- Gain knowledge about Indian traditional costumes and embroideries
- Learn the features of traditional costumes and embroideries of India.
- Know the costumes, stitches and dyes used in textile of India

UNIT–I: Origin of costumes

(15 periods)

Theories of clothing origin, Invention of needle, Development of sewing, Development of garment styles and Role of costumes. *History of Indian Garments from ancient to modern times.

UNIT–II: Traditional Woven Textiles

(15 periods)

Dacca muslin, Jamdani, Chanderi, Baluchar Buttedar, Brocades- Kam Kawab, Paithani, Peethamber, Kancheepuram brocade, Banaras brocade, Himrus and Amrus, Kashmiri shawl.

UNIT–III: Traditional printed and dyed textile and printed textiles

(15 periods)

Kalamkari. Block printing, Roghan printing and other printed and painted textiles (Mata – mi- pachedi, Pabuji-ka-pad) Dyed Textiles: Ikat, Patola, Bandhani, Laharia, Mashru.

UNIT–IV: Embroideries of India

(15 periods)

Kantha of Bengal, Gujarat embroidery, Kasuti of Karnataka, Chambaroomal of Himachal, Pulkari of Punjab, and Chikankari of Uttar Pradesh.

UNIT–V: Costumes of India

(15 periods)

Introduction to Traditional Indian dress, Costumes of West Bengal, Assam, Bihar, Uttar Pradesh, Rajasthan, Gujarat, Maharashtra, Punjab, Kashmir, Himachal Pradesh & South India. An introduction to Traditional ornaments of India.

REFERENCES:

1. Govind Sadashiv Ghurye, "Indian Costume", Popular Prakashan Publication, 1966.
2. Ritu Kumar, "Costumes and Textiles of Royal India Antique Collectors", Club, 2006.
3. Arabinda Biswas, "Indian Costumes", Ministry of Information and Broadcasting Publication Division, 1985.
4. Jamila Brij Bhushan, "Indian Embroidery", Ministry of Information and Broadcasting Publications Division, Government of India, 1990.
5. The costumes and textiles of India – Jamila Brij Bhushan, DB Taraporevala Sons & Co, Bombay, 1958.
6. Indian Costume – G.S. Ghurye, Popular Prakashan Pvt Ltd, India, 1967.
7. Indian Jewellery – M.L. Nigam, Lustre Press Pvt Ltd, India, 1999.
8. Traditional Embroideries of India – Shailaja D. Naik, APH Publishing, India, 1996.
9. Dr. Parul Bhatnagar, Traditional Indian costumes and Textiles, First

- Edition, Abhishak Publications, Chandigarh, India, 2004.
10. Manmeet Sodhia, History of Fashion, Kalyani Publishers, New Delhi, 2007.
11. Manmeet Sodhia, History of Fashion, Kalyani Publishers, New Delhi, 2009.
12. https://www.youtube.com/watch?v=tdrTL2_aOcM

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Discover the beginning and origin of costumes, embroidery and printed fabrics of India	K2
CO2.	Identify the traditional embroidery, dyed and printed fabrics of India	K3
CO3.	Recognize the costumes dyed and printed textiles of India	K2
CO4.	Value the traditional costumes, embroideries, dyed and printed fabrics of India	K2
CO5.	Appraise the traditional textiles of India.	K2

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code	Title of the Course									Hours	Credits
II	24UFT2A3	ALLIDE COURSE- III INDIAN TEXTILES AND EMBROIDERY									3	4
Course outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	2	3	3	3	2	3	2	2	2	2.5	
CO-2	3	3	3	2	3	2	2	3	2	2	2.5	
CO-3	3	2	2	3	3	2	3	2	2	2	2.4	
CO-4	3	3	3	3	3	2	3	2	2	2	2.6	
CO-5	3	2	2	2	3	2	2	2	2	2	2.2	
Mean overall score											2.4	(High)

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Semester	Course code	Title of the course	Hours	Credits
III	24UFT3C5	CORE COURSE-III PATTERN MAKING AND GRADING TECHNIQUES	3	5

OBJECTIVES:

- To acquire skills about types of patterns making.
- To learn pattern alteration skills and garment fitting.

Unit I: Pattern, Fabric preparation & layout planning (18 Periods)

Pattern- Definition, types- individual & commercial patterns.

Pattern making- Definition, types-drafting, draping and flat pattern techniques. Tools required for pattern making.

Fabric preparation & Layout Planning: Preparing the fabric for cutting. Lay planning Introduction, Rule to remember in pattern layout. Types of layouts. Transferring pattern markings, stay stitching, ease stitching.

Unit II- Drafting and Draping: (18 Periods)

Drafting: Principles for pattern drafting. Preparation of paper patterns. Importance of pattern details- pattern name, cut number, on fold details, drill hole marks, darts, notches, seam allowances and grain lines. Preparing draft for basic bodice, sleeve and skirt pattern.

Draping: Definition, types of dress form, Draping technique. Preparation for draping basic blocks (bodice, sleeve & skirts.).

Unit III- Flat pattern Techniques& Pattern manipulation (18 Periods)

Flat pattern Techniques: Definition, Pivot method, Slash & spread method, measurement method. Creating styles through dart manipulation and relocation of dart. Manipulation of darts into classic and princess style line.

Introduction to fullness – method of introducing fullness in garments - methods of controlling fullness.

Unit IV- Pattern Grading (18 Periods)

Pattern Grading: Definition, grading terminology, Types of grading, Features of grading, selection of a grading system-their advantages & disadvantages. Principles of grading. Pattern grading process. Grading procedures for basic blocks, sleeve & skirt.

Unit V- Pattern alteration, Garment fitting and assembling (18 Periods)

Pattern alteration: Definition, General principles for pattern alteration. Pattern alteration techniques- lengthening, shortening, widening & narrowing patterns. Garment fitting and Assembling: Standards for a good fit, checking for good fit, solving fitting problems and remedies

TEXT BOOK:

1. Practical Clothing Construction. Part I & Part II – Mary Mathews, Chennai (1985).
2. Zarakar System of Cutting by K.R. Zarakar Navneet Publications INDIA Ltd., (2005).

REFERENCES:

1. Connie Amaden-Crawford (2004) The Art of Fashion Draping 3rd edition, Bloomsbury Academic.
2. Hilary Campbell, Designing Patterns, Om Book services, New Delhi, 2003.
3. Helen Joseph-Pattern Making for Fashion Design, Armstrong Pearson Education, Delhi, 2000.
4. Sandra Betzina, Fast Fit, the Taunton press, Inc New York London, 2003.
5. Maggie Mc Cormick Gordon (2002) The ultimate sewing book, Collins and Brown Ltd., London.
6. Winifred Aldrich, " Metric Pattern cutting", Blackwell science Ltd., 1994.
7. Jeenne Price & Bernard Zamkoff, " Grading Techniques for modern design" Fairchild Publications, 1990.
8. Fan.J., Yo.W., and Hunter.L., "Clothing Appearance & Fit, Science and Technology", The Textile Institute, Manchester 2004.

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Define and classify the patterns and memorize the steps involved in taking body measurement	K2
CO2.	Prepare the basic block patterns for men, women and kids wear based on the principles and methodologies of drafting	K3
CO3.	Prepare patterns for basic blocks and garment components using draping techniques	K3
CO4.	Apply dart manipulation techniques to design, variation in garment components.	K2
CO5.	Acquire knowledge on the techniques involved in pattern alteration and grading for various body measurements	K2

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code	Title of the Course									Hours	Credits
III	24UFT3C5	CORE COURSE-III PATTERN MAKING AND GRADING TECHNIQUES									3	5
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	2	3	3	3	2	3	2	2	2	2.5	
CO-2	3	3	3	2	3	2	2	3	2	2	2.5	
CO-3	3	2	2	3	3	2	3	2	3	2	2.5	
CO-4	3	2	3	3	2	2	3	2	2	2	2.4	
CO-5	3	2	2	2	3	2	2	2	2	2	2.2	
Mean overall score											2.4 (High)	

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Semester	Course code	Title of the course	Hours	Credits
III	24UFT3C6P	CORE PRACTICAL- IV LAB IN CHILDREN'S WEAR (P)	3	3

OBJECTIVES:

- Develop a Basic Pattern
- Modify according to the Design and measurements
- Design and construct the following Garments

1. Baby Bed/ Laytee (6 periods)
2. Infant wears- Bib, Panty/cloth diaper and Jabla. (6 periods)
3. Summer frock –with Suspenders at Shoulder Line, Without Sleeve. (6 periods)
4. Yoke frock-Puff Sleeve, Gathered Skirt (6 periods)
5. Skirt-Four gore/pleated/umbrella (6 periods)
6. Knickers-Elastic Waist (6 periods)
7. Slack shirt-open collar, pocket, and without yoke (6 periods)
8. Uniform (6 periods)

Text Book(s):

1. Zarapker, “Zarapker System of Cutting”, K.R. Navneet publication Ltd, Mumbai, Reprinted, 2012.
2. Mary Mathews, “Practical Clothing Construction- Part I & II, Cosmic Press”, Reprintd, Chennai, 1974.
3. Gerry Cooklin, "Pattern grading for Men's cloth", Wiley India Pvt Ltd, 1st Edition, 1992.

Reference Book(s):

1. Detsy Hosegood, “The Complete Book of Sewing”, Dorling Kindersley Limited, London, 2nd Edition 2006.
2. Dorothy Wood, “The Practical Encyclopedia of Sewing”, Anness publishing, 1st Edition, 2007.
3. Swathi Bhargava, “Clothing and Textiles”, Niwas publications, Jaipur, 1st Edition 2010.

Course Outcomes

After successful completion of this course, the students should be able to

CO No.	CO Statement	Cognitive Levels (K-Levels)
CO1	Understand the various components as per the designs.	K2
CO2	Apply the various measurements in pattern making.	K3
CO3	Analyze the use of various tools and equipments as per requirements	K4

CO4	Analyzethepatternforrequireddesigns.	K4
CO5	Createthe garmentaspertherequired measurements.	K5

Relationship matrix for Course outcomes, Programme outcomes/ Programme specificoutcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code	Title of the Course									Hours	Credits
III	24UFT3C6P	CORE PRACTICAL- IV LAB IN CHILDREN’S WEAR (P)									3	3
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	2	3	3	3	2	3	2	2	2	2.5	
CO-2	3	3	3	3	3	2	2	2	3	2	2.6	
CO-3	3	2	3	2	3	2	3	3	2	2	2.5	
CO-4	3	2	2	3	3	2	3	2	3	2	2.5	
CO-5	3	3	3	2	3	2	2	2	2	2	2.4	
Mean overall score											2.5 (High)	

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Semester	Course code	Title of the course	Hours	Credits
III	24UFT3A3	ALLIED COURSE-III WET PROCESSING	3	4

Objectives:

- To educate students about textile dyeing and printing
- To make them understand various textile finishes.

UNIT I: Textile Processing & machines

(15 Periods)

Definition, Need for Processing, Dry and Wet Processing as related to common fabrics: Cotton, Silk, Wool and synthetics. Process sequence-impurities present in grey fabric.

Preparatory process Meaning, Need for preparatory processes. Singeing, Desizing, Scouring, Bleaching, Mercerizing- its types and machines used for processing. Different dyeing machines used and its working procedure.

UNIT II: Dyeing

(15 Periods)

Classification of dyes and Stages of dyeing, Characteristics of dyes, Direct, Vat, Sulphur, reactive, naphthol, acid, Basic and Disperse Dyes - Method of dyeing Cotton, Silk, Wool and Synthetics with respective dyes, Dyeing of fibre blends. Garment Dyeing technique.

UNIT III: Printing

(15 Periods)

Definition types, Direct style-block, stencil, screen, roller printing, Duplex printing, Rotary, Transfer printing, Discharge style, Resist style,- Batik, tie and dye. Minor printing methods- Flocking, Marbling, Photo printing, Warp printing and Air brush printing.

UNIT IV: Textile Finishes

(15 Periods)

Calendering, Stentering, Stiffening, Decanting, Beetling, Glazing, Schreinerizing, Embossing, Moirering, Ciering, Raising, Napping, Giggling, Shearing. Water Proofing, Water repellency, Sanforizing, Wash and Wear, fire proofing, Crepe and Crinkle effect. Colour fastness to washing-light, rubbing and perspiration.

UNIT V: Recent Finishes

(15 Periods)

Recent finishes- Nano finishes, Microencapsulation and Plasma finishes. Different types of garment washing- normal washing, acid washing, stone washing, enzyme washing, denim washing, sand washing, rinse washing, bleach washing.

Text Books:

1. Dyeing and Chemical Technology of Textile Fibres, 4th Edition, 1970, E. R. Trotman, Giffin London
2. Technology of Textile Processing, Vol 3, 4, 6, 10. by Shenai V.A, Sevak Publications, Mumbai (1996).
3. Dr.K.M.Pachiyappan & J.Banupriya, "Basics of textile processing", Laser publication, Coimbatore, (2018).

REFERENCES:

1. Manivasakam.N. Treatment of Textile processing Effluents, Sakthi Publications, Coimbatore, 1995.

2. C.W. Pellow (2000) Dyes and Dyeing, Abhishek publication
3. Carbmán B.P (2000) Fiber to Fabric, International Students Edition MC Graw Hill Book Co.,Singapore.
4. Dyeing and Chemical Technology of Textile Fibres, 4th Edition,1970, E. R. Trotman, Giffin London
5. Technology of Textile Processing, Vol 3, 4, 6, 10. by Shenai V.A, Sevak Publications, Mumbai (1996).
6. Nalankilli.G., Chemical Preparatory Process, NCUTE Publication, New Delhi.
7. Textile Preparation and Dyeing, A K R Choudhury, 2006, Oxford and IBH Publishing Co. Pvt. Ltd., New Delhi.

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO6.	Identify the suitable process to process the fibre, yarn and fabric through preparatory processes	K2
CO7.	Identify the recipes for chemical processing of different types of fabrics	K3
CO8.	Acquire knowledge on various types of dyeing	K2
CO9.	Attain knowledge on various types of printing	K2
CO10.	Acquire knowledge on different types of textile finishes.	K2

Relationship matrix for Course outcomes, Programme outcomes/ Programme specificoutcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code	Title of the Course								Hours	Credits
III	24UFT3A3	ALLIED COURSE-III WET PROCESSING								3	4
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	3	2	3	3	3	2	3	2	2	2	2.5
CO-2	3	3	3	3	2	2	2	2	3	2	2.5

CO-3	3	2	2	2	3	2	3	2	2	2	2.3
CO-4	3	2	3	3	3	2	3	2	3	2	2.6
CO-5	3	3	2	2	3	2	2	2	2	2	2.3
Mean overall score											2.4 (High)

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Semester	Course code	Title of the course	Hours	Credits
III	24UFT3A2P	ALLIED PRACTICAL-V LAB IN WET PROCESSING (P)	3	3

Objectives:

- To make the learners to identify various fibre
- To impart knowledge in textile dyeing and printing.

EXPERIMENTS:

1. Desizing of cotton fabric (4 periods)
2. Scouring of cotton fabric (4 periods)
3. Bleaching of cotton fabric with Hydrogen Peroxide (4 periods)
4. Dyeing of cotton with direct dyes (4 periods)
5. Dyeing of cotton with vat dyes (4 periods)
6. Dyeing of polyester with disperse dyes (4 periods)
7. Dyeing of cotton with reactive dyes (4 periods)
8. Dyeing of silk with acid dyes (4 periods)
9. Dyeing of woolen fabric using basic dyes (4 periods)
10. Dyeing of fabric using different types of Natural Dyes (4 periods)
11. Vegetable/ wooden block printing (4 periods)
12. Stencil printing (4 periods)
13. Batik printing (4 periods)
14. Screen printing (4 periods)
15. Tie & dye printing (4periods)

REFERENCES:

1. Carbmman B.P (2000) Fiber to Fabric, International Students Edition MC Graw Hill Book Co., Singapore.
2. Shenai, V.A., Technology of Textiles Processing, Chemistry of Dyes and Principles ofDyeing, A Sevak Publication, Bombay, 2002
3. Gulrajani,M.L., Deepti Gupta, Natural Dyes and their Application to Textiles, Indian Institute of Technology, New Delhi, 1992.
4. Clarke, W. (2004) An Introduction to Textile Printing, Wood Head Publishing Limited.

5. C.W. Pellow (2000) Dyes and Dyeing, Abhishek Publication.

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Identify the suitable process to process the fibre, yarn and fabric through preparatory processes	K2
CO2.	Acquire knowledge on chemical processing of cotton and blended materials	K3
CO3.	Acquire knowledge on various types of dyeing & printing	K3

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code	Title of the Course									Hours	Credits
III	24UFT3A2P	ALLIED PRACTICAL-V LAB IN WET PROCESSING (P)									3	3
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	3	3	3	3	2	3	2	2	2	2.6	
CO-2	3	3	3	3	2	2	2	2	3	2	2.5	
CO-3	3	3	3	3	3	2	3	2	2	2	2.6	
Mean overall score											2.5 (High)	

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Semester	Course code	Title of the course	Hours	Credits
III	24UFT3N1A	NON-MAJOR ELECTIVE-I A. ACCESSORIES DESIGNING	3	2

OBJECTIVES:

- To design the accessories on their own
- To develop the accessories on their own

EXPERIMENT:

Prepare the following Samples using the available raw materials / any base material.

1. Chain stitch & Back stitch (3 periods)
2. Running stitch & Blanket stitch (3 periods)
3. Satin stitch & Stem stitch (3 periods)
4. French & Bullion knot (3 periods)
5. Appliqué, lace & embellishment (3 periods)
6. Bead Jewelry, Crystal Jewelry (3 periods)
7. Quilling Jewelry (4 periods)
8. Terracotta Jewelry (4 periods)
9. Antique Jewelry & Kundan Jewelry (4 periods)

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Create different types of accessories	K2
CO2.	Construct different types of accessories	K2

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code	Title of the Course									Hours	Credits
III	24UFT3N1A	NON-MAJOR ELECTIVE-I A. ACCESSORIES DESIGNING									3	2
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	3	3	3	3	2	3	2	2	2	2.6	
CO-2	3	3	3	3	2	2	2	2	3	2	2.5	
Mean overall score											2.5 (High)	

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Semester	Course code	Title of the course	Hours	Credits
III	24UFT3N1B	NON-MAJOR ELECTIVE-I B. FLORAL MAKING	3	2

OBJECTIVES:

- To design and develop the floral arrangements on their own

EXPERIMENT:

- Prepare the following Samples
- Flowers as a gift (2 Periods)
- Flowers for home (2 Periods)
- Bow making (2 Periods)
- Hand-tied Bouquet (2 Periods)
- Conditioning and Storing Cut Flowers and Foliage (2 Periods)
- Mechanics and Supplies (2 Periods)
- Wire and Ribbon (2 Periods)
- Constructing Arm Bouquets (2 Periods)
- Boutonnieres and Corsages (2 Periods)
- Bud Vases (2 Periods)
- Round Designs (2 Periods)
- Line Arrangements (2 Periods)
- Holiday Arrangements (2 Periods)
- Balloon Flowers (2 Periods)
- Stuffed Balloons (2 Periods)

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Know different types of artificial flower	K1
CO2.	Develop different floral arrangements & bouquets	K2

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code	Title of the Course									Hours	Credits
III	24UFT3N1B	NON-MAJOR ELECTIVE-I B. FLORAL MAKING									3	2
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	3	3	3	3	2	2	2	2	2	2.5	
CO-2	3	3	3	3	2	2	2	2	3	2	2.5	
Mean overall score											2.5 (High)	

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Semester	Course code	Title of the course	Hours	Credits
III	24UFT3N1C	NON-MAJOR ELECTIVE-I C. ART TECHNIQUES	3	2

OBJECTIVES:

- To design and develop the art techniques.

EXPERIMENTS:

1. Fabric Paintings-Dry Strokes, Blending and Wet Painting.
2. Canvas Painting-Warli Art and Stone Works.
3. Pot Painting-Mould and Collage Paintings
4. Glass and Bottle Painting-Abstract Painting and Foil Work.
5. Stencil Painting- Positive and negative with sponging and spraying.

REFERENCES:

1. Susan Louise Moyer, "Silk Painting for Fashion and Fine Art", Watson-Guptill Publications, United States, 1995.
2. Alice Mackrell, "Art and Fashion", Batsford Publications, United Kingdom, 2005.
3. Santosh Mali, "The Art of Warli Painting", Create Space Independent Publishing, California, 2014

COURSE OUTCOME

CO Number	Co statement	Cognitive Levels (K-Levels)
CO1	Understand Different Techniques for Painting	K2
CO2	Analyze Ideas over Various Mediums	K2
CO3	Apply Designs with Knowledge of Medium	K3
CO4	Apply the methods for painting	K3
CO5	Evaluate variety of art techniques	K5

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code		Title of the Course								Hours	Credits
III	24UFT3N1C		NON-MAJOR ELECTIVE-I C. ART TECHINQUES								3	2
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	2	3	3	3	2	3	2	2	2	2.5	
CO-2	3	3	3	3	3	2	2	2	3	2	2.6	
CO-3	3	2	3	2	3	2	3	2	2	2	2.4	
CO-4	3	2	2	3	3	2	3	2	2	2	2.4	
CO-5	3	3	3	2	3	2	2	2	2	2	2.4	
Mean overall score											2.4 (High)	

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Semester	Course code	Title of the course	Hours	Credits
IV	24UFT4C7	CORE COURSE-IV TEXTILE TESTING	3	5

OBJECTIVES:

- To impart knowledge on fibre, yarn and fabric testing.
- To make the learners understand the working principles of textile testing equipment.

Unit I: Quality control: Definition and its importance. (18 Periods)

Humidity: Definition and its influence on fiber properties Standard atmospheric condition, Standard testing atmosphere. Standard regain, Moisture content and regain. Measurement of atmospheric condition – wet and dry bulb Hygrometer and sling Hygrometer.

