



# **PERIYAR UNIVERSITY**

**PERIYAR PALKALAI NAGAR**

**SALEM – 636011**

**DEGREE OF MASTER OF SCIENCE  
CHOICE BASED CREDIT SYSTEM**

**SYLLABUS FOR  
M.SC. COSTUME DESIGN AND FASHION  
( SEMESTER PATTERN )**

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



## **REGULATIONS**

### **I. ELIGIBILITY FOR ADMISSION**

B.Sc - Costume Design and Fashion, B.Sc.-Textile and Fashion Designing, B.Sc-Fashion Technology and B.Sc degree related to textile or fashion.

### **II. DURATION OF THE COURSE**

The course for the Degree of Master of Costume Design and Fashion shall consist of two academic years divided into four semesters. Each semester consist of 90 working days.

### **III. COURSE OF STUDY**

The course of study shall comprise instruction in the following subjects according to the syllabus and books prescribed from time to time.

### **IV. EXAMINATIONS**

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 & 4 Hours by the University in all the subjects prescribed in the month of November & April.

At the end of the fourth semester project viva-voce will be conducted on the basis of the Dissertation/Project Report submitted by the student. The Viva-voce will be conducted by one Internal and One External Examiner.

### **V. 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.

## COURSE OF STUDY AND SCHEME OF EXAMINATION

S.No.	Paper Code	Subject Title	Hours			University Examination			Credits
			L	T	P	Internal (25%)	External (75%)	Total	
<b>I SEMESTER</b>									
1.	Core I	Advanced Textile Science	4	2	-	25	75	100	6
2.	Core II	Fashion Art And Design Concept	4	2	-	25	75	100	6
3.	Core III	Advanced Garment Construction Practical	-	-	6	40	60	100	3
4.	Core IV	Fashion Illustration Practical	-	-	6	40	40	100	3
5.	Elective I	CAD In Fashion Designing Practical	-	-	6	40	40	100	3
		<b>TOTAL</b>		<b>30</b>					<b>21</b>
<b>II SEMESTER</b>									
6.	Core V	Apparel Marketing And Merchandising	4	2	-	25	75	100	6
7.	Core VI	Technical Textiles	4	2	-	25	75	100	6
8.	Core VII	Fashion Portfolio Practical	-	-	6	40	60	100	3
9.	Elective II	Draping Practical	-	-	6	40	60	100	3
10.	EDC	Entrepreneurship Development In Textiles	2	2	-	25	75	100	4
11.	Common Paper	Human Rights	-	25	75	100		2	
		<b>TOTAL</b>		<b>30</b>					<b>24</b>

S.No.	Paper Code	Subject Title	Hours			University Examination			Credits
			L	T	P	Internal (25%)	External (75%)	Total	
<b>III SEMESTER</b>									
12.	Core VIII	Research Methodology And Statistics In Textiles	4	2	-	25	75	100	6
13.	Core IX	Textile Testing	4	2	-	25	75	100	6
14.	Core X	Textile Testing Practical	-	2	2	40	60	100	3
15.	Core XI	Home Textiles	-	1	4	25	75	100	3
16.	Core XII	Ornaments And Accessories Designing Practical	4	2	-	40	60	100	6
17.	Elective III	Online Business	3	-	-	25	75	100	3
		<b>TOTAL</b>		<b>30</b>					<b>27</b>
<b>IV SEMESTER</b>									
18.	Core XIII	Advanced Surface Ornamentation Practical	-	-	6	40	60	100	3
19.	Elective IV	World Costumes	4	2	-	25	75	100	6
		Project viva voce			18*	-	100		9
		<b>TOTAL</b>		<b>30</b>				<b>2000</b>	<b>90</b>

**\*Note:** Faculty work load for Project work 2 Hrs per candidate/per week

## **M.SC. COSTUME DESIGN AND FASHION**

### **SEMESTER-I**

#### **CORE I - ADVANCED TEXTILE SCIENCE**

##### **UNIT I**

Natural fiber –Classification of textile fibers according to their natural foreign Cotton – Concept of varieties – Definition of grading – distinctive properties & End uses. Brief study of Bamboo – Lyocell- soya bean – Banana- Pineapple- Properties & Uses.

##### **UNIT II**

High performing fibers – Glass fibers- Carbon fibers – Ceramic fibers – chitosan fibers –Alginate fibers – Kevlar fibers – Properties & End uses. Brief study of Elastomeric Yarn.

