

# PERIYAR UNIVERSITY

PERIYAR PALKALAINAGAR

SALEM-636011



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

*Syllabus for*

**B.Sc. COSTUME DESIGN AND FASHION**

**(SEMESTER PATTERN)**

(For Candidates admitted in the College Affiliated to  
Periyar University From 2023-2024 onwards)

## **REGULATIONS**

### **I. ELIGIBILITY**

Candidate seeking admission to the first year Degree of Bachelor of Science in Costume Design and Fashion shall be required to have passed in any Higher Secondary course examination (Regular academic or Vocational) of the State Board/CBSE/ICSE or other examination accepted as equivalent thereto by the Syndicate, subject to such other conditions as may be prescribed. Pass in any three year Diploma in Fashion/Costume/Textile/Apparel related course is eligible to admit in direct second year of this UG course.

### **II. DURATION**

The course for the degree of Bachelor of Science in Costume Design and Fashion 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 FOR THE DEGREE**

A candidate shall be eligible for the degree of Bachelor of Science in Costume Design and Fashion, 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., Costume Design and Fashion 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 every semester.

The practical examinations will be conducted by the university for 3 hours with respective to allied and core practical's 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 /Internship work shall be conducted and evaluated internally by the institution themselves with internal and external examiners appointed by the university.

## **VII. PASSING RULES**

### **Theory**

- 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**

- 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.
- For project viva voce, 60 % of the marks for internal evaluation and 40 % marks are allotted for external evaluation.
- For project, the candidate should get minimum marks of 16 marks in internal evaluation out of 40 and 24 marks in external evaluation out of 60.

<b>Program Specific Objectives (PSOs)</b>	
<b>B.Sc. (Costume Design and Fashion)</b>	
PSO-1	Gain the knowledge of costume design and fashion course through theory and practical oriented courses.
PSO-2	Understand good laboratory practices in garment designing and construction.
PSO-3	Understand the impact of the professional designing solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
PSO-4	Make aware of to handle the sophisticated instruments/equipment's at industry level
PSO-5	Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary field and to become a significant provider of employment and self-employment opportunities.
PSO-6	Develop research oriented skills and thereby build a strong foundation for higher studies.

<b>Program Objectives (POs)</b>	
<b>B.Sc. ( Costume Design and Fashion)</b>	
PO – 1	Inculcate the students at first to the fundamentals governing the aesthetic and design elements required for a costume design and fashion graduate along with the fundamentals of management aimed at sufficient skill levels required in the apparel manufacturing industry.
PO –2	To introduce different essential streams including apparel designing, information technology, quality management, etc.
PO – 3	Impart extensive knowledge of raw materials including fabrics and trims in the formative years to enable the students to relate their understanding with apparel manufacturing.
PO – 4	To build upon the integration of creative forces of design with costume designing, and also keeps in mind the historical, social and cultural contexts in which the designers work today
PO –5	The culmination of the Programme leads the student researching, experimenting and implementing the skills by way of a graduation project.
PO –6	Mold the students to be qualified to position themselves for diverse work profiles available in the apparel manufacturing sector.

### Programme Outcomes

1. The graduates will be able to utilize their knowledge and skills in higher studies and research.
2. The graduates will able to execute innovative and professional skills in the field of Apparel Industry.
3. The graduates can start-up their business, freelance and enterprise without difficulty and can also enter into the world of work easily.
4. The graduates can exit with employability in various fields of textiles and apparel.

<b>Program Educational Outcomes (PEOs)</b>	
The <b>B.Sc. ( Costume Design and Fashion)</b> program describe accomplishments that graduates are expected to attain within five to seven years after Graduation	
PEO1	The student can excel in the field of Costume Design and Fashion after the completion of the Program.
PEO2	The student can develop his own brands in Apparel Sector.
PEO3	Start- Up of An Entrepreneur with potential is possible with new ideas towards Apparel Industry.
PEO4	The student can choose to work as a freelance designer.
PEO5	The student can begin his career in the area of Apparel Production.
PEO6	The student can work as Quality Mangers in Garment Industry
PEO7	The student can work as Fabric Mangers in woven and Knitted Fabric sector.
PEO8	The student can also work as an industrial engineer.
PEO9	The student can work as Merchandiser and Costing Mangers in Garment Industries.
PEO10	The student can act as Consultant in Apparel Sectors.

**QUESTION PAPER PATTERN**

**THEORY**

**QUESTION PAPER PATTERN**

**Time: 3 Hours**

**Total Marks: 75 Marks**

<b>Unit</b>	<b>Section-A</b>	<b>Section-B</b>	<b>Section-C</b>
I	Q. 1, 2,3	Q. 16	Q. 21a,21b
II	Q. 4,5,6	Q. 17	Q. 22a,22b
III	Q. 7,8,9	Q. 18	Q. 23a,23b
IV	Q. 10,11,12	Q. 19	Q. 24a,24b
V	Q. 13,14,15	Q. 20	Q. 25a,25b

**SECTION A (15 x 1 = 15)**  
ANSWER ALL THE QUESTIONS

**SECTION B (2 x 5 = 10)**  
ANSWER ANY TWO QUESTIONS

**SECTION C (5 x 10 = 50)**  
EITHER OR CHOICE  
ANSWER ALL THE QUESTIONS

**INTERNALASSESSMENT**

**MARKS**

TEST :	15
ASSIGNMENT :	5
ATTENDANCE:	5
	<hr/>
	<b>25</b>
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PASSING MINIMUM(IA)40% - 10 MARKS