Unit II: Fiber testing: (18 Periods)

Fiber Testing: Fiber length – Baer sorter and Fibrograph, Fiber strength – Stelometer, Fiber fineness – Micronaire, Fiber maturity, Trash content - determination – Trash analyzer.

Unit III: Yarn testing: (18 Periods)

Yarn testing: Determination of yarn count – quadrant, Analytical & Beesley balance. Twist – Direction of twist and amount of twist, Twist effect on fabric properties. Strength of yarn-Single yarn strength tester. Crimp – Shirley crimp tester. Yarn appearance tester. Evenness – Uster Evenness tester, Hairiness – Uster Hairiness tester.

Unit IV : Fabric Testing: (18 Periods)

Fabric Testing: Fabric strength tester – Tensile strength, tearing strength & bursting strength. Abrasion – Types of abrasion – pilling – Martindale pill box tester. Fabric thickness tester. Garment accessories strength testing- zipper strength, button strength

Unit V :Garment Testing: (18 Periods)

Drape – Drape meter, Fabric stiffness - Shirley stiffness Tester, crease recovery – Shirley crease recovery tester. Fabric permeability – Shirley air permeability tester, Water permeability tester, and Bundersmann tester.

Color fastness in textiles – Crocking test, perspiration test, sunlight, laundering, pressing and dry cleaning aspects.

TEXT BOOK:

1. Textile Testing by P.Angappan and V.Gopalakrishnan, SSM Institute of Textiles, (2000)

2. Principle of Textile Testing by JE Booth, CBS publication, Newdelhi,(1996).

REFERENCES:

- 1.Principles of textile testing by J.E. Booth., C.B.S., publishers & distributors, New Delhi, 1996.
- 2.Mishra S.P and Kesavan B.K, “Fibre Science”, Kumarapalayam, S.S.M. Institute of Textile Technology
- 3.Dr. Arindam Textile Testing, SITRA Coimbatore (2001).
- 4.Saville B Physical Testing of Textiles, Wood head publishing, Cambridge (2004).

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Acquire knowledge in sampling techniques of fibers, yarns and fabrics and also in various method of measuring yarn number	K2
CO2.	Gain knowledge in principles of working of yarn testing instruments	K3
CO3.	Gain knowledge in principles of working of fabric testing instruments	K3
CO4.	Acquire knowledge on testing of fabric handle properties	K2
CO5.	Acquire knowledge on testing instruments used for accessories and fastness properties of fabrics	K2

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code	Title of the Course									Hours	Credits
IV	24UFT4C7	CORE COURSE-IV TEXTILE TESTING									3	5
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		

CO-1	3	2	3	3	3	2	3	2	2	2	2.5
CO-2	3	3	3	3	3	2	2	2	3	2	2.6
CO-3	3	2	3	2	2	2	2	2	2	2	2.2
CO-4	3	2	2	3	3	2	2	2	2	2	2.3
CO-5	3	3	2	2	3	2	2	2	2	2	2.3
Mean overall score											2.3 (High)

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Semester	Course code	Title of the course	Hours	Credits
IV	24UFT4C8P	CORE PRACTICAL-VIII LAB IN TEXTILE TESTING (P)	3	3

OBJECTIVES:

- To impart knowledge about fiber and its strength.
- To gain knowledge about fabric properties.

EXPERIMENTS:

Determining of

1. Moisture content (6 Periods)
2. Fabric Count, EPI, PPI (6 Periods)
3. Lea strength / single yarn strength and elongation (6 Periods)
4. Yarn twist (6 Periods)
5. Yarn Crimp (6 Periods)
6. Tensile Strength Count (6 Periods)
7. Fabric Abrasion Resistance. (6 Periods)
8. Fabric Drape (6 Periods)
9. Fabric Crease Recovery (6 Periods)
10. Fabric Stiffness and thickness (6 Periods)

REFERENCES:

1. Booth.J.E (2001) Principles of Textile Testing, Butterworths, London,
2. Raul Jewel (2005) Textile Testing, APH Publishing Corporation, New Delhi.
3. Grover & Hamby (2003), Handbook of Textile Testing and Quality Control, Wiley Eastern Private Ltd. New Delhi.

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Gain knowledge in principles of working of yarn testing instruments	K2
CO2.	Gain knowledge in principles of working of fabric testing instruments	K2
CO3.	Acquire knowledge on testing of fabric handle properties	K2

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code		Title of the Course								Hours	Credits
IV	24UFT4C8P		CORE PRACTICAL-VIII LAB IN TEXTILE TESTING (P)								3	3
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	3	3	3	3	2	3	2	2	2	2.6	
CO-2	3	3	3	3	3	2	2	2	3	2	2.6	
CO-3	3	3	3	3	3	2	2	2	2	2	2.5	
Mean overall score											2.5 (High)	

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Semester	Course code	Title of the course	Hours	Credits
IV	24UFT4A4	ALLIED COURSE -IV APPAREL QUALITY MANAGEMENT	3	4

OBJECTIVES:

- To impart knowledge on quality principles.
- To understand the tools & standards used in apparel industry.

Unit I- Introduction: (18 Periods)

Definition of Quality – Dimensions of Quality – Quality Planning – Quality costs –Quality Statements – Strategic Planning, Deming Philosophy – Juran Trilogy – Crosby philosophy, PDSA Cycle, 5S, Kaizen. Six Sigma. Quality Circles & Quality Trilogy

Unit II -TQM Principles (18 Periods)

Basic concepts of Total Quality Management -Principles of TQM, Leadership – Concepts – Four pillars of TQM – PDCA cycle & PDSA cycle. Role of Senior Management – Quality Council, Customer satisfaction – Customer Perception of Quality, Customer Complaints, Employee Involvement – Motivation, Empowerment, Teams, Recognition and Reward, Performance Appraisal, Benefits, Continuous Process Improvement

Unit III- Control charts (18 Periods)

Concepts and uses – Control limits& Control Charts. Acceptance sampling – Types of sampling plans: Single, Double and Multiple Sampling plans – OC curves – AQL and LTPD-4 points and 10-point system – Sampling errors and sampling risks – Producers risk and Consumers risk

Unit IV – Quality Tools (18 Periods)

Benchmarking – Reasons to Benchmark – Benchmarking Process, Quality Function Deployment (QFD) – House of Quality, QFD Process, and Benefits – Taguchi Quality Loss Function – Total Productive Maintenance (TPM) – Concept, Improvement Needs, and FMEA – Stages of FMEA.

Unit V - Standards (18 Periods)

Elements of ISO – Benefits of ISO 9000 System. ISO 9001:2008: Guidelines and Standard Clauses – Implementation Procedures and requirements– Quality Manual and its contents. Accreditation and Certification agencies. Quality audit :Types of quality audit – Audit procedure. Environmental Management System (EMS): Elements of EMS – Benefits– Environmental Policies. Study on SA8000, OHSAS 18000, WRAP, GOTS.

Text Books:

1. Pradip v.Mehta, “ An Introduction of Quality control for the Apparel Industry”.ASQC quality press , Marcel Dekker Inc., New York ,1992
2. Managing Quality in Apparel Industry ,S.K.Bhardwaj& Pradip v Mehta .

3. Sreenivasan .V (2004), Total Quality Management, Pratheeba Publishers, Coimbatore

REFERENCES:

- 1.Patty Brown, Janett Rice,-Ready to wear apparel analysis, Prentice Hall,1998.
- 2.Salinger, Jacob Apparel, “Manufacturing Analylsis”, New York, Textile Books Futs, 2001.
- 3.Introduction to Clothing Production Management, A.J. Chuter, Second Edition, Black Well Publishing, Second Edition, 2004.
- 4.Apparel Merchandising, Robin Mathew, First Edition, Book Enclave Publishing, 2008.
- 5.Textile Industry Development and Growth, Satish Tiwari, First Edition, Anmol Publications Pvt. Ltd., 2000.

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Acquire knowledge on the concepts of quality assurance & its importance in manufacturing process.	K2
CO2.	Acquire knowledge on statistical tools and apply them for quality assurance.	K2
CO3.	Acquire knowledge on quality control of material and processes in apparel manufacturing.	K2
CO4.	Understand and execute quality requirements of different standard organization.	K3
CO5.	Control and manage quality requirements of customer, Buyer and Standards organization in Apparel Industry.	K3

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code	Title of the Course								Hours	Credits
IV	24UFT4A4	ALLIED COURSE -IV APPAREL QUALITY MANANGEMENT								3	4
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	

CO-1	3	2	3	3	3	2	3	2	2	2	2.5
CO-2	3	3	3	3	3	2	2	2	3	2	2.6
CO-3	3	3	3	2	3	2	2	2	2	2	2.4
CO-4	3	3	3	3	3	2	2	2	2	2	2.5
CO-5	3	3	3	3	3	2	2	2	3	2	2.6
Mean overall score											2.5 (High)

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Semester	Course code	Title of the course	Hours	Credits
IV	24UFT4N2A	NON- MAJOR ELECTIVE- II A. FABRIC PRINTING	3	2

OBJECTIVES:

- To obtain the printing knowledge

Resist Dyed Textiles

(15 Periods)

- Introduction to traditional resist-dyed textiles from different regions of India.
- Categorisation of ikat styles on the basis of region:
(a)Patola from Gujarat(b)Bandhas from Odisha
- (Categorisation of tie-dyed textiles on the basis of region:
(a)Bandhani from Gujarat(b)Bandhej&Leheriya from Rajasthan

Printed Textiles

(15 Periods)

- Introduction to traditional block printed textiles from different regions of India.
- Categorization of block printing styles on the basis of region:
(a)Bagru prints from Rajasthan (b)Kalamkari from Andhra Pradesh

REFERENCES:

- Textiles – Ninth edition ,Sara J Radolph and Anna L Langford, Prentice hall, New Jersey (2002).
- Textile processing – J L Smith, Abhishek publications, Chandigarh (2003).
- Textile Chemistry – Peters R H , Vol I, & II, Textile Institute Manchester (1970)
- Beginners Guide to fabric dyeing and printing – Stuart & Robinson, Technical books,London (1982).
- Thickening agents and Emulsion thickenings in textile printing – Herbert Barthm, New Delhi (1994).