##### **UNIT III**

Texturization – Objects – Types of Textured yarns- Flash Twist Texturing- Advantages of Textured Yarn- Manufacturing of Sewing Threads- Brief of fancy Yarns - Slub yarn- –Crimp yarns – novelty Yarns – Boucle Yarn.

##### **UNIT IV**

Weaving Process- shuttle less loom – working principle of Air Jet loom-working principle of water jet loom- working principle of projectile loom-working principle of Rapier loom.

##### **UNIT V**

Knitting – Classification of knitting machines-properties of knitted fabrics- weft knitting. Nonwoven – Definition and Classification- fiber properties and requirements- Web formation-Dry laid, parallel laid and cross laid formation- Application and end uses.

##### **REFERENCES**

1. Hall, A.J The standard hand book of Textiles, Wood head Publishing 8th edition, 2004.
2. Hearle J. W. S Hige performance fibres,Wood head publishing LtdCambridge, England, 2001.
3. Abinson, M. Principles of weaving - Textile Institute Manchester.
4. Corbman, B.P. Textiles Fiber to Fabric McGrawhill Publications, 6th, Edition 1983.
5. Velensky,L.D, G., E.P.G Textile Science CBS Publishers and Distributors, 2003.

## **M.SC. COSTUME DESIGN AND FASHION**

### **SEMESTER-I**

#### **CORE-II- FASHION ART AND DESIGN CONCEPT**

##### **UNIT I**

Art Media and Application: Pencils, colour pencils, oil pastels, water colour, poster colours, acrylic colours, fabric colours, markers, collage, frottage, montage.

##### **UNIT II**

Elements of Fashion process: Fashion origin, evolution- with examples from different eras till French revolution, Basic sketching techniques and sketching from life, Perspective and its uses, Grid technique of rendering.

##### **UNIT III**

Introduction to Anatomy, study of bone and muscular structure, proportions of males, females and children. Study of face, torso, legs and arms. Elements of Design (point, line, form, shape, space, size, texture and color) Drawing of 3-D geometrical shapes in different angles.

##### **UNIT IV**

Art Techniques: Automatic drawing, blind contour drawing, Chiaroscuro, Grisaille, hatching masking, Mass drawing, Screen tone, scribble, stippling, trios crayons dry brush

##### **UNIT V**

Fashion designers, history and look into design concepts of famous designers, both Indian and International. Knowledge of Latest Fashions Design based on, Industrial designer, Graphic designer, Textiles designer and Fashion designer

##### **REFERENCES**

1. Ann Haggard, "Pattern Cutting for Lingerie, Beach Wear and Leisure Wear", Black Well Science Limited, France, 2001.
2. W.Yu, J. Fan, S.C. Harlock, S.P. Ng., "Innovations and Technology of Womens Intimate Apparel", Wood head Publishing Limited, England 2006.
3. Bride M Whelan, " Colour Harmony" Rockfort Publishers, 1992
4. Chijiwa, Hideaki, " Colour Harmony", Rockfort publishers, USA, 10111 edition, 1992.
5. Stockton and James, " Designers Guide to Colour", Chronicle Books, San Francisco, 1984.
6. Tomory, Edith, —A History of Fine Arts in India and the West – Orient Longman Publishers Reprinted 1999.

**M.SC. COSTUME DESIGN AND FASHION**

**SEMESTER-I**

**CORE III**

**ADVANCED GARMENT CONSTRUCTION PRACTICAL**

Method of Pattern Making - Draping or Drafting method.

Develop Portfolio - for all the garments.

1. Design and construct Children's garment of recent fashion- any 2 styles
2. Design and construct Women's garment of recent fashion- any 2 styles
3. Design and construct Men's garment of recent fashion- any 2 styles
4. Design and construct garment for a Party wear
5. Design and construct garment for a Fashion Show based on a theme

**M.SC. COSTUME DESIGN AND FASHION**  
**SEMESTER I**  
**CORE IV**  
**FASHION ILLUSTRATION PRACTICAL**

**Part -A**

1. Illustrate a gesture components parts from head to toes
2. Create a 10 head flesh figure and convert poses like Straight pose, 'S' curve, open pose, 'T' pose
3. Stylized illustration in 10 head flesh figure - Garments for cine field
4. Create a Contemporary style garment in 12 head theory
5. Free hand figure drawing techniques
6. Model drawing by using pencil shade
7. Still drawing using color pencil shading
8. Develop live model drawing
9. Draw a fashion figure in 2D and 3D form using finishing techniques
10. Fashion accessory drawing

**M.SC. COSTUME DESIGN AND FASHION**

**SEMESTER I**

**ELECTIVE I**

**CAD IN FASHION DESIGNING PRACTICAL**

**PART -A**

- ❖ Design and develop the pattern for the following style using TUKA-CAD.