PASSING MINIMUM(UE)40% - 30 MARKS

PASSING MINIMUM TOTAL - 40MARKS

**PRACTICAL:**

**Time: 3 Hours Total Marks: 60Marks**

**SECTION A (1X20= 20)** Either or Choice ANSWER ANYONE

**SECTION B (1 X40= 40)** Either or Choice ANSWER ANYONE

**INTERNALMARKS:**

RECORD:	25
SAMPLE:	10
ATTENDANCE:	05

**TOTAL:** 

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**40 MARKS**

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PASSING MINIMUM (IA)40% - 16 MARKS

PASSING MINIMUM (UE)60% - 24 MARKS

PASSINGMINIMUMTOTAL - 40MARKS

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SEM	PART	COURSE CODE	COURSE	Hours*			Credit	MARKS		
				L	T	P		CIA	EA	TOTAL
I	I		Tamil-I	6	-	-	3	25	75	100
	II		English-I	6	-	-	3	25	75	100
	III	23UCDCT01 (Core Course- I)	Pattern Making and Grading	5	-	-	5	25	75	100
		23UCDCP01 (Core Course- II)	Basic Apparel Designing Practical	-	-	5	5	40	60	100
		23UCDDE01A / 23UCDDE01B / 23UCDDE01C Elective- I Discipline	Elective - I	4	-	-	3	25	75	100
	IV	Skill Enhancement Course I (NME)	E - Designing Practical	-	-	2	2	40	60	100
		23UCDFP01 Skill Enhancement Course ( Foundation Course)	Basic Illustration and Sketching Practical	-	-	2	2	40	60	100
	<b>Total</b>				<b>30</b>			<b>23</b>		
II	I		Tamil-II	6	-	-	3	25	75	100
	II		English-II	4	-	-	3	25	75	100
	II	NMSDC	Language Proficiency for employability- Overview of English Communication	2	-	-	2	-	-	-
	III	23UCDCT02 Core Course- III	Fashion Clothing Psychology	6	-	-	5	25	75	100
		23UCDCP02 Core Course- IV	Children's Apparel Practical	-	-	6	5	40	60	100
		23UCDDE02 A / 23UCDDE02 B / 23UCDDE02 C Elective- II Discipline	Elective - II	4	-	-	3	25	75	100
	IV	Skill Enhancement Course II (NME)	Needle Craft and Fabric Painting Practical	-	-	2	2	40	60	100
	<b>Total</b>				<b>30</b>			<b>25</b>		



III	I		Tamil-III	6	-	-	3	25	75	100
	I		English-III	6	-	-	3	25	75	100
	III	23UCDCT03 (Core Course- V)	Fashion Design Concept and Methodology	5	-	-	5	25	75	100
		23UCDCP03 (Core Course- VI)	Fashion Design Concept and Methodology Practical	-	-	5	5	40	60	100
		23UCDDE03 A / 23UCDDE03 B / 23UCDDE03 C Elective III Discipline	Elective - III	4	-	-	3	25	75	100
	IV	23UCDSP01 (Skill Enhancement Course- IV Entrepreneurial Skill)	Beauty Care Practical	-	-	1	1	40	60	100
		23UCDSP02 ( Skill Enhancement Course V)	Surface Embellishment and Fashion Accessories Making Practical	-	-	2	2	40	60	100
		23UES01	Environmental Studies	1	-	-	-	-	-	-
<b>Total</b>				<b>30</b>			<b>22</b>	<b>700</b>		
IV	I		Tamil-IV	6	-	-	3	25	75	100
	II		English-IV	6	-	-	3	25	75	100
	III	23UCDCT04 (Core Course- VII)	Historic Costumes of India	5	-	-	5	25	75	100
		23UCDCP04 (Core Course- VIII)	Women's Apparel Practical	-	-	5	5	40	60	100
		23UCDDE04 A / 23UCDDE04 B / 23UCDDE04 C Elective- IV Discipline	Elective - IV	3	-	-	3	25	75	100
							40	60		
	IV	23UCDSP03 (Skill Enhancement Course VI)	Textile Wet Processing Practical	-	-	2	2	40	60	100
		(Skill Enhancement Course VII)	Digital Skills for Employability	2	-	-	2	25	75	100
		23UES01	Environmental Studies	1	-	-	2	25	75	100
<b>Total</b>				<b>30</b>			<b>25</b>	<b>800</b>		
<b>15 days internship in a Fashion/Garment/Boutique/Textile processing related industries during summer holidays. Assessment will be at the end of V<sup>th</sup> Semester.</b>										

V	III	23UCDCT05 (Core Course- IX)	Knitting and Non-woven	5	-	-	4	25	75	100
		23UCDCT06 (Core Course- X)	Fashion Business Start up	5	-	-	4	25	75	100
		23UCDCP05 (Core Course- XI)	CAD in Garment Designing Practical	-	-	5	4	40	60	100
		23UCDCP06 (Core Course- XII)	Men's Apparel Practical	-	-	5	4	40	60	100
		23UCDDE05 A / 23UCDDE05 B / 23UCDDE05 C Elective- V Discipline	Elective -V	4	-	-	3	25 40	75 60	100
		23UCDDE06 A / 23UCDDE06 B / 23UCDDE06 C Elective- VI Discipline	Elective- VI	4	-	-	3	25	75	100
	IV	23UVE01	Value Education	2	-	-	2	25	75	100
		23UCDSI01 Summer Internship	Internship- