Syllabus for

B. SC. FASHION TECHNOLOGY

(SEMESTER PATTERN)
(For Candidates admitted in the Colleges affiliated to Periyar University from 2017 - 2018 onwards)
REGULATIONS

I. CONDITION

Candidates seeking admission to the first year degree of Bachelor of Science in Fashion Technology shall be required to have passed in any higher secondary course examination of the state board/CBSE/ICSE.

Pass in any Fashion/ Costume/Textile/Apparel related Diploma course is eligible to admit in direct second year of this UG Course.

II. DURATION

The course for the degree of Bachelor Of Fashion Technology shall extend over a period of three academic years - 6 Semesters and each semester normally consisting of 90 working days or 450 Hours.

III. ELIGIBILITY

A candidate shall be eligible for the degree of Bachelor Of Science in Fashion Technology, if he/she has satisfactorily undergone the prescribed courses of the study for a period not less than 6 semesters in an institution approved by the university has passed the prescribed examinations in all the 6 Semesters.

IV. SUBJECT OF STUDY

The subjects of the study for the B.Sc., Fashion Technology and the syllabus for the subjects are given in the annexure.

V. REQUIREMENT OF EXAMINATION

The theory examinations will be conducted for 3 Hours by the university in the subjects prescribed for all the semesters in the month of November & April every year.

The practical examinations will be conducted for 3 Hours by the university in all the subjects prescribed in every semester.

VI. SCHEME OF THE EXAMINATION

The scheme of examinations for the course is given in Annexure. All the practical examinations/ Project work shall be conducted & evaluated internally by the institution themselves with internal and external examiners appointed by the university.
# B. Sc. Fashion Technology

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SBEC- Skill Based Elective Courses
NMEC – Non Major Elective Courses
MBEC – Major Based Elective Courses
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I. PASSING RULES

➢ Theory Subjects
  ❖ 75% of the marks for external evaluation and 25% marks are allotted for internal evaluation.
  ❖ Candidate is demand to have passed to a subject, if he/she get a minimum of 40% of total marks in theory subjects with internal mark of 10 marks and external marks of 30 marks.

➢ Practical / Project
  ❖ 60% of the marks for external evaluation and 40% marks are allotted for internal evaluation.
  ❖ For practical subjects, the candidate should get minimum marks of 24 marks in external evaluation out of 60 and 16 marks in internal evaluation out of 40.
QUESTION PAPER PATTERN

a. THEORY:

Time: 3 Hours

Total Marks: 75 Marks

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<td>V</td>
<td>Q. 9, 10</td>
<td>Q. 15a, 15b</td>
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SECTION A (10 X2 = 20)
ANSWER ALL THE QUESTIONS

SECTION B (5 X5 = 25)
Either or Choice  ANSWER ALL THE QUESTIONS

SECTION C (3 X10 = 30)
ANSWER ANY THREE QUESTIONS OUT OF FIVE

INTERNAL ASSESSMENT

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PASSING MINIMUM (IA) 40% - 10 MARKS
PASSING MINIMUM (UE) 60% - 30 MARKS
PASSING MINIMUM TOTAL - 40 MARKS

a. PRACTICAL:
Time : 3 Hours
Total Marks : 60 Marks

SECTION A (1 X20= 20)  Either or Choice  ANSWER ANY ONE
SECTION B (1 X40 = 40)  Either or Choice  ANSWER ANY ONE

INTERNAL MARKS:

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PASSING MINIMUM (IA) 40% - 16 MARKS
PASSING MINIMUM (UE) 60% - 24 MARKS
PASSING MINIMUM TOTAL - 40 MARKS
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SEMESTER I

CORE PRACTICAL I- PATTERN MAKING AND GRADING

I. Draft and grade the Patterns for the following

a) Sleeve
   1. Plain
   2. Puff sleeve at top and bottom
   3. Bell sleeve

b) Collar
   1. Shirt
   2. Peter pan
   3. Stand

c) Yoke
   1. Simple
   2. Partial

II. Designing and Drafting and grading basic apparel for

a) Children
   1. Bib, Panty, Jabla
   2. Summer Frock
   3. Angel Top
   4. A-line Frock
   5. Sun Suit

b) Women
   1. Saree Petticoat
   2. Middi and Middi top
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c) Men
  · Full Sleeve Shirt
  · Pleated Trouser
  · S.B.Vest
  · Nehru Kurtha
  · Night Dress
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SEMESTER I