**KIDS WEAR**

- ❖ A-Line/Yoke frock
- ❖ Baba suit
- ❖ Knickers

**WOMEN'S WEAR**

- ❖ Blouse
- ❖ Salwar kameez
- ❖ Skirt and Top

**MEN'S WEAR**

- ❖ Basic Shirt
- ❖ Pant
- ❖ Trousers

**PART-B**

- ❖ Grade the patterns to S, M, L, XL and estimate the lay length & marker efficiency
- ❖ File the pattern style and apply the grade rule
- ❖ Estimate the lay length and marker efficiency

**M.SC. COSTUME DESIGN AND FASHION  
SEMESTER II**

**CORE V - APPAREL MARKETING AND MERCHANDISING**

**UNIT I**

**Introduction to Merchandising:** Merchandising terminology - role and responsibilities of merchandiser - types of merchandisers - fashion merchandiser, export merchandiser, retail merchandiser and visual merchandiser.

**UNIT II**

**Roles of buyer and merchandiser:** Rights of fashion merchandising - roles of buyer - skill set of good fashion buyer- role of fashion merchandiser - skill set of good fashion merchandiser - own label versus branded buying and merchandising- fashion buyer and merchandiser job description

**UNIT III**

**Organizing the buying and merchandising function:** Structure of buying and merchandising departments - Assistant buyer - buying administration assistant - assistant merchandiser - allocator - buyer and the key contact - merchandiser and their key contact - meeting schedules - how buyer & merchandiser work with other activities in the value chain

**UNIT IV**

**Fashion Merchandising Budgeting:** KPI budgeting - sales turnover budget - mark down spending budget - intake margin budgeting- stock target budgeting

**Fashion Merchandising: Open to buy:** What is open to buy - creating an open to buy budget -open to buy budgeting process

**Fashion merchandising range planning:** Introduction to range planning- range plan-optional plan -qualitative and quantitative aspects-range planning process

**UNIT-V**

**Fashion merchandising:** Sizing, deliveries and allocation: Merchandiser supplier relationship, size curves, initial allocations-managing purchase orders and deliveries.

**Trading:** Planning versus trading, repeats and cancellations, promotional planning, end of season sale.

**E-retailing:** E-retailing and product management, E-retailing and stock management and E-retail and drop shipping activities

**REFERENCES :**

1. David Shaw, T.J. Mastering Fashion Buying and Merchandising Management,16-Nov-2000 - Business & Economics.
2. Palgrave Macmillan, J.C. Fashion Merchandising ,Principles and Practice,28-Nov-2014 - Business & Economics.
3. Tata McGraw, P.Retail Merchandising,Hill Education, 2010.

## M.SC. COSTUME DESIGN AND FASHION

### SEMESTER II

#### CORE VI - TECHNICAL TEXTILES

##### UNIT I

**Technical Textiles:** Definition, Applications, Globalisation and Future of technical textiles industry. Technical Fibres: High – Strength and high-modulus organic fibres, high chemical and combustion - Resistant organic fibres, high performance inorganic fibres, ultra-fine and novelty fibres.

##### UNIT II

**Medical Textiles:** Classification – fibres Used. Non –Implantable, implantable, Extra Corporeal Devices, Health Care and Hygienic Products. Agro Textiles – Introduction, Fibres Used, types functions and properties characteristics and applications in Agro products and in its Field.

##### UNIT III

**Build Tech** - Introduction, Fibres Used, types functions and properties characteristics and applications in Architecture and in Building Construction. Geotextiles – Introduction, Fibres Used, types functions and properties characteristics and applications in its Field. Indu Tech – Introduction, Fibres Used, types functions and properties, characteristics and applications –Theory of Dust Collection.