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Attain knowledge on fabric properties	K2
CO2.	Attain knowledge on chemicals used for printing	K2

CO3.	Acquire knowledge on different dyes used for printing	K3
CO4.	Acquire knowledge on different types of printing	K3
CO5.	Acquire knowledge on printing processes	K2

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code	Title of the Course									Hours	Credits
IV	24UFT4N2A	NON- MAJOR ELECTIVE- II B. FABRIC PRINTING									3	2
Course outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	2	2	3	3	2	3	2	2	2	2.4	
CO-2	3	3	3	2	3	2	2	2	3	2	2.5	
CO-3	3	3	3	2	3	2	2	2	2	2	2.4	
CO-4	3	3	3	3	3	2	2	2	2	2	2.5	
CO-5	3	3	2	3	3	2	2	2	3	2	2.5	
Mean overall score											2.4	(High)

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Semester	Course code	Title of the course	Hours	Credits
IV	24UFT4N2B	NON- MAJOR ELECTIVE- II B. FASHION SAREE DESIGNING(P)	3	2

OBJECTIVES:

- To know the types of sarees
- To gain knowledge about designing the sarees

EXPERIMENTS:

- Designing a saree with
 - Embroidery- types (6 Periods)
 - Printing (6 Periods)
 - Painting (6 Periods)
 - Zari work (6 Periods)
 - Bead work (6 Periods)

COURSE OUTCOME

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Know about different types of sarees	K2
CO2.	Create different types of designs and works in sarees	K3

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code	Title of the Course	Hours	Credits
IV	24UFT4N2B	NON- MAJOR ELECTIVE- II B. FASHION SAREE DESIGNING (P)	3	2

Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	3	3	3	3	3	2	3	2	2	2	2.6
CO-2	3	3	3	3	3	2	2	2	3	2	2.6
Mean overall score											2.6 (High)

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Semester	Course code	Title of the course	Hours	Credits
IV	24UFT4N2C	NON- MAJOR ELECTIVE- II C.SKETCHING HUMAN BODY(P)	3	2

OBJECTIVES:

- To draw the human figure and its parts on their own.

EXPERIMENTS:

1. Sketching facial parts (6 Periods)
 - Eyes
 - Ears
 - Nose
 - Mouth
2. Sketching hair styles (6 Periods)
3. Sketching of hand and foot (6 Periods)
4. Sketching of fully fashioned figure- male, female & children. (12 Periods)

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Illustrate different facial features & human anatomy	K2
CO2.	Develop varieties of hairstyles	K3

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code	Title of the Course	Hours	Credits
IV	24UFT4N2C	NON- MAJOR ELECTIVE- II C.SKETCHING HUMAN BODY (P)	3	2

Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	3	3	3	3	3	2	2	2	2	2	2.5
CO-2	3	3	3	3	3	2	2	2	3	2	2.6
Mean overall score											2.6 (High)

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Semester	Course code	Title of the course	Hours	Credits
V	24UFT5C9	CORE COURSE- IX CLOTHING CARE	3	5

OBJECTIVES:

- To obtain knowledge in caring a garment.

Unit I:

(18 periods)

Clothing care- need and importance.

Water- hard and soft water, methods of softening water.

Laundry soaps – Manufacture of soap (Hot process, cold process), composition of soap, types of soap.

Soap less detergents, its chemical action, detergent manufacture, advantages of detergents

Unit II:

(18 periods)

Finishes – Stiffening Agents – Starch (cold water and hot water), Other stiffening agents, preparation of starch.

Laundry blues, their application.

Unit III:

(18 periods)

Laundry equipment – for storage, for steeping and Washing

Hand washing equipment – Wash board, suction washer, wash boiler,

Machine washing equipment- washing machine- methods, types of washing machine & its functions.

Drying equipment's – outdoor and indoor types.

Irons and ironing board – types of iron (box, flat, automatic, steam iron). Ironing board – different types.

Unit IV:

(18 periods)

Principles of washing – suction washing, washing by kneading and squeezing, washing by machine - Process details and machine details.

Laundering of different fabrics – cotton and linen, woollens, coloured fabrics, silks, rayon and nylon.

Dry cleaning – using absorbents, using grease solvents. Storing – points to be noted.

Unit V:

(18 periods)

Special types of Laundry – water proof coats, silk ties, leather goods, furs, plastics, lace.

Stain removal – food stains, lead pencil, lipstick, mildew, nose drops, paint, perfume, perspiration / mildew, tar, turmeric and kum- kum.

Care labels – washing, bleaching, Drying, ironing and different placements of label in garments.

Reference Books:

1. Singer Sewing, Clothing Care and Repair (Singer Sewing Reference Library)

2. Incorporated The Editors of Cy De Cosse, The Perfect Fit
3. Fundamentals of textiles and their care- Susheela Dantiyagi, Orient LongmannLtd(1980)
4. Household Textiles and Laundry work- DuagDueikar, Amla Ram & Sons, Delhi.

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Attain knowledge on different types of water and soap	K2
CO2.	Attain knowledge on starch and laundry blues	K2
CO3.	Acquire knowledge on fabric washing	K2
CO4.	Gain knowledge on washing techniques	K2
CO5.	Attain knowledge on stain removal	K3

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code		Title of the Course								Hours	Credits
V	24UFT5C9		CORE COURSE- IX CLOTHING CARE								3	5
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	3	2	3	3	2	3	2	2	2	2.5	
CO-2	3	3	3	3	3	2	2	2	3	2	2.6	
CO-3	3	3	3	3	2	2	3	2	2	2	2.5	
CO-4	3	2	3	3	3	2	2	2	3	2	2.5	
CO-5	3	3	3	3	3	2	2	2	2	2	2.5	
Mean overall score											2.5 (High)	

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Semester	Course code	Title of the course	Hours	Credits
V	24UFT5C10	CORE COURSE- X DRAPING THEORY	3	5

OBJECTIVES:

- Introduce draping techniques for development of bodice blocks and variations
- Understand the relevance of draping in fashion.
- Identify draping techniques for specific garment features and pattern shapes.

UNIT–I-IntroductiontoDraping: (18 periods)

Definition of Draping – Draping Tools & Equipment’s – Draping principles – Preparation of muslin for Draping – Seam allowance – Preparation of Dress form for Draping. Apex, Balance, plumb line, Trueing, Blocking, Blending, Princess Line, clipping & Marking-Principles of Draping.

UNIT – II- Basics of Draping: (18 periods)

Draping of Basic Bodice front – Preparation of muslin – Draping steps – Marking – Truing - Draping of Basic Bodice Back – Draping of Basic Sleeve – Draping of Basic Skirt.

UNIT – III -Draping of Skirts: (18 periods)

Draping of one-piece basic skirt – Gored skirt – Flared skirt – Pleats in the flared skirt – Gathers in the flared skirt – Pleated skirt – Side & Box pleated skirt – Kick pleated and inverted pleated skirt

UNIT – IV- Draping of Yokes, Sleeves & Collars:(18 periods)

Draping of fitted midriff Yoke — Shirt yoke – Hip Yoke. Draping of – Mandarin Collar – Convertible collar – Peter Pan collar. Draping of Basic Dolman sleeve – Long fitted Dolman sleeve — Reglan sleeve.

UNIT – V- Draping of Advanced Design In Garments: (18 periods)

Draping for Men’s trouser (pleats and Flange) -Draping for Women’s Tops (application of Dart manipulation principle)- Draping for children’s dresses - Creative Draping

REFERENCES:

1. Draping for Fashion Design, Hilde Jaffe and NurieRelis, - Pearson/Prentice Hall, 2005.
2. The Art of Fashion Draping, Connie Amaded and Crawford, Bloomsbury Academic, 2018.

3. Cutting and Draping Special Occasion Cloths: Designs for Party wear and Evening wear, Dawn Cloak, London, Batsford, 1998.
4. Dress Design, Draping and Flat Pattern Making, Marion Strong Hillhouse and Evelyn A. Mansfield, Houghton Mifflin Company, United States, 1948.
5. The Art of Fashion Draping, Connie Crawford, Bloomsbury Publishing India Private Limited, 2007.
6. Draping for Apparel Design, Helen Joseph and Armstrong, Bloomsbury Academic, 2008.
7. Draping for Apparel Design, 3rd Edition - Helen Joseph and Armstrong, Bloomsbury Academic, 2013.

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1	Attain knowledge on draping tools	K2
CO2	Attain knowledge on draping steps and marking	K2
CO3	Acquire knowledge on skirt draping and types	K2
CO4	Gain knowledge on collar and sleeve	K2
CO5	Attain knowledge on advanced design	K3

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code	Title of the Course									Hours	Credits
V	24UFT5C10	CORE COURSE- X DRAPING THEORY									3	5
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	3	3	3	3	2	3	3	2	2	2.7	
CO-2	3	3	3	3	3	2	2	2	3	2	2.6	
CO-3	3	3	3	3	2	3	3	2	2	2	2.6	
CO-4	3	2	3	3	3	2	2	2	3	2	2.5	

CO-5	3	3	3	3	3	2	2	2	2	2	2.5
Mean overall score											2.6 (High)

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Semester	Course code	Title of the course	Hours	Credits
V	24UFT5C11	CORE COURSE- XI FASHION FORECASTING	3	5

OBJECTIVES:

- To enable students to understand about surveys, scans
- To impart the knowledge about trend analysis
- To facilitate students to understand about the color, material forecasting

UNIT-I -Introduction

(18 Hours)

Fashion Forecasting– definition, types: long term and short term, the direction of fashion change, types of forecasting methods: qualitative and quantitative, various factors influencing fashion change– social, cultural, military, royal, celebrity, professional, Need for fashion forecasting, The role of fashion forecasters

UNIT-II-Fashion Trend

(18 Hours)

Fashion trend–definition, Trend chasers, visualization and forecasting, Fashion trend forecasting past, present and future, social media and its influence for fashion trend forecasting, trend forecasting schedule, types of trends - fad, classic; trend influencers

UNIT-III –Trend forecasting roles

(18 Hours)

Steps in fashion forecasting process, Roles in the trend forecasting industry – color, materials, yarn and fiber, print specialists, surface specialists, product designers, garment technologists and pattern cutters, buyers, merchandisers, retailers, marketers, consumer analysts, youth specialists, Trend reports

UNIT-IV-Fashion and trend analysis

(18 Hours)

Fashion curves and cycle-influence and length, fashion theories, trend analysis techniques, product life cycle, sales forecast, sales history, trend map, trend report, shopping behavior and shopping profile.

UNIT-V –Fashion forecasting process

(18 Hours)

Research, fashion, culture, street style, design, retail, lifestyle, culture and technology, trade fairs, consultancy, forecasting soft-wear, runways, catwalks, forecasting with scenario, forecasting process–Color and materials, color-developing palette, color tool, dyes, inspiration, moodboard.

References:

1. Kathryn McKelvey, Janine Munslow, Fashion Forecasting, Wiley-Blackwell, A John Wiley & Sons, Ltd, Publication
2. Tsan-Ming Choi, Chi-Leung Hui & Yong Yu K, Intelligent Fashion Forecasting Systems: Models, Springer, 2014.
3. Eundeok Kim & Ann Marie Fiore, Fashion Trends: Analysis and Forecasting, Berg publications, 2011.
4. Chelsea Rousso, Fashion Forward: A Guide to Fashion Forecasting, Bloomsbury academic, 2012.