CORE PRACTICAL II - BASIC APPAREL DESIGNING PRACTICALS

1. Preparation of Samples for Seams and Seam Finishes.
2. Preparation of Samples for Hems.
3. Preparation of Samples for Fullness. (Darts, Tucks, Pleats, Gathers, Flares, Ruffles, Godets and gathers)
4. Preparation of Samples for Facing and binding. (Any 3)
5. Preparation of Samples for Plackets and fasteners. (Any 4)
6. Preparation of Samples for different Sleeves. (Any 3)
7. Preparation of Samples for different Collars. (Any 3)
8. Preparation of Samples for different Yokes. (Any 3)
9. Preparation of Samples for different pockets (Any 3)
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SEMESTER I

ALLIED I - SEWING TECHNOLOGY

Unit – I

Unit – II

Unit – III

Unit – IV

Unit – V
Stitching mechanism – needles, bobbin and bobbin case, bobbin winding, upper and cover threading, auxiliary hooks, throat plates, take –ups tension disc.

Feeding mechanism – drop feed, different fed, needle feed, compound feed, puller feed
References:

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SEMESTER II

CORE I - FIBRE TO YARN SCIENCE

Unit – I
Introduction to textile fibres – definition, classification of fibres, manufacturing process, physical and chemical properties and end uses of natural fibres – cotton, linen, wool & silk and jute. Polyester, nylon.

Unit - II
Man made fibres – polyester, nylon, acrylic, spandex, viscose, rayon and tencel.

Unit –III
Introduction to ginning – objectives – types, working principle of knife roller gin, blow room process – objects of mixing, objects of blow room, working principles of axi-flow cleaner, kirschner beater, lap forming unit (scutcher) - cleaning efficiency.

Unit –IV
Sequence of spinning process – objective and working principles of blow room, carding, draw frame and comber – objects and working principles of simplex and spinning (Ring Frame)

Unit – V

References:
2. Spun Yarn Technology, Eric Oxtoloy, Butter work Pub UK 1987
3. Technology of spinning WD Klcin, Textile Institute
B. Sc. FASHION TECHNOLOGY

SEMESTER II

ALLIED PRACTICAL I - BASIC DRAPING PRACTICALS

I. Prepare the following samples using the Draping Method

   Basic bodice - Front and Back
   Dart Manipulation
   Pleats, Darts, Tucks and Gathers

II. Neckline variations

   • Boat neck
   • Drawstring
   • Cowl
   • Key hole
   • Halter

III. Armhole variations

   • Square
   • Round
   • V Shape

IV. Waistline variations

V. Skirts-

   • Flared skirt
   • Gore skirt
   • Pleated skirt
   • Hip yoke skirt
   • Umbrella skirt
VI. Collars -

- Shirt Collar
- Stand Collar
- Peter Pan collar
- Shawl collar cut in one piece with front waist
- Tie tying techniques – 5 methods

VII. Sleeves -

- Basic sleeve
- Puff sleeve
- Bell Sleeve
- Leg – o – Mutton
- Petal sleeve
- Raglan sleeve
- Kimono sleeve

VIII. Design the following garment by draping Techniques

- Create any one of garment for a girl child – street wear
- Create any one of garment for a boy child – casual wear
- Create any one of garment for a teenage girl – party wear
- Create any one of garment for a teenage boy – formal wear
I. **Fibre Testing:**

Identification of textile fibres by

a. Microscopical Test

b. Solubility Test

c. Burning Test

II. **Yarn Testing:**

a. Analysis of blend ratio of yarn

b. Determination of

1. Yarn count
2. Yarn Twist
3. Lea Strength
4. CSP calculation
5. Fabric Count
Prepare sketches for the following

1. Different types of collar, Sleeve, Neck line, skirts.
2. Different types of ladies tops, Shirt, Pant(Full and half), Chudidhar
3. Different types of Accessories – Bags, footwear, hats etc
4. Different types of Ornaments
5. Facial features – Eyes, nose, lips ears
6. Face, hands legs – Different positions
7. Lay figure -7 1/2 head
8. Fashion figure -8, 10, 12 head.
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SEMESTER III

CORE II- FABRIC SCIENCE-I

Unit – I


Unit – II

Looms – classification of loom, basic loom, mechanism , basic elements of woven design – design, draft and peg plan. Types of drafting plan.