##### UNIT IV

**Protective Textiles:** Introduction, Fibres Used, types functions and properties, characteristics and applications fire protective clothing, heat resistant garments, water proof Materials, ballistic resistant vest. Biological and Chemical Vest, Military protective Clothing. Mobil tech Textiles- Introduction, Fibres Used, types functions and properties, characteristics and applications of mobil tech, applications in all kinds of road transport vehicles, rail and air crafts.

##### UNIT V

**Sports Textiles:** Introduction, fibers used, Types, functions and properties, Characteristics and Applications of Sports Tech. Smart and intelligent Textiles - Classification - Active smart, passive smart and very smart textiles and phase change materials shape memory polymers, chromic and conductive Materials and its applications in various fields.

##### REFERENCES :

1. Dr. V. K. Kothari Technical Textiles, Technology, Developments and Applications , IAFL Publications, New Delhi, (2008).
2. H. Mattila Intelligent Textiles and Clothing, Publishing Ltd, England, (2006).
3. J W S Hearle High Performance Fibres, Woodhead Publishing Ltd, England, (2001).
4. R Senthil Kumar Textiles for Industrial Applications CRC Press (2013).
5. Sabit Adanur Wellington Sears Handbook of Industrial Textiles CRC Press (1995).

**M.SC. COSTUME DESIGN AND FASHION**

**SEMESTER II**

**CORE VII**

**FASHION PORTFOLIO PRACTICAL**

Using any 5 themes prepare 5 different portfolios using with the following boards and construct the garment for the same

1. Theme Board
2. Name board
3. Story Board
4. Mood Board
5. Inspiration Board
6. Customer Profile
7. Flat Sketches
8. Illustration Board
9. Component Board
10. Colour Board
11. Fabric Board
12. Accessory Board
13. Garment Construction
14. Garment Photographs

## **M.SC. COSTUME DESIGN AND FASHION**

### **SEMESTER II**

#### **ELECTIVE II - DRAPING PRACTICAL**

##### **EXERCISES**

##### **1. Basic preparation and basic pattern:**

Draping, Marking and trueing for basic Back, front, skirt and trouser

##### **2. Variation in Darts:**

Front bodice with underarm dart. Back bodice with Neckline dart, Waist line dart, Dart at waist line and center front, The French dart, Double French dart, Flange dart, Neckline dart, Bust line dart at center front and Armhole dart

##### **3. Pleats, darts, tucks and gathers, Neckline variations, Armhole variations, Waistline variations**

##### **4. Yokes**

Fitted midriff, Bodice yoke, Shirt yoke, Hip yoke

##### **5. Collars**

Mandarin, Band, Convertible, Shirt and Peter pan collar

##### **6. Variations in skirt**

Tapered skirt, Eased skirt, Dirndl skirt, Dome skirt, flared skirt and variations in flared skirt, Peg skirt

Sarong skirt and Pleated skirt

##### **7. Princess dress**

##### **REFERENCES**

1. Helen Joseph-Armstrong Draping for Apparel Design, Bloomsbury Academic, 2013.
2. Jaffe Hilde Draping for Fashion Design, Pearson Education India, 2009.
3. Karolyn Kiisel Draping: The Complete Course, Laurence King Publishing, 2013.

**M.SC. COSTUME DESIGN AND FASHION**

**SEMESTER II**

**EXTRA DISCIPLINARY COURSE**

**ENTREPRENEURSHIP DEVELOPMENT IN TEXTILES**

**UNIT I**

Introduction to entrepreneurship, development of entrepreneurship, role of entrepreneurs in development of apparel and fashion industry, entrepreneurship with reference to fashion and apparel industry in India.

**UNIT II**

Entrepreneurial support by state, central financial institutions, organizations. Government policies with reference to textile and apparel industry.

**UNIT III**

Business planning- Starting a new venture related to apparel industry, essentials of a successful centre. Formalities of opening a firm, the status of firm, Individual proprietor/partnership/ Pvt. Limited company & public Ltd Company, bank formalities, term loan, working capital, project financing.

**UNIT IV**

Location & plant layout-factors influencing plant location, building, structure, lighting, Ventilation, material handling, availability of labor, material management and transportation. Plant layout, ergonomics safety & security to be considered while planning the layout.

**UNIT V**

Industrial sickness and remedies, tax planning, VAT, Patent Rules, Factory Act, Minimum wages, knowledge of exemptions & deductions. Environmental considerations and social responsibilities.