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1	Attain knowledge on fashion forecasting	K2
CO2	Attain knowledge on fashion trends	K2
CO3	Acquire knowledge on roles in trends forecasting	K2
CO4	Gain knowledge on Fashion curves and cycle	K2
CO5	Attain knowledge on future fashion forecasting	K3

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code	Title of the Course									Hours	Credits
V	24UFT5C11	CORE COURSE- XI FASHION FORECASTING									3	5
Course outcomes	Programme outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	3	3	3	3	2	2	3	2	2	2.6	
CO-2	3	3	3	3	3	2	2	2	3	2	2.6	
CO-3	3	3	3	3	2	3	3	2	2	2	2.6	
CO-4	3	2	3	3	3	2	2	2	3	2	2.5	

CO-5	3	3	3	3	3	2	2	3	2	2	2.6
Mean overall score											2.6 (High)

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Semester	Course code	Title of the course	Hours	Credits
V	24UFT5C12P	CORE PRACTICAL- XII LAB IN ADULTS WEAR (P)	3	3

OBJECTIVES:

- Develop a Basic Pattern
- Modify according to the Design and measurements
- Design and Construct the following Garments

DESIGN AND CONSTRUCT THE GARMENTS.

1. Saree Petticoat – six Panel (5 periods)
2. Blouse (5 periods)
3. Salwar/ Chudidhar/ Palazzo (any one) (10 periods)
4. Slack shirt (10 periods)
5. Nehru Kurtha (10 periods)
6. Pyjama/ Bermudas (10 periods)
7. Narrow Bottom/Pleated (5 periods)
8. Knit wear (5 periods)

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	According to the pattern design and develop the garment	K2
CO2.	Develop varieties of constructing the garment	K3

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code	Title of the Course		Hours	Credits
V	24UFT5C12P	CORE PRACTICAL- XII LAB IN ADULTS WEAR (P)		3	3
Couse	Programme outcomes(POs)		Programme Specific Outcomes(PSOs)		Mean

outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	scores of COs
CO-1	3	3	3	3	3	2	2	3	2	2	2.6
CO-2	3	3	3	3	3	2	2	2	3	2	2.6
Mean overall score											2.6 (High)

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Semester	Course code	Title of the course	Hours	Credits
V	24UFT5MBE1A	MAJOR BASED ELECTIVE – I A.FASHION PHOTOGRAPHY	3	4

OBJECTIVES:

- To gain knowledge on photography
- To understand the concepts behind the photography

Unit I: Introduction

(18 Hours)

Photography – Basics – General principles and Rules

Indoor Photography – Needs and methods -lighting techniques for indoor photography – methods and equipments – advantage and disadvantages

Outdoor photography – methods – lighting techniques – methods and equipments.

Comparison of outdoor photography with indoor photography.

Unit II: Types of Cameras

(18 Hours)

Camera definition – parts of camera- classification and types of cameras – Applications - Disadvantages. Camera Accessories. Fashion studio.

Unit III: Photography Techniques

(18 Hours)

Photography techniques and equipment for different fields. Modeling, newspaper, magazines – occasions –Fashion shows.

Unit IV: Photo Developing

(18 Hours)

Developing – Definition – Different techniques in developing. Printing – definitions – Methods of printing for black & white color.

Unit V: Advanced Photography

(18 Hours)

Photography using digital cameras – Video photography – image mixing – Application of computers in photography.

REFERENCES:

1. W.R. Miller, “Basic Industrial Arts, Plastics, Graphics Arts, Power Mechanics, Photography”, McKnight Publishing Company, Illionois, 1978.
2. John Hedge, “Photography Course”, John Hedge Co, 1992.

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Acquire knowledge on types of camera, working principles of camera and their various accessories.	K2
CO2.	Define knowledge on various camera techniques such as basic techniques, equipment techniques, and subject techniques.	K2
CO3.	Ability to identify the importance of lighting, types of lighting, film types, film speed, film format.	K3
CO4.	Acquire skills on fashion photography in different fields.	K3
CO5.	Acquire knowledge on developing and printing, image mixing and printing, computer application in photography and video photography.	K2

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code		Title of the Course								Hours	Credits
V	24UFT5MBE1A		MAJOR BASED ELECTIVE – I A.FASHION PHOTOGRAPHY								3	4
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of Cos	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	3	3	2	3	2	2	2	2	2	2.4	
CO-2	3	3	3	3	3	2	2	2	3	2	2.6	
CO-3	3	3	3	2	2	3	3	2	2	2	2.5	
CO-4	3	2	3	3	3	2	2	2	3	2	2.5	
CO-5	3	3	3	3	3	2	2	2	2	2	2.5	
Mean overall score											2.5 (High)	

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Semester	Course code	Title of the course	Hours	Credits
V	24UFT5MBE1B	MAJOR BASED ELECTIVE-I B.BEAUTY CARE	3	4

UNIT – I- Introduction

(18 Hours)

Introduction and importance of Beauty care. Importance of personal hygiene, Personal grooming. Sterilization and sanitation-Purpose, methods, do's and don'ts. Professional ethics.

UNIT – II- Eye brow and epilation

(18 Hours)

Eye brow Shaping-Materials required, Tweezing and threading, Different types of threading, different types of eyebrows keeping in mind the face structure.

Basic Epilation-Introduction- preparation of wax and its testing and precautions, types of wax, sterilization of tools, methods of applying wax. Waxing - Removing of superfluous hair from the face and body , purpose , Methods of Epilation and Depilation.

UNIT – III- Manicure and Pedicure

(18 Hours)

Definition, purpose, Introduction, tools and equipments, application of creams and lotion, methods/types of pedicure and manicure. Hand and leg massages step by step procedure.

UNIT – IV- Nail art and mehendi

(18 Hours)

Nail art -Factors affecting nail growth. Introduction-equipments and tools, types of nail polish, application and their methods. Different methods of nail art.

Mehandi- Introduction, preparation of Mehendi paste, Mehendi cone preparation and application on hands and legs.

UNIT – V-Facial:

(18 Hours)

Facial and types of facial: Plain facial, Vegetable peel facial, Gauze facial, Paraffin mask treatment, High frequency facial, Ozone facial, galvanic facial, thermo herb facial, Aroma facial, Gold and Silver facial. Types of Face Masks

Equipment Needed for Doing A Facial: Vapourozone, High frequency apparatus, Skin vention machine, Galvanic machine, Infra-red lamp, Double boiler, Facial trolley, Derma scape.

References:

1. Hair, Skin and Beauty Care 9The complete body Book-Blossom Kochar (2000) VBSPD/VBS Publishers distributors Ltd.Newdelhi.
2. Complete Beautician course-Dr.Renu Gupta (2001) Diamond pocket books Pvt Ltd , New Delhi.
3. Practical Guide to Beautician Training- Madhumita Paudwal (2002) Asian publishers, New Delhi.
4. Classic makeup and beauty book Maureen Barry more Dave king (1996).

5. Dorling Kindersley, London. 3.388 Geat Hair style Margit rudiger and rene Von Samson (2002) Sterling Publishing Co., Inc, Newyork

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Attain knowledge on sterilization and sanitation of tools	K2
CO2.	Know about grooming and personal hygiene	K3
CO3.	Attain knowledge on foot and hand care	K3
CO4.	Attain knowledge on nail care and mehendi preparations	K3
CO5.	Attain knowledge on skin care	K2

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code	Title of the Course									Hours	Credits
V	24UFT5MBE1B	MAJOR BASED ELECTIVE-I B.BEAUTY CARE									3	4
Course outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of Cos	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	3	3	2	3	2	2	2	2	2	2.4	
CO-2	3	3	3	3	3	2	2	2	3	2	2.6	
CO-3	3	3	3	2	2	3	3	2	2	2	2.5	
CO-4	3	3	3	3	3	2	2	2	3	2	2.6	
CO-5	3	3	3	3	3	2	2	2	2	2	2.5	
Mean overall score											2.5	(High)

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Semester	Course code	Title of the course	Hours	Credits
V	24UFT5MBE1C	MAJOR BASED ELECTIVE-I C. DIGITAL MARKETING	3	4

Objectives:

- To teach and train the students in the basics of hand and machine embroidery.
- To impart knowledge on various types of embroidery stitches.
- To impart knowledge on computerized embroidery machines.

UNIT-1- INTRODUCTION:

(18 periods)

History of e-commerce, e-commerce vs. business, unique features of e-commerce technology, commercial use of the internet, growth of the internet mobile and web, e-commerce opportunities for industries.

UNIT- 2- E-COMMERCE BUSINESS:

(18 periods)

Social networking and Facebook, Types of e-commerce: business to consumer (B2C), Business to Business (B2B), Consumer to Consumer (C2C), Consumer to Business (C2B), Mobile E- Commerce, Social E-Commerce, Local E-Commerce; e-commerce technology, concepts, Approaches.

UNIT-3- ENABLING TECHNOLOGIES

(18 periods)

Internet, Mobile internet access, wireless internet, internet access, web, hypertext markups, emails, messaging, search engine, online forum, cookies, streaming media, online social networks, blogs, wikis, mobile applications.

UNIT-4- E-MARKETING

(18 periods)

Uniqueness of web, satisfying the requirements of website visitors, e-marketing value chain, maintaining a website, online video store, online payment, online marketing, advertising, market research, customer relationship applications, effectiveness of advertising, elements of branding, marketing strategy on web.

UNIT-5- E-SECURITY

(18 periods)

Networks and website security, risks, site hack, security and e-mail, firewall concept, phishing, dimensions of good e-commerce security, public safety and criminal uses of the internet, credit card fraud/theft, spam, mobile platform security issues

References:

1. Joan Nicholson, "Contemporary Embroidery Design", Read Books, 2011
2. Mildred Graves Ryan, Marta Cone, "The Complete Encyclopedia of Stitchery", Sterling Publishing Company, 2005.
3. Gail Lawther, "Inspirational Ideas for Embroidery on Clothes and Accessories", Search Press Ltd., 1993.

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Attain knowledge on Surface Ornamentation and tools	K2
CO2.	Know about the Hand Stitches	K3
CO3.	Attain knowledge on Machine embroidery	K3
CO4.	Attain knowledge on Computerized Embroidery	K3
CO5.	Attain knowledge on Other Ornamentation Techniques	K2

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code	Title of the Course									Hours	Credits
V	24UFT5MBE1C	MAJOR BASED ELECTIVE-I C. DIGITAL MARKETING									3	4
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of Cos	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	3	3	2	3	2	2	3	2	2	2.5	
CO-2	3	3	3	3	3	2	2	2	3	2	2.6	
CO-3	3	3	3	2	2	3	3	2	2	2	2.5	
CO-4	3	3	3	3	3	2	2	2	2	2	2.5	
CO-5	3	3	3	3	3	2	2	2	2	2	2.5	
Mean overall score											2.5	(High)

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Semester	Course code	Title of the course	Hours	Credits
V	24UFT5SBE1A	SKILL BASED ELECTIVE-I A. APPAREL EXPORT MANAGEMENT	3	2

OBJECTIVES:

1. To expose the learners to international export markets.
2. To impart knowledge on trading policies.

Unit I- Export Market

(6 periods)

International Marketing:

- Nature and Scope
- International Marketing Vs Domestic Marketing, regional trade blocks, nature of foreign exchange market
- Importance of International Marketing
- Problems and Challenges of International Marketing. Export Marketing of apparel, global scene- Globalization.

Unit II- Credit

(6 periods)

Export credit – short term, anticipatory Letter of Credit (L/C), packing credit, negotiation of bills, short, medium & long term export credits, methods, role of terms of payment in international trading. Factors responsible for counter trade growth.