Unit – III

Plain weave – modification of plain weave – characteristic features and end uses. Twill weave – modification of twill weave – characteristic features and end uses . Satin weave , sateen weave characteristic features and end uses .

Unit – IV

Honey comb, huck – a – back, mock leno- characteristic features and end uses

Complex weave structure – double cloth, extra warp, extra weft, pile fabric – characteristic features and end uses.

Unit – V

Shuttle less looms – airjet, water jet, Repier, projectile loom. Difference between shuttle & shuttle less loom

Reference :

5. Principles of weaving, Mark and Robinson, Textile Institute Manchester
SEMESTER III

CORE III - CLOTHING CARE

UNIT-I
Water-hard and soft water, methods of softening water. Zeolite or Base exchange method. Determination of water hardness. Laundry soaps – Manufacture of soap and methods, composition of soap, types of soap, soap less detergents, chemical action, detergent manufacture, advantages of detergents. Difference between soap and detergents.

UNIT-II
Laundry equipment and reagents: Study of laundry equipment and laundry reagents - soaps - detergents - cleaning action of soaps, indigenous cleaning agents - rita nut - shikakai - green gram - bran solution – study of modern and industrial cleaning agents

UNIT III

UNIT IV
Washing Machine And Care Labels: Study of different types of house hold/industrial washing machine-rotary - swirling - pressure - tumble wash etc; the various systems of care labeling-washing instruction. bleaching instruction-drying instruction-ironing instruction-dry cleaning instruction. placement of labels on garments.

UNIT V
Stain Removal: Principles of laundering - stain removal - various solvents for stain removing blood, tea, rust; oil/grease etc. – different methods of washing - application of friction by hand rubbing - scribing -tumble wash. General rules and ways of stain removal.

References
2. Denlkar, “Household Textiles and Laundry Work”, Atma Ram and Sons, Delhi, 1993
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SEMESTER III

ALLIED II - FASHION DESIGNING

UNIT I

Terms related to the fashion industry – fashion, style, fad, classic, and collection, chic, Custom made, mannequin, fashion show, trend, forecasting, high fashion, fashion cycle, haute couture, fashion director, fashion editor, line, knock-off, avant-garde, bridge, buying house, apparel, fashion merchandising, pret-a-porter.

UNIT II

Design- definition and types – structural and decorative design, requirements of a good structural and decorative design. Elements of design – line, shape or form, colour, size and texture. Application of structural and decorative design in a dress, selection and application of trimmings and decorations. Principles of design- balance – formal and informal, rhythm- through repetition, radiation and gradation, emphasis, harmony and proportion. Application of principles of design in a dress.

UNIT III

Colour- definition, colour theories- prang colour chart and munsell colour system, Dimensions of colour- hue, value, and intensity. Standard colour harmonies- application in dress design. Colour in principles of design- application of the same in dress design.

UNIT IV

Designing dresses for unusual figures becoming and unbecoming for the following figure types-Stout figure, thin figure, slender figure, narrow shoulders, broad shoulders, round shoulders, large bust, flat chest, large hip, large abdomen, round face, large face, small face, prominent chin and jaw, prominent forehead.

UNIT V

Wardrobe planning for different age groups, factors influencing wardrobe selection, Fashion and season, Designing dresses for different occasions – business meetings, parties/ dinners, evenings/leisure hours, marriage functions, sports, uniforms for civil service, airhostess, hoteliers, schools – girls and boys.
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Reference:


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SEMESTER III

CORE IV- FABRIC SCIENCE PRACTICALS

Analysis of following fabrics for Design, Draft, Peg Plan, and Ends per inch and Picks per inch, Yarn count, Yarn crimp, Cover factor & Weight per square yard of fabrics.