**REFERENCES :**

1. Ormerod A Textile Project Management, the Textile Institute, 1992.
2. SangramKeshariMohanti Fundamentals & Entrepreneurship: 2009: PHI learning.
3. Vasanth Desai the dynamics of entrepreneurial development & Management: 6th edition Himalaya publish house. 2009.
4. Franklin, T. Principles of Management, AITBS, 2002.

**M.SC. COSTUME DESIGN AND FASHION**  
**SEMESTER III**  
**CORE VIII**

**RESEARCH METHODOLOGY AND STATISTICS IN TEXTILES**

**UNIT I**

Fundamental Concepts of Research -Meaning, definition, types of research – significance of research – research process, Defining the research problem, Sources, Identification, Selection and statement, Review of Literature.

**UNIT II**

Research Design/Proposal - Research Design – Meaning, Types of Research Design, Basic principles of experimental designs, Developing a research Plan. Sampling – Census and sample survey, steps in sampling design, criteria for selecting a sampling procedure, characteristics of a good sample design, different types of sample design.

**UNIT III**

Research Methods And Tools - Methods of data collection – observation, questionnaire, Interview. Data Processing – Collection, Classification, Tabulation, Graphical representation and data analysis.

**UNIT IV**

Report Writing - Research Report – Format of research report, main body of the report, references and appendices, style of writing, typing the report, pagination, tables and figures, bibliography, footnotes, margins, quotations, evaluating the report.

**UNIT V**

Statistics - Meaning and scope of statistics, role of statistics in research, measures of central tendency and dispersion. Co- efficient of Correlation and its Interpretation, Rank Correlation, Regression equation, Application of Chi – Square test, ANOVA test.chemical, cultural and biological control.

**REFERENCES**

1. C R Kothari Research Methodology,Methods and Techniques ,New Age International (P) Ltd, Delhi, 2011.
2. J. Medo Statistical Method- An Introductory text,New Age publishers, Delhi, 2005.
3. Santosh Gupta Research Methodology and Statistical Techniques, Deep and Deep Publications, 1999.
4. S P Gupta An Introduction to Statistical Methods, Vikas publishing House, Delhi, 2009.
5. Lucy Jacobs, D.A. Introduction to Research in Education,Christine Sorensen, Cengage Learning, 2009.
6. Stuart Melville, W.G. Research Methodology,An Introduction ,Jut and Company Ltd, 2004.

**M.SC. COSTUME DESIGN AND FASHION**  
**SEMESTER III**  
**CORE IX - TEXTILE TESTING**

**UNIT I**

Introduction to testing – terminology of testing – selection of samples for testing standard R H and temperature for testing – measurement of moisture regain - Conditioning oven – Shirley moisture meter – standards used in textile testing.

**UNIT II**

Fiber testing - Cotton fiber length – Baer sorter, Fineness – Air flow principle instruments, Sheffield micronaire, Maturity – Caustic soda swelling, Strength – Pressely bundle strength tester, stelometer, Determination of trash and lint in cotton – Shirley trash analyzer.

**UNIT III**

Yarn testing - Yarn numbering system – conversion of count from one system to another, Instruments for count determination – Quadrant balance, Beesely balance . Yarn strength testing – principles of CRT, CRL, CRE – Single strength tester, Lea strength tester . Yarn twist- Direction of twist, Twist multipliers, Twist testers – Tension type, ATIRA direct type tester . Yarn evenness – classification of variation, methods of measuring evenness – black board, ASTM Standards, Uster evenness tester, Uster standards, Yarn faults - classifications, Classimat . Yarn hairiness and crimp testing

**UNIT IV**

Fabric testing - Fabric particulars – length, width, crimp, weight, cover factor, fabric thickness. Fabric strength – fabric tensile strength tester, tearing strength tester, hydraulic bursting strength tester. Fabric abrasion – resistance, handle, serviceability, assessment, Martindale abrasion tester. Fabric pilling – ICI pill box tester. Fabric drape – Measurement, drape meter. Fabric stiffness – Shirley stiffness tester. Fabric crease resistance and crease recovery measurements. Fabric permeability – Shirley air permeability tester, Water permeability tester, and Bundersmann tester.

### **UNIT- V**

Color fastness in textiles – Crocking test, perspiration test, sunlight, laundering, pressing and dry cleaning aspects. Whiteness index, matching cabinets, and computer color matching.