Unit III-Market Entry Strategies

(6 periods)

Market Entry Strategies

- Licensing
- Franchising
- Exporting
- Turnkey Contracts, Joint Venture, Mergers and Acquisition
- Direct and Indirect Exporting. Business ethics.

Unit IV- Documents & policies

(6 periods)

Major documents for exports – International codes for products & services, principle, auxiliary documents, documents for claiming export assistance. Export & Import procedure. Standard policies – Indian trade policies

Unit V- Pricing & Distribution

(6 periods)

International pricing, its objectives, factors influencing pricing, Inco terms.

Distribution- Meaning, Characteristics of Channels of Distribution

- Types of Export Channels of Distribution
- Factors affecting Logistics or Physical Distribution
- Promotion of Products
- Promotion Mix, Components and Decisions

REFERENCES:

1. Jeannette Jarnow, Dickerson, Inside the Fashion Business, Prentice hall, USA.
2. Richard Hill, Ralph & James, Industrial Marketing, AITBS Pub., 1998.
3. Philip Kotler, Marketing Management, Prentice Hall, New Delhi 2000.
4. Dickerson, Textiles & Apparel, in the Global economy, Prentice Hall, 3rd ed, 1998.
5. Darlie Koshy, Effective export marketing of Apparel, Global business press, 1996.

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Acquire knowledge on need for exports and export trade statistics.	K2
CO2.	Understand steps involved in setting up export business and acquire knowledge on export correspondence and negotiation	K2
CO3.	Acquire knowledge on EXIM policy and export promotion schemes	K2
CO4.	Demonstrate understanding of export finance and payment terms	K3
CO5.	Demonstrate knowledge in export documentation and procedures	K3

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code	Title of the Course									Hours	Credits
V	24UFT5SBE1A	SKILL BASED ELECTIVE-I A. APPAREL EXPORT MANAGEMENT									3	2
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of Cos	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	3	3	2	3	2	2	3	2	2	2.5	

CO-2	3	3	3	3	3	2	2	2	3	2	2.6
CO-3	3	2	3	2	2	3	2	2	2	2	2.4
CO-4	3	3	3	3	3	2	2	2	2	2	2.4
CO-5	3	2	3	3	3	2	2	2	2	2	2.4
Mean overall score											2.4 (High)

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Semester	Course code	Title of the course	Hours	Credits
V	24UFT5SBE1B	SKILL BASED ELECTIVE-I B. APPAREL PRODUCTION MANAGEMENT	3	2

OBJECTIVES:

- To impart problem solving techniques
- To understand the professional ethics

Unit 1- Introduction

(6 periods)

Production - Definitions - Terminology - Organizing for Production -Function of Production Department - Duties and Responsibilities of Production manager / Supervisor - Effective Line Supervision - Factors of Production -Production Function - Basic Production Systems - Evaluating and Choosing the System - Process Flow and Charts for Garment - Scheduling Calculations.

Unit II-Production Planning And Control

(6 periods)

Capacity Requirement Planning[CRP] - Material Requirement Planning -Steps in Production Planning - Factors to be consider in Production Planning -Function, Qualitative and Quantitative Analysis of Production - Coordinating Departmental Activities

Unit III- Production And Productivity

(6 periods)

Methods of Production Systems - Job, Mass & Batch - Section Systems, Progressive Bundle System & 'Synchro' System - Conveyor Systems - Unit Production System - Advantages of UPS- Quick Response-Measurement of Productivity - "Men, Machine, Material" - Total Factor Productivity. Criteria for Increasing Productivity in Garment Industry

Unit IV- Plant Engineering & Line Balancing

(6 periods)

Introduction to Garment Industry Plant Location - Location Economics -Plant Layout – Process Layout -- Product Layout - Combination Layout -Introduction to Balancing Theory – Balance Control

Unit V- Work Study

(6 periods)

Concept And Need - Method Study and Work Measurement -Techniques - Process Chart Symbol - Process Flow Chart - Flow Diagrams - String Diagrams - Multiple Activity Chart - Principles of Motion Economy - Simo Chart - Time Study Methods - Standard Time Data - Ergonomics With Special Reference To Garment Industry. Cycle time. SAM calculation.

REFERENCES:

1. Carr & Latham, Technology of Clothing Manufacture, Wiley & Sons publisher, June 2008
2. Jacob Solinger, Apparel Manufacturers Handbook, Bobbin Media Corporation, 1988
3. Gerry Cooklin, Introduction to Clothing Manufacture, Blackwell publishing, 1991
4. A. J. Chuter, Introduction to Production Management, Wiley, Black well publishing, 1988
5. Tripathi, Personal Management and Industrial Relations, Sultan Chand & Sons publishing, 2013
6. O.P. Khanna, Industrial Engineering and Management, Khanna Publishers,1980
7. Rama Moorthi, Production and Operations Management,New age International Pvt.Ltd., 2005.

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Acquire knowledge on the processes involved in apparel production and preparation of spec sheet	K2
CO2.	Recognize the properties and characteristics of raw material for apparel manufacture	K2
CO3.	Gain knowledge in pattern layout planning and preparation of construction flow for apparel production	K2
CO4.	Identify the problems of fit and indicate remedies	K3
CO5.	Acquire knowledge on apparel finishing processes	K3

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code		Title of the Course								Hours	Credits
V	24UFT5SBE1B		SKILL BASED ELECTIVE-I B. APPAREL PRODUCTION MANAGEMENT								3	2
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	3	3	3	3	2	3	3	2	2	2.7	
CO-2	3	3	3	3	3	2	3	2	3	2	2.7	
CO-3	3	3	3	2	3	3	3	2	2	2	2.6	
CO-4	3	3	3	3	3	2	3	2	2	2	2.6	
CO-5	3	3	3	3	3	2	3	2	2	2	2.6	
Mean overall score											2.6 (High)	

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Semester	Course code	Title of the course	Hours	Credits
V	24UFT5SBE1C	SKILL BASED ELECTIVE-I C.FASHION MERCHANDISING	3	2

OBJECTIVES:

1. To impart knowledge about marketing and merchandising.
2. To understand the role played by the fashion buying offices.

UNIT I- Introduction:

(6 periods)

Introduction to Merchandising, Requirements of a merchandiser, Role & Responsibilities of a merchandiser, merchandising terminology, 6 months merchandising plan-buying calendar Concepts of „Six Rights“ – Organization structure of an apparel industry

UNIT II- Merchandiser

(6 periods)

Types of merchandisers, Types of Merchandising - Export House – manufacturer Exporter-Merchant exporter – Buying house- Buying Agency –Types of Buying agency, Selection of Buyer's & Buying Agency, Functions of merchandiser in an Export house, buying house and buying agency, Importance of LC amendments

UNIT III – Documents formats

(6 periods)

Order sheet and its contents – Packing list and its contents – Document formats: order sheet, packing list, invoice, inspection and testing reports etc., - Assortment and its types. Importance of costing in Apparel industry-elements of costing, fabric construction/GSM calculation, patterning vs. costing, fabric consumption calculation, fabric costing- woven and knits, value added materials in garments, Garment costing-men's style, ladies' style, children's style, shipping charges, trial costing

UNIT IV- Marketing

(6 periods)

Introduction, Meaning, nature, functions, importance, marketing environment

- Definitions of Marketing, Concept of Marketing,
- Marketing Mix
- Segmentation
- Targeting
- Positioning

Analysis of consumer markets and buyer behaviour, criteria consumers use in fashion selection, Consumer identification with fashion life cycle, Merchandising the fashion life cycle, Understanding consumer behaviour, Role of the Digital marketing (internet): technological development, development of ecommerce, different commercial models and diverse roles of websites.

UNIT V- Product development

(6 periods)

Product Mix, Product Life Cycle, New Product Development customer profiles, marketing research methods, test marketing, Types of Residents buying offices, Fashion consultant, trade publications.

REFERENCES:

1. Suzanne G. Marshall, Hazel O. Jackson M. Sue Stanley, Mary Kefgen, Individuality in clothing Selection and Personal Appearance, Phyllis Touchie Specnt, New Jersey, 2000.
2. Kitty G. Dickerson, Inside the Fashion Business, Pearson Education, Singapore, 2003.
3. Kathryn Mokelvey, Janine Munslow, Fashion Design Process, Innovation and Practice, Black Well Science Ltd, U.K, 2005.
4. Dudeja V.D., Professional Management of Fashion Industry, Gangandeep Publications, New Delhi, 2005.

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Acquire knowledge on fashion industry and types of apparels industry and business concepts adopted.	K2
CO2.	Understand types of apparel markets, marketing research and strategies.	K2
CO3.	Gain knowledge on sourcing, supply chain management, and resource planning	K2
CO4.	Acquire knowledge on role and responsibilities of merchandiser. Communication with stake holders, product development, line planning and presentation.	K2
CO5.	Developing knowledge on merchandise management.	K3

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code		Title of the Course							Hours	Credits
V	24UFT5SBE1C		SKILL BASED ELECTIVE-I C.FASHION MERCHANDISING							3	2
Course outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	

											of Cos
CO-1	3	3	3	3	3	2	3	3	2	2	2.7
CO-2	3	3	3	3	3	2	2	2	3	2	2.6
CO-3	3	3	3	2	3	3	3	2	2	2	2.6
CO-4	3	3	3	3	3	2	3	2	2	2	2.6
CO-5	3	3	3	3	3	2	2	2	2	2	2.5
Mean overall score											2.6 (High)

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Semester	Course code	Title of the course	Hours	Credits
VI	24UFT6C13	CORE COURSE-XIII VISUAL MERCHANDISING	3	6

OBJECTIVES:

1. To create a knowledge about merchandising
2. To know about how merchandising used in sales & promotion

Unit I -Introduction: (18 Periods)

Visual merchandising-introduction, concepts and role, basic visual merchandising techniques. Purpose & importance of Visual merchandising, seasonal visual merchandise.

Unit II -Store Exterior and Interior: (18 Periods)

Store exterior – marquee, facade, exterior display, surrounding stores and displays;

Store interior – store atmospheric, aesthetic

Execution of store lay out - selection of display locations, utilization of store space

Unit III-Store layout: (18 Periods)

Factors considered in organizing effective display – balance, rhythm, proportion, texture, harmony and emphasis.

Store layout planning- grid, race track, freeform – direction of flow and planogram;

Design elements to create mood and impression – colour, angle, motion, simplicity, and repetition

Unit IV- display and mannequins: (18 Periods)

Display: Types of display- promotion vs institutional display, Types of display settings.

Planning of assortment, theme, ensemble, racks, shelves, bins, etc. and balance of display in a show room. Line and composition, Wall as retail selling tool – types of materials used merchandise display and effective wall planning.

Mannequins- Types of mannequins, Alternatives to mannequin.

Unit V- Fashion Retailing: (18 Periods)

Lightings - Lights types, selection, advantages and disadvantages, music.

Using effective Graphics and signage for theme, campaign and promotional aspects - safety and security; Theme, interior and exterior displays used in garment retail outlet, boutique and haute couture, accessories show rooms, mannequins, fabric and paper displays.