1. Plain weave and its derivatives
2. Twill weaves – 2/1, 3/1.
3. Satin / Sateen
4. Honey comb
5. Huck – a – back
6. Crepe weaves
7. Extra Warp
8. Extra Weft
9. Mock leno
10. Pile weave
11. Fancy weave
12. Single Jersey knit
13. Interlock knit
14. Rib
1. Prepare the following Charts
   - Prang colour chart
   - Value Chart
   - Intensity Chart

2. Illustrate garment designs for the Elements of Design
   - Line
   - Colour
   - Texture
   - Shape or form
   - Size

3. Illustrate garment designs for the Principles of Design
   - Balance in dress
   - Harmony in dress
   - Emphasis in dress
   - Proportion in dress
   - Rhythm in dress

4. Illustrate the colour harmony in dress design
   - Monochromatic colour harmony
   - Analogous colour harmony
Complimentary colour harmony

Double complementary colour harmony

Split complementary colour harmony

Triad colour harmony

5. **Application of colour and principles of design in dress**

- Harmony through colour
- Emphasis through colour
- Proportion through colour
- Rhythm through colour
- Balance through colour

6. Designing dresses for figure irregularities- becoming and unbecoming Stout figure, thin figure, slender figure, narrow shoulders, broad shoulders, round shoulders, large bust, flat chest, large hip, large abdomen, round face, large face, small face, prominent chin and jaw, prominent forehead.

**References:**

2. Strategies for Women – Judith Rasband, Delmar publishers London Fundamentals of
3. Textiles and their Care- Susheela Dantyagi, 5 th edition,. Orient Longman Ltd New Delhi
CORE PRACTICAL V - CHILDREN'S APPAREL PRACTICALS

Designing and Drafting the following children's garments.

1. Bib - Give some variation in outline shape or surface design
2. Panty - Plain and variation in shapes.
3. Jabla - With sleeve and opening
4. Knickers - with elastic opening
5. Baba suit/Romper - knickers with chest piece attached
6. A line frock - double pointed dart, facings at neckline and armhole and strap attach in hip.
7. Summer frock - without sleeve and collars, suspenders tied at shoulder
8. Yoke frock - with yoke, with sleeve, Gathered, flared, with collars
9. Boy's shirt - shirt collar, pocket
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SEMESTER III

NMEC-I - FUNDAMENTALS OF TEXTILES

Unit – I
Introduction to the field of Textiles – classification of fibres – natural and chemical – primary and secondary characteristics of textile fibres.

Unit II
Manufacturing process, properties and uses of natural fibres – cotton, linen, jute, pineapple, hemp, silk, wool, hair fibres, Man-made fibres – viscose rayon, acetate rayon- nylon, polyester, and acrylic.

Unit III

Unit IV
Woven – basic weaves- plain twill, satin, fancy weaves – pile, double cloth, leno, swivel, tappet, dobby and jacquard, weaving technology- process sequence –machinery details.

Unit V
Non- woven- felting, fusing, bonding,lamination, netting, braiding and calico, tatting and crocheting

REFERENCES:
Technology of dyeing and printing – V.A Shenai, Sevak publication, Mumbai.
CORE IV - NON WOVEN & TECHNICAL TEXTILES

Unit – I


Unit – II


Unit - III


Unit – IV

Medical Tech, Sports Tech, Protective – introduction, general properties and end uses.

Unit – V

Smart & intelligent textiles, Smart – Active smart, passive smart & ultra smart, Intelligent – PCM, SMP, Chromic & conductive materials

References:

- Non – Wovens – Arul Dahiya, MG Kamath, Raghavendra R Hedge and Monika Kannadnguli
- Geo Textiles – NWM John, Blackir London
- Family Clothing – Tate and Glisson, John Wiky and Sons., Illinas, 1963
- Technical Textiles – Anand and A.R. Horracks, Textile Institute
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SEMESTER IV

ALLIED III - FASHION CLOTHING AND PSYCHOLOGY

UNIT - I


UNIT - II


UNIT - III

The Movement of Fashion - Factors influencing fashion movement -Accelerating factors, Retarding factors, and Recurring fashions. Predicting the movement of fashion.