### **REFERENCES**

1. Dr. Arindam Textile Testing, SITRA Coimbatore (2001).
2. Elliot B Grover and Hamby D S Handbook of Textile Testing and Quality Control, Willey Eastern limited, New Delhi (1988).
3. Saville B P Physical Testing of Textiles , Wood head publishing, Cambridge (2004).
4. Gopalakrishnan. R,A.P.Textile Testing,SSM Institute of Technology, Komarapalayam.(2002).
5. NewnesButterworths, B.J.E. (no date) Principles of Textile Testing,London(1976).

**M.SC. COSTUME DESIGN AND FASHION**

**SEMESTER III**

**CORE X**

**TEXTILE TESTING PRACTICAL**

1. Determination of Tensile Strength of the given Fabric.
2. Determination of Stiffness of the given Fabric.
3. Determination of Thickness of the given Fabric.
4. Determination of Abrasion Resistance of the given Fabric.
5. Determination of Crease Recovery of the given Fabric.
6. Determination of Drape of the given Fabric.
7. Determination of Tearing strength of the given fabric.
8. Determination of Bursting Strength of the given Fabric.
9. Determination of Colour Fastness of the given Fabric by Crock meter.
10. Determination of Colour Fastness of the given Fabric by Perspirometer.
11. Determination of Colour Fastness of the given Fabric by Laundrometer.
12. Determination of Colour Fastness of the given Fabric by Pressing.
13. Determination of Shrinkage of the given Fabric.

## **M.SC. COSTUME DESIGN AND FASHION**

### **SEMESTER III**

#### **CORE XI - HOME TEXTILES**

##### **UNIT I**

Introduction to home textiles-Furnishings-Definition - Type of Furnishings Materials – Woven and non-woven – Factors affecting Selection of Home Furnishings. Recent trends in home Textiles

##### **UNIT II**

Home furnishing -Advances in period style in, Different styles, and use of Colours, design & texture in home furnishing. Developments in living room furnishing including upholstery, Wall Hangings, Cushion, Cushion Covers, Bolster and Bolster Cover.

##### **UNIT III**

Bed Linens - Different Types of Bed Linen – Sheets – Blankets – Blanket Covers – Comforts – Comfort Covers – Bed Spreads – Mattress and Mattress Covers – Pads- Pillows. Uses and care advantages and disadvantages

##### **UNIT IV**

Curtains And Draperies -Advances in Home decoration -Draperies – Choice of Fabrics – Curtains – Types of Developments in Finishing of Draperies – Developments in tucks and Pleats and ,tailored pleat, cafe curtain and 3 tire curtain uses of Drapery Rods, Hooks, Tape Rings and Pins. Collection of different types of layout a. living room b. Kitchen c. Dining Room d. Bed Room e. Study Room

##### **UNIT V**

Floor &Wall Coverings- Recent Developments in manufacturing of floor coverings - Hard Floor Coverings, Resilient Floor Coverings, Soft Floor Coverings, Rugs, Cushion and Pads – Care of floor coverings. Hanging / mats Wall Door. Uses and care of wall covering.

##### **REFERENCE**

1. Interior decorating effects, Stewart and sally Walton, Lorenz books – 2000.
2. The book of upholstery, Candace ord manroe, Pub – 1987 present books.
3. Design and detail, the Practical guide to sayling a house, Tricia Guild of Elizabeth Wilhide. 1 st pub conran octopus limit.
4. Sunset slip cover and bed spreads step by step instruction decorating ideas, Editor Christian barne and Maureen Williams.
5. Dr.D.K.Aggarwal,House keeping management Amman publication, New Delhi.

**M.SC. COSTUME DESIGN AND FASHION**

**SEMESTER III**

**CORE XII**

**ORNAMENTS AND ACCESSORIES DESIGNING PRACTICAL**

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

1. Traditional style-1
2. Retro Style -1
3. Ethnic-1
4. Fushion-1
  1. Hand bags -4 varieties
  2. Purses / Wallets / Cell Phone covers -. 4 varieties
  3. Chains I Necklaces - 5'models
  4. Bangles / Bracelets / Watches - 5 models
  5. hats/caps - 5 models
6. Ear rings - 5 models/Hair band
7. Finger rings / toe rings- 5 models
8. Belts - 5 models
9. Gloves/mitten - 5 models
10. Anklets - 5 models
11. A set. of Bridal Ornaments - select a Bridal costume.
12. A set of Ornaments -use of waste material
- 13.Eco-friendly materials- Ornaments and Accessories