Text Books:

1. Visual Merchandising and Display-martin m Peglar S.V.M, Fairchild Publication, Inc, New York- 2007 V Edition
2. Fashion Retailing- A Multi-channel approach, Ellen Diamond, Pearson Education, Ellen Diamond, ISBN- 81-317-0949-3

REFERENCES:

1. Jeannette Jarnow, Dickerson, Inside the Fashion Business, Prentice hall, USA.

2. Darlie Koshy, Effective export marketing of Apparel, Global business press, 1996.
3. Visual merchandising for fashion, Sarah Bailey, Jonathan Baker, Fairchild Publication, 2014, 1st publication, ISBN: 9782940496129
4. Visual Merchandising and Display-martin m peglar and annkong, Fairchild Publication, Inc, New York-22nd February,2018 VII Edition, ISBN:9781501315367
5. Visual Merchandising: Windows and In-Store Displays for Retail, Tony Morgan, Laurence King Publishing (6 March 2010) ISBN: 978-1856695398
6. Visual Merchandising, swatibala, Anuraag. S, Tata MC graw hill education private limited, Newdelhi, 2010, ISBN- 978-0-07-015321-9

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Define and appreciate the significance and role of visual merchandising in a retail environment, in order to effectively present the merchandise to the consumers	K2
CO2.	Classify the various elements of Visual presentation and understand their significance in visually presenting a display`	K3
CO3.	Analyze and identify the best suitable environment for a merchandise including interior, exterior and point of displays	K3
CO4.	Acquire knowledge on various techniques used in presenting and optimizing the merchandise and retail space to customers.	K2
CO5.	Acquire knowledge on the various features available in a computer controlled visual merchandising	K2

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code		Title of the Course								Hours	Credits
VI	24UFT6C13		CORE COURSE-XIII VISUAL MERCHANDISING								3	6
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	3	3	3	3	2	3	3	2	2	2.7	

CO-2	3	3	3	3	3	2	2	2	3	2	2.6
CO-3	3	3	3	3	3	3	3	2	2	2	2.7
CO-4	3	3	3	3	3	2	3	2	2	2	2.6
CO-5	3	3	3	3	3	2	2	2	2	2	2.5
Mean overall score											2.6 (High)

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Semester	Course code	Title of the course	Hours	Credits
VI	24UFT6C14	CORE COURSE-XIV FUNCTIONAL CLOTHING	3	5

UNIT-1-Functional Clothing: (18 Periods)

Introduction, definition, classification of functional clothing- protective, medical, sports, vanity, cross functional assemblies, clothing for special needs

UNIT -2-Protective Functional Clothing: (18 Periods)

Environmental hazard protective- Protection against extreme heat or cold, fire, rain, snow, dust, wind or UV exposure, Biological, chemical and radiation hazard protective-Protection against ignition, penetration or skin contact of hazardous chemicals, toxic gases, body fluids, germs or radioactive particulate matter

Injury protective- slash and cut protection, ballistic and blunt impact protection

UNIT-3- Medical Functional Clothing: (18 Periods)

Therapeutic rehabilitative clothing- pressure garments for lymphatic and venous disorders, scar management

Bio sensing- Monitoring of physiological parameters, heart rate, blood oxygenation, body temperature, telemedicine applications

UNIT-4- Sports Functional Clothing: (18 Periods)

Performance enhancing, fatigue reduction, body shaping to reduce drag

Vanity functional clothing- Body shaping, support and contouring for enhanced appearance

UNIT-5-Multifunctional Clothing / Cross Functional Assemblies: (18 Periods)

Multi-functional performance, protection, life support, comfort, communication

Clothing for special needs- enabling clothing for elderly, infants, and disabled

Reference

- 1.S.C. Anand, M.M.Traftab, S. Rajendra, 'Medical Textiles & Biomaterial for Healthcare', Woodhead Publication, 2005
2. S. Rajendra, 'Advance Textile for Wound Care,' Woodhead Publication, 2009
3. J.F. Kennedy, S.C. Anand &F.Miraftab, 'Medical Textiles 2007: Proceedings of the Fourth International Conference on Health Care & Medical Textile. CRC Press, 1st Edition, 2009.
4. S.C Anand, Medical Textile: Proceeding of the Second International Conference & Exhibition, CRC Press; 1st Edition, 2001.

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Recognize the classification and design requirements of various functional clothing like medical wear, protective wear, sportswear, smart and intelligent wear	K2
CO2.	Develop technical design specifications for functional clothes	K3
CO3.	Prescribe suitable textile raw materials suitable for developing functional clothes	K3
CO4.	Apply the knowledge on textiles processes in designing functional clothing	K3
CO5.	Acquire knowledge on the evaluation methods and standards available to evaluate the various functional clothing	K3

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code		Title of the Course								Hours	Credits
VI	24UFT6C14		CORE COURSE-XIV FUNCTIONAL CLOTHING								3	5
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of Cos	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	3	3	3	3	2	3	3	2	2	2.7	
CO-2	3	3	3	3	3	2	2	2	3	2	2.6	
CO-3	3	3	3	3	3	3	3	2	2	2	2.7	
CO-4	3	3	3	3	3	2	3	2	2	2	2.6	
CO-5	3	3	3	3	3	2	2	2	3	2	2.6	
Mean overall score											2.6 (High)	

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Semester	Course code	Title of the course	Hours	Credits
VI	24UFT6C15P	CORE PRACTICAL -XV LAB IN PORTFOLIO PRESENTATION (P)	3	3

OBJECTIVES:

1. To make students understand the significance of portfolio presentations
2. To impart practical skills for portfolio presentations.

EXPERIMENT:

- Develop a collection on any one of the categories
 1. Kids wear (Boy or girl) - any-1
 2. Adult wear (men or women) - any-1
- The developed collection will incorporate supporting design process as follows.

Mood board

Story board

Trims and Accessories board

Design development board and fabric swatches

Fabric design development

Range development

Final collection

Specification board

Cost sheet

REFERENCES:

1. Campbell, D et. Al (2001) : How to develop a professional portfolio : Allyn& Bacon by Waterier, John W.
2. Aspelund Karl ,2010, Design Process, Fairchild Publication
3. Seivewright Simon 2012, Basics Fashion Design -Research and Design, Bloomsbury Publication India.

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Interpret and relate the published fashion forecasts to design apparels based on a concept	K2
CO2.	Create apparels designs based on requirements	K2

CO3.	Develop documents and design sheets to enable effective communication in the apparel industry	K3
CO4.	Select the suitable raw materials, garment trims & accessories and other garment details based on the garment requirements and develop garments	K3
CO5.	Estimate the Garment costing based on the sample developed	K3

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code	Title of the Course									Hours	Credits
VI	24UFT6C15P	CORE PRACTICAL -XV LAB IN PORTFOLIO PRESENTATION (P)									3	3
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of Cos	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	3	3	3	3	2	3	3	2	2	2.7	
CO-2	3	3	3	3	3	2	2	2	3	2	2.6	
CO-3	3	3	3	3	3	3	2	2	2	2	2.6	
CO-4	3	3	3	3	3	2	3	2	2	2	2.6	
CO-5	3	3	3	3	3	2	2	2	3	2	2.6	
Mean overall score											2.6	(High)

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Semester	Course code	Title of the course	Hours	Credits
VI	24UFT6MBE2A	MAJOR BASED ELECTIVE-II A. RETAIL MANAGEMENT(P)	3	4

Objectives:

1. To enable students to understand the elements of visual merchandising in retail sector
2. To instruct the students to understand the effectiveness in strategic planning
3. To learn the importance of accounting and supply chain roles in retailing

UNIT-I –Introduction to retail

(18 periods)

Retail and retailing, functions of retailing, significance of retailing and retail industry, career opportunities in retailing, theories of retailing, challenges and issues in global retail sector, evolution of retail in India ,growth of retail sector, brick and mortar operations

UNIT-II-Customer information and analysis

(18 periods)

Consumer needs and desires, shopping attitudes and behavior, environmental factors affecting consumers, Consumer behavior, consumer assessment theories, concept of decision making, lifestyle profiling, consumer analysis, retail information system, Electronic Data Interchange (EDI) and Universal Product Code (UPC).

UNIT-III –Merchandise distribution and retail strategy

(18 periods)

Types of retail stores, fashion retailing organization structure: on-site and off-site fashion retailing, present and future trends in global retailing, global expansion arrangements, merchandise distribution, merchandise checking procedures, marking merchandise, loss prevention

UNIT-IV -Planning, execution and purchasing retailing

(18 periods)

Fashion buyers duties and responsibilities, planning fashion merchandise purchases, inventory planning, model stock development, elements of fashion buying, resource selection, domestic market place and offshore fashion market, timing the purchase, national brands, private labels and brands

UNIT-V –Sales and Promotional strategies in retailing

(18 periods)

Advertising, media, promotional programs, publicity, electronic media, brand name, quality, image, customer service, ethical practices and social responsibilities

References:

1. Barry R. Berman, Joel R. Evans, Retail Management: A Strategic Approach, Pearson Publications, 12th edition, 2012
2. Chetan Bajaj, Rajnish Tuli, Nidhi V Srivastava, “Retail Management”, Oxford University Press, 2012.

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Attain knowledge on Retail and retailing	K2
CO2.	Know about the Consumer needs and desires	K3
CO3.	Attain knowledge Types of retail stores	K3
CO4.	Attain knowledge on fashion market	K3
CO5.	Attain knowledge on retail and social responsibilities	K2

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code		Title of the Course								Hours	Credits
VI	24UFT6MBE2A		MAJOR BASED ELECTIVE-II A. RETAIL MANAGEMENT (P)								3	4
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of Cos	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	3	3	3	3	2	2	3	2	2	2.6	
CO-2	3	3	3	3	3	2	2	2	3	2	2.6	
CO-3	3	3	3	2	3	3	2	2	2	2	2.5	
CO-4	3	3	3	3	3	2	3	2	2	2	2.6	
CO-5	3	3	3	3	3	2	2	2	3	2	2.6	
Mean overall score											2.6 (High)	

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Semester	Course code	Title of the course	Hours	Credits
VI	24UFT6MBE2B	MAJOR BASED ELECTIVE II B. BOUTIQUE MANAGEMENT	3	4

OBJECTIVES:

- To teach the rules & techniques involved in developing a business
- To create awareness about the business strategies

Unit-I- Boutique plan: (6 Periods)

How to start a boutique, creating a business plan, finding an ideal location, financial planning.

Unit-II- Rules and laws: (6 Periods)

Government norms to run a boutique, interior designing, sourcing of raw materials, and inventory planning.

Unit-III- Supplier chain: (6 Periods)

Buyer supplier relationships, consumer relationship, tips and tricks to attract customers.

Unit-IV- technology & warehouse: (6 Periods)

Essential technology to run a boutique and labour management and warehouse.

Unit-V- Quality control: (6 Periods)

Quality control, research and development and analysis, marketing and promotion ,maintenance of boutique.