UNIT - IV

Types of designers – High fashion Designer, Stylist, and Freelance Designer. Sources of design inspiration.

Indian fashion Designers- Manish Malhotra, Ritu kumar, Ritu berri, Tarun Tahlani, Wendell Rodricks, Abu Jani and Sandeep Khosla, JJ Valaya, Rina Dhaka, Manish Arora, and Rohit Bal.

UNIT - V


TEXT BOOKS:


B. Sc. FASHION TECHNOLOGY

REFERENCE BOOKS:


B. Sc. FASHION TECHNOLOGY

SEMESTER IV

CORE V - WET PROCESSING

UNIT-I

UNIT-II

UNIT III

UNIT IV

UNIT – V

References:
B. Sc. FASHION TECHNOLOGY

SEMESTER IV

CORE PRACTICAL VI - WOMEN’S APPAREL PRACTICAL

Design, Draft and construct the following garments.

1. Middy – Variation in panel, bottom round
2. Middy Top – Front open, single dart, with or without collar and variation in sleeves.
3. Night dress - With or without yoke, variation in Sleeves, attaching trimmings.
4. Maxi – Variation in neck with or without sleeve and attaching trimmings.
5. Salwar - Gathered waist with tape or elastic, bottom design variation.
7. Ladies pant - Variations in bottom zip attached, patch pocket.
8. Ladies shirt - Half open collar attached, half or full sleeve.
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SEMESTER IV

CORE PRACTICAL VII - WET PROCESSING-PRACTICALS

Preparation of samples for Processing

1. Desizing (acid & enzyme)
2. Scouring
3. Bleaching
4. Mercerizing

Dye the given fabric using suitable dye

1. Direct Dye
2. Reactive Dyes (Hot & Cold brand)
3. Sulphur Dyes
4. Vat Dyes
5. Disperse Dyes
6. Acid Dyes
7. Basic Dyes
8. Vegetable Dyes (any one)
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SEMESTER IV

SBEC I - EMBROIDERY PRACTICALS

A. Prepare samples for the following
   1. Hand embroidery – 20 stitches -10 samples

B. Traditional surface ornamentation practices with two to four variations in the following,
   1. Kantha of Bengal
   2. Chikankari work
   3. Kasuti
   4. Zardosi
   5. Kutch work
   6. Mirror work
   7. Aari work
   8. Phulkari work.
UNIT - I
Types of Design - Structural and Decorative design, Requirements Of Structural And Decorative Design, Elements of Design - Line, Size, Shape, Color and Texture.

UNIT - II

UNIT - III
Color- Definition, Color theory - Prang color system, Dimension of color- Hue, Value and Intensity. Color schemes in Prang color System.

UNIT - IV
Figure Irregularities - Stout figure, Thin figure, Broad shoulders, Narrow Shoulders, Faces – Round, Large, and Small face.

UNIT - V
Wardrobe Planning – Factors to be considered while selecting clothes for different age group – Men, Women and Children.

TEXT BOOK:

REFERENCE BOOK:
UNIT-1

Introduction to computers – Organization of Computers – Input Unit, Output Unit, Central Processing Unit, Memory Devices, Working Principles of Printer-Scanner, Digitizer & Plotter.

UNIT-2


UNIT-3


UNIT-4


UNIT-5


References

B. Sc. FASHION TECHNOLOGY

SEMESTER V

CORE VII - TEXTILE FINISHING

UNIT - I

Finishing - Introduction – Objects of finishing, Importance of finishing, Classification of finishes, Advantages of finishing.

UNIT - II

Mechanical Finishes - Beetling, Shearing, Calendaring, Tentering, Moiering, Embossing, Glazing, Napping, Chemical Weighting Of Silk, Sizing, Sanforizing, Schreinering, Wrinkle free finish.