## **M.SC. COSTUME DESIGN AND FASHION**

### **SEMESTER III**

#### **ELECTIVE III- ONLINE BUSINESS**

##### **UNIT I**

Overview of online business: Introduction to Online Business, Success Stories of how entrepreneurs started online business, Benefits of online business, software required to create web pages

##### **UNIT II**

Website development: Web Page Designing-Classification of websites, building a website-steps in building a website, Website hosting –web hosting options.Content creation, delivery and management-Content management and maintenance

##### **UNIT III**

Keeping Business legal: Copy rights, trademarks and other legal concerns, basic accounting practices, Online business models: Affiliate Programs, Online Advertising, Selling Products and Services.

##### **UNIT IV**

Handling payment: Online Payment Solution-Anticipating your online customers purchasing needs-applying for credit card merchant status-finding short cuts to processing credit card data-providing shoppers with electronic purchasing system-delivering products and services

##### **UNIT V**

Social Networking and Marketing: Attracting customers and services-Word of mouth advertising, Social networking and other advertising, The future of online business: Building your Business for the Future.

##### **REFERENCE**

1. Kenneth C. Laudon E-Commerce : Business, Technology, Society, 4th Edition, Pearson.
2. Porter, M. E Strategy and the Internet,HBR March 2001.
3. Kamlesh N., Amit Lal and Deeksha Agarwala, A. Business on the Net: An Introduction to the Whats and Hows of E -Commerce, Macmillan India Ltd.
4. Liewyi, L.V.K. Online business made easy, Kindle edition ,2009.
5. Sons, G.H., John Wiley Starting an Online Business For Dummies, 14-Jun-2013.
6. The Business of E-Commerce – From Corporate Strategy to Technology,Cambridge University Press, 2000 .

**M.SC. COSTUME DESIGN AND FASHION**

**SEMESTER IV**

**CORE XIII**

**ADVANCED SURFACE ORNAMENTATION PRACTICAL**

1. Applique-Hand & machine- 4 Samples
2. Quilting - Hand & machine-4Samples
3. Patch work - Hand & machine-4Samples
4. Macrame-any 2
5. Lace and Ribbon work-5 samples
6. Present trend embroideries – Aari work, Zardhosi, cutwork-5 samples
7. Persian embroidery-2 samples.
8. shaded embroidery-3 samples

## **M.SC. COSTUME DESIGN AND FASHION**

### **SEMESTER IV**

#### **ELECTIVE IV - WORLD COSTUMES**

##### **UNIT I**

America - Men and women costumes of Guatemala, Mexico, Andean countries- Colombia, Ecuador, Peru and Bolivia, Chile, Argentina. Brazil, Venezuela, Paraguay and Uruguay.

##### **UNIT II**

European countries - Egypt, Greece, Roman, Norway, Sweden, Denmark, Scotland, Austria, Germany, Switzerland, Hungary, Poland, Ukraine, Belarus and Netherlands.

##### **UNIT III**

Far Eastern Countries - Mangolia, China, Taiwan, Hong Kong, Japan, North and South Korea, SriLanka, Pakistan, Burma, Thailand, Philippines, Indonesia, Malaysia and Singapore.

##### **UNIT IV**

Africa- Costumes of North, East, West and South.

##### **UNIT V**

Middle East Countries:' Turkey and Iran, Pakistan, costumes of Arab Peninsula.

##### **REFERENCE**

1. Costumes of Indian and Pakistan, Das S N, D B TaraporevaIa Sons & Co, Bombay (1958)
2. Historic Costume, Chas A, 'Bernard and Co, illinois (1961)
3. Costume through the Ages, Laver, JamesSimon and Schuster, New York (1968).
4. Costumes throughout the Ages, Eoan C C, J B Limancott
5. The History of Costume; Kemper, Rachel H
6. History of World Costume and Fashion (Fashion Series) 1st Edition by Daniel Delis Hill (Author), JoAnne Eicher (Foreword)

**PERIYAR UNIVERSITY**  
**M.SC. COSTUME DESIGN AND FASHION**  
**MODEL THEORY QUESTION PAPER PATTERN**  
**(FOR THE STUDENTS ADMITTED FROM THE ACADEMIC YEAR 2017-2018 ONWARDS)**  
**APPAREL MARKETING & MERCHANDISING**