REFERENCES:

1. Opening a boutique store: how to start your own boutique, Briana Stewart Bull City Publishing, 2014.
2. Fabjob guide to become a boutique owner, Tag Goulet, Debbra Mikaelson, Catherine Goulet, Fabjob incorporated,2011.
3. Fashion unraveled: How to start ,run and manage an independent Fashion Label,JenniferLynneMathews, 2009.

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
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CO1.	Attain knowledge on maintaining boutique, its marketing strategy and customer relationship	K2
CO2.	Start boutique on their own	K3

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code		Title of the Course							Hours	Credits
VI	24UFT6MBE2B		MAJOR BASED ELECTIVE II B. BOUTIQUE MANAGEMENT							3	4
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	3	3	3	3	3	2	2	3	2	2	2.6
CO-2	3	3	3	3	3	2	2	2	3	2	2.6
Mean overall score											2.6 (High)

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Semester	Course code	Title of the course	Hours	Credits
VI	24UFT6MBE2C	MAJOR BASED ELECTIVE II C.HOME TEXTILES AND INTERIOR DESIGN	3	4

Objectives:

- To know about different types of home textiles products
- To understand the production techniques, various selection criteria such as raw materials, design and fabric type, quality aspects for home textiles

UNIT-I -Introduction

(18 periods)

Introduction to home textile, Concept, Raw materials used in home textiles, Classification of various types of home textiles and its applications, labelling of home textiles, Properties required for

home textiles, Quality standards and performance of home textiles; Need for ecofriendly home Textiles

UNIT-II-Floor Coverings and Bath furnishings

(18 periods)

Floor covering: Recent developments, Carpet manufacturing, Classification-Hard floor covering, Resilient, Soft floor covering, carpets, mats and rugs. Care and maintenance of floor coverings, Bath linen: Types, Shower Curtain, Bath Robe, Bath Towels, Bath Mats, Bath Rugs, Face Towels

and Hand Towels, Care and maintenance of bath linen

UNIT-III -Curtains and Draperies

(18 periods)

Different types of curtains and draperies, Window treatments – Hard and Soft, Draperies - factors to be considered while selecting the fabric, color, design – Curtains for windows and door – Accessories used, Construction and selection criterion.

UNIT-IV-Living room furnishings and Table linen

(18 periods)

Table Pad, Table Cloth, Table Runner, Table Skirt, Table Mat, Chair Cover, Chair Mat, Chair Pad, Sofa Cover, Cushion, Cushion Cover, Teapoy cover, Bolster, Bolster cover, Screen cloth, Wall coverings and hangings, mosquito net for window. Selection of fabric, design, colour for living room furnishings, care and maintenance; Other interior designing with textile materials such as artificial flowers, vase, vase covers, postcard holders, hanging setc.,

UNIT-V-Finishes used in home textiles

(18 periods)

Finishes used in home textiles: Mite free mattresses, Water and oil repellent and soil release finishes, Thermal draperies, Protection against unpleasant odour, Temperature regulating beddings, Anti-microbial finish, Moisture management finish, Flame retardant finish, Towel finishing.

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Attain knowledge on Introduction to home textile	K2
CO2.	Know about the home furnishing	K3
CO3.	Attain knowledge types of curtains and draperies	K3
CO4.	Attain knowledge on Living room furnishings	K3
CO5.	Attain knowledge on Finishes used in home textiles	K2

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code	Title of the Course									Hours	Credits
VI	24UFT6MBE2C	MAJOR BASED ELECTIVE II C. HOME TEXTILES AND INTERIOR DESIGN									3	4
Course outcomes	Programme outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	3	3	3	3	2	2	3	2	2	2.6	
CO-2	3	3	3	3	3	2	2	2	3	2	2.6	
CO-3	3	3	3	2	3	3	2	2	2	2	2.5	
CO-4	3	3	2	3	3	2	3	2	2	2	2.5	
CO-5	3	3	3	3	3	2	2	2	3	2	2.6	
Mean overall score											2.6	(High)

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Semester	Course code	Title of the course	Hours	Credits
VI	24UFT6SBE2A	SKILL BASED ELECTIVE-II A. FASHION MARKETING	3	2

UNIT I (6 periods)

- Introduction to Fashion Industry
- Indian and Global Fashion Market
- Levels of fashion industry- couture, ready to wear, mass production.
- Organizational set-up of fashion industry
- The different departments, personnel and their jobs
- Career in fashion industry

UNIT-II (6 periods)

- Introduction to Marketing
- Nature and Scope of Marketing
- The Marketing Concept
- Market Segmentation
- Targeting and Positioning

UNIT-III (6 periods)

- Strategic Marketing
- Fashion market and marketing environment
- Fashion marketing planning
- Market research
- User's buying behavior
- Marketing communication.

UNIT-IV (6 periods)

- Management - Concepts, Principles & Characteristics.
- Advertising
- Sales promotion techniques
- Exhibitions & sales, fashion shows (concept and presentation skills, publicity campaigns.)

UNIT-V

- Retailing- department stores, apparel speciality stores, discount retailing, franchise retailing, malls, direct selling, internet selling, catalogue selling, etc.
- Strategic positioning and online fashion retail strategies

References:

1. Fashion Marketing and Merchandising by Pooja Chatley Kalyani Publishers.

2. Fashion Marketing by Mike Essay Blackwell Science
3. Fashion Buying by Helen Goworek Blackwell
4. Fashion Marketing by Tony Hines & Margaret Bruce

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Know about fashion industry	K2
CO2.	Know about fashion marketing	K2
CO3.	Attain knowledge on marketing concepts	K2
CO4.	Acquire knowledge on management concepts	K2
CO5.	Attain knowledge on fashion retailing	K2

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code		Title of the Course								Hours	Credits
VI	24UFT6SBE2A		SKILL BASED ELECTIVE-II A. FASHION MARKETING								3	2
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	3	3	3	3	2	2	3	2	2	2.6	
CO-2	3	3	3	3	3	2	2	2	3	2	2.6	
CO-3	3	3	2	2	3	3	2	2	2	2	2.4	
CO-4	3	3	3	3	3	2	3	2	2	2	2.4	
CO-5	3	2	3	3	2	2	2	2	3	2	2.4	
Mean overall score											2.5 (High)	

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Semester	Course code	Title of the course	Hours	Credits
VI	21UFT6SBE2B	SKILL BASED ELECTIVE-II B. FASHION ADVERTIZING	3	2

OBJECTIVE:

Two study and apply one of the major components of marketing mix i.e., promotion in the fashion industry.

- To train students to pursue a career in the areas of advertising and promotion of fashion communication
- To train students in developing fashion promotion strategies in real industry situation

UNIT – I- Introduction: (6 periods)

- Fashion as a unique product and why it needs to be promoted differently.
- What and why advertising and promotion, benefits, ethical issues in advertising.
- Advertising in fashion marketing.

UNIT – II- Advertising: (6 periods)

- Advertising Models (AIDA model, Lavidge and Steiner model, Innovation adoption model, Operation model)
- Advertising media (types, characteristics, media selection, and media scheduling).
- Advertising appropriation – methods
- Production creative strategy, execution

UNIT – III- Advertising agency & Evaluation: (6 periods)

- Advertising agency – function, selection and coordination
- Advertising effectiveness, evaluation

UNIT-IV- Fashion promotion: (6 periods)

- Fashion promotion through fashion shows visual merchandising, special events and sales promotion techniques.

UNIT-V- Apparel Marketing: (6 periods)

- Advertising media used in apparel marketing
- Advertising dept, advertising agencies, a survey on analysis of customers fashion preference & International advertising

REFERENCES:

1. Fashion Advertising and Promotion by Jay and Ellen Diamond – Fairchild Publications.
2. Fashion Advertising and Promotion by A. Winters ad Stanley Goodman.
3. Advertising Management – Concepts and Cases by Manendra Mohan.

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels
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		(K-Levels)
CO1.	Attain knowledge on advertisement	K2
CO2.	Attain knowledge on advertising strategies	K2
CO3.	Attain knowledge on advertising agencies	K2
CO4.	Obtain knowledge on fashion promotion	K2

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code		Title of the Course								Hours	Credits
VI	21UFT6SBE2B		SKILL BASED ELECTIVE-II B. FASHION ADVERTIZING								3	2
Couse outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	3	3	3	3	2	2	3	2	2	2.6	
CO-2	3	3	3	3	3	2	2	2	3	2	2.6	
CO-3	3	3	2	3	3	3	2	2	2	2	2.5	
CO-4	3	3	3	3	3	2	3	2	2	2	2.4	
Mean overall score											2.5 (High)	

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HOD

Semester	Course code	Title of the course	Hours	Credits
VI	24UFT6SBE2C	SKILL BASED ELECTIVE-II C. FASHION BUSINESS AND COMMUNICATION	3	2

Objectives –

To enable the students, understand the fashion language & skills of communication for visualization of garment

Unit – I- Introduction:

(6 periods)

- Fashion & the communication process
- Meaning of fashion
- Communication of process
- The theories of fashion adaptation
- Need for promotion of fashion
- Need for the communication process

Unit – II- Fashion shows and display

(6 periods)

- Visual communication
- V.M. meaning & display meaning
- Role & importance of V.M.
- Types of Window display
- Fashion shows
- Runway shows
- Fashion photographs

Unit – III- Fashion media

(6 periods)

- Types of written communication
- Creative writing in fashion media
- Advertising

Unit – IV- Fashion event

(6 periods)

- Communication of the fashion event
- Catalogues
- Broachers
- Layouts for exhibition

Unit – V- Fashion report:

(6 periods)

- Promotion of fashion communication
- Reporting events
- Scripting shows
- Critics of fashion
- Formulating case studies

REFERENCES:

1. Prasad Group discussion & interview (with audio cassettes), Shashikumar Spoken English cassette
2. John Hedge “Photography” courses, John Hedge
3. Culture communication & social change, Joshi p.c.(1989),New Delhi Vikas Publication

COURSE OUTCOME:

After successful completion of this course, the students should be able to

CO Number	CO Statement	Cognitive Levels (K-Levels)
CO1.	Appreciate the significance of fashion communication, theories of clothes and their impact on society	K2
CO2.	Describe a market according to its size, structure and market environment	K3
CO3.	Demonstrate knowledge on designing appropriate marketing research, collect data and analyze data to interpret the required data from the market	K3
CO4.	Describe the types and process of fashion forecasting	K2
CO5.	Understand the significance and classification of fashion products and new product development and marketing communication strategy	K2

Relationship matrix for Course outcomes, Programme outcomes/ Programme specific outcomes

MAPPING WITH PROGRAMME OUTCOMES

Semester	Course code	Title of the Course									Hours	Credits
VI	24UFT6SBE2C	SKILL BASED ELECTIVE-II C. FASHION BUSINESS AND COMMUNICATION									3	2
Course outcomes	Programme outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	3	3	3	3	2	2	3	2	2	2.6	

CO-2	3	3	3	3	3	2	2	2	3	2	2.6
CO-3	3	3	2	2	3	3	2	2	2	2	2.4
CO-4	3	3	3	3	3	2	3	2	2	2	2.4
CO-5	3	3	3	3	2	2	2	2	3	2	2.5
Mean overall score											2.5 (High)

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