UNIT - III


UNIT - IV


UNIT - V


TEXT BOOKS:


REFERENCE BOOK:

B. Sc. FASHION TECHNOLOGY

SEMESTER V

CORE VIII - TEXTILE PRINTING

UNIT-I


UNIT-II

Direct printing: Block printing – Brief History, Preparation of design, Blocks, table, print paste and printing process Stencil printing – Brief history, preparation of fabric, stencils (For one or more colour) Materials used for preparing stencils, process involved and techniques used.

UNIT-III

Screen printing – brief history, Flat screen and Rotary screen printing, Preparation of screen, print paste, screen printing process, Discharge printing – chemicals used, process involved

UNIT-IV

Resist printing: Brief history, Batik printing wax used, Equipments required, process sequence and techniques used. Tie and dye – Brief history, Equipments required, process sequence and techniques used.

UNIT-V

Other printing methods: Ink jet printing, Heat transfer printing, photo printing

References:
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SEMESTER V

CORE PRACTICAL VIII- COMPUTER & TEXTILE IN GARMENT DESIGN PRACTICALS


III. Application of Elements of Design in garments-Line, Size, Shape, Colour.

IV. Application of Principles of Design in garment-Balance, Rhythm, Emphasis, Harmony, Proportion

V. Design Garments for the following
1. Party Wear- Men & Women Garments
2. Casual Wear- Men & Women Garments

VI. Create a design using Photoshop Software
i) Create visiting Cards invitation and certificate using Image Mixing

VII. Prepare Pattern, Grading and Marker Efficiency for the following Garments using CAD Software.
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SEMESTER V

CORE PRACTICAL IX - TEXTILE PRINTING PRACTICAL

1. Printing with fabric paint
2. Texture printing by combining any 3 different types of textures.
3. Printing of cotton using block and screen printing (2 samples each)
4. Printing of tie and dye and batik (2 samples each)
5. Tie and dye of cotton with direct dyes (resist print)
6. Batik print on the cotton fabrics (resist print)
7. Printing on the polyester fabrics by pigment colour
8. Printing on cotton fabric with natural colours
Design, Draft and construct the following Men's garments.

2. Full sleeve shirt – shirt collar, patch pocket, full sleeve with sleeve placket and cuff.
3. S.B. Vest - With / without collar, No sleeve, Fancy button attached.
4. Pleated Trouser - Pleat in front, Darts at back, side pocket, fly with button / zip, Belt with adjustable strap.
5. House coat – with collar and full sleeve without cuff.
8. Men's pant- front opening with zipper placket, side pocket variation in bottom design.
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SEMESTER V

MBEC I - GARMENT QUALITY AND COST CONTROL

Unit I

Unit II

Unit III

Unit IV

Unit V

REFERENCES:
B. Sc. FASHION TECHNOLOGY

SEMESTER VI

CORE IX- FABRIC SCIENCE-II

Unit – I

Different fabric forming methods - Comparison of weaving and knitting - Principles of weft and warp knitting - Comparison of weft and warp knitting - Classification of knitting machines -

Yarn passage diagram of a circular knitting machine – Knitting machine elements and description - Knitting cycle of latch needle with sinker.

Unit-II

Knitting terms and definitions - Principal weft knit stitches - Knit, tuck and miss stitch formation and properties - Representation of weft knit stitches – Study of Basic weft knit structures - Needle gating - Description of circular Rib & Interlock knitting machine – Characteristics of basic weft knit structures – Circular knitting GSM and production calculations.

Unit-III

Single jersey knit fabric structures, their cam and needle order: Plain jersey, Pique, Thick pique, Honey comb, Pearl and Twill. Rib fabric structures, their cam and needle order: 1x1 rib, 2x2 rib, Drop needle, Royal rib, Polka rib, Double half cardigan, Double cardigan, Milano rib, Waffle, Flat back, Swiss double pique and French double pique. Interlock fabric structures, their cam and needle order: Interlock, Eight lock, Ottoman rib, Pin tuck, Texi pique and Ponte di Roma.