**Time: 3 Hours**

**Maximum: 75 Marks**

**SECTION A (10X1=10 Marks)**

**Answer all the Questions**

1. \_\_\_\_\_ is the promotion of apparel sales and involves all of the tasks necessary to deliver needs of potential customers.
 

a. Fashion merchandising	b. Fashion buyer
c. Apparel manufacturers	d. Marketing experience
2. Visual merchandisers are also known as \_\_\_\_\_.
 

a. window dressers	b. Fashion stylist
c. display creators	d. Fashion Victims
3. \_\_\_\_\_ is a person employed to select and purchase clothes and accessories for a large retail store to stock.
 

a. manufacturer	b. Retailer
c. Fashion buyer	d. Fashion designer
4. The top leading fashion labels from India \_\_\_\_\_.
 

a. Chanel	b. Agnimitra Paul
c. Emilio Pucci	d. Neil Barrett
5. Non-Store Retailers are \_\_\_\_\_.
 

a. Internet retailing	b. diverse market
c. chain store	d. wholesale market
6. ROI stands for \_\_\_\_\_.
 

a. Return on Investment	b. Return on interest
c. Rest on Investment	d. Right on Investment
7. \_\_\_\_\_ is part of the overall assortment planning process and involves making decisions about the amount of merchandise choice.
 

a. Range planning	b. KPI budgeting
c. supply chain	d. merchandise mix
8. \_\_\_\_\_ is a retail inventory management tool that helps to buy on a monthly basis to make sales projections.
 

a. Staple merchandise	b. Open-to-buy
c. Retail budget	d. Key performance indicator
9. \_\_\_\_\_ is the term often used by the industry to describe online retailing via the internet.
 

a. Catalog	b. E-Commerce
c. Tele-Shopping	d. Open market
10. \_\_\_\_\_ can be offered in the market place that might satisfy a need.
 

a. Plan	b. Product	c. Discount	d. Item
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**SECTION B ( 5X5= 25 MARKS)**

**Answer all the Questions**

**Either or internal Choice**

11. a. Discuss about the role and responsibilities of a merchandiser. (Or)  
b. Write about Merchandising Terminology.
12. a. Explain about the Rights of fashion merchandising. (Or)  
b. Write about the Role and skills of good fashion buyer.
13. a. Discuss about the Structure of buying and merchandising departments. (Or)  
b. Write about Merchandising Function.
14. a. Explain about the Key performance indicator in budgeting. (Or)  
b. Write about the importance of Range Planning.
15. a. Explain about size curves in detail. (Or)  
b. Discuss about promotional planning.

**SECTION C ( 5X8=40 MARKS)**

**Answer all the Questions**

**Either or internal Choice**

16. a. Discuss about the types of merchandisers in detail. (Or)  
b. Explain about the scope of fashion visual merchandising.
17. a. Explain about the roles of buyer and merchandiser. (Or)  
b. Describe about merchandiser job description.
18. a. Explain about buyer and merchandiser key contact. (Or)  
b. Explain how buyer & merchandiser work with other activities in the value chain.
19. a. Give an account on sales turnover budget and stock target budgeting. (Or)  
b. Explain about the qualitative and quantitative aspects in range planning process.
20. a. Explain about Planning versus trading. (Or)  
b. Discuss about E-retailing and product management.

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**TEXTILE TESTING PRACTICALS**

**Time: 3 Hours**

**Maximum: 75 Marks**

**SECTION A (1X20=20 Marks)**

1. a) Determination of Stiffness of the given Fabric.  
Or  
b) Determination of Drape of the given Fabric.

**SECTION B (1X40=40 Marks)**

2. a) Determination of Bursting Strength of the given Fabric.  
Or  
b) Determination of Colour Fastness of the given Fabric by Launderometer.

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**ADVANCED GARMENT CONSTRUCTION PRACTICALS**

**Time: 4 Hours**

**Maximum: 75 Marks**

**SECTION A (1X20=20 Marks)**

1. a) Design, draft and construct Children's garment for daily use.  
Or
- b) Design, draft and construct toddlers garment for recent trends.

**SECTION B (1X40=40 Marks)**

2. a) Design, draft and construct party wear for 15-16 years girls.  
Or
- b) Design, draft and construct garment for a Fashion Show based on any theme.