Unit-IV


Unit-V

References:

1. D.B. Ajgaonkar, Knitting Technology
2. David J. Spencer, Knitting Technology
3. Chandrasekara Iyer et al., Circular knitting technology
4. Dr. Samuel Raz, Flat Knitting
5. Dr. S. Raz, Warp Knitting Technology
6. Peter Lord et al., Fabric forming systems
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SEMESTER VI

CORE X - ORGANISATION OF GARMENT UNIT

Unit-I


Unit-II

Institutions supporting entrepreneurs- DIC, NSIC, SISI, SIPCOT, TII, KVIC, CODISSIA, COMMERCIAL BANKS –SBI. Organizational structure of a garment unit –Hierarchical organization, production planning and control.

Unit-III

Different department in a garment unit – Design department, Finance department, purchasing department, Production department, Organizing different sections – hierarchy Personnel involved in all the departments, nature of the job.

UNIT-IV

Factory Design and layout – importance of factory design, factors affecting factory design, Types of buildings, (single and Multi –storey) –advantages and limitation. Factory layout – Process, Product and combined layout Design requirement – requirements relating to health, safety and welfare

UNIT-V

Performance of Indian Garment Export, SWOT Analysis Setting up of garment unit for export market, ExportDocument, Export finance- Payment method, Export shipping Role of merchandiser in a garment unit

REFERENCE;

1. Principles of management- Dinakarpagare, sultan chand and sons, delhi.

2. Entrepreneurship Development in India – Dr. C.B Gupta, Dr N.P. Srinivasan, sultan Chand and sons Delhi 1997.


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SEMESTER VI

CORE PRACTICAL XI - ACCESSORIES MAKING PRACTICALS

1. Hand bag – Any three types
2. Hat – Any two types
3. Bow – Decorative bow and formal bow
4. Belt – For boy and girl
5. Foot wear – Any three types
6. Purse and pouches – Any two types
7. Hair band and head bands – Any four types
8. Watches – Any two types
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SEMESTER VI
MBEC II - FASHION & VISUAL MERCHANDISING

Unit I
Introduction to Visual Merchandising Visual merchandising and display; Purpose of visual merchandising; Store image; Target customers; Seasonal visual merchandise; Windows

Unit II
Display and Display Settings Types of display; Promotion vs. institutional display; Type of display setting Attention drawing devices: Colour; Lighting; Line and composition; Scale; Contrast; Repetition; Humour; Surprise and shock;

Unit III
Inspection and its types – Testing – Check points before cutting - Pilot run or trial run and its importance – Approvals - Types of approvals – Shipping marks – Final inspection procedures – Self, Second and Third party inspection - Effective expedition procedures.

Unit IV

Unit V
Advertising- scope, importance, types, merits & demerits; sales promotion, personal selling. Retail management. Export associations – Apparel Export Promotion Council – Journals and magazines related to apparel and textiles –Trade shows and Fairs – Participation in trade shows – Advantages of trade shows and fairs - Apparel & Textile Trade shows and fairs in India.

REFERENCES:
1. Jeannette Jarnow, Dickerson, Inside the Fashion Business, Prentice hall, USA.
3. Fashion Merchandising, Elian Stone,
5. Apparel Merchanidising, Robin Mathew, Book Enclave Publishers, Jaipur
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SEMESTER VI

SBEC II PRACTICAL - PORTFOLIO PRESENTATION VIVA VOCE

Portfolio development and Presentation technique

1. To be planned for any 3 Occasion - Forecasting colors, Pattern and Fabric for the ensuing seasons based on International forecast.

2. Preparation of Mood board, Story board.


4. Design development chart - Preparation of various Styles for Selected fabrics

5. Selection of Accessories

6. Final Presentation

7. Number of Garments in a Collection – 1 garment
Do the following Experiments

1. Bleaching
2. Facial
3. Hair remover-threading, waxing
4. Hair style – any 3 styles
5. Hair cut – any 3 styles
6. Hair curl, Hair straightening, Hair coloring
7. Make up – Face makeup, bridal make up, party make up
8. Nail treatment – pedicure, manicure, nail art
9. Saree draping – any 3 styles
10. Visit to beauty parlour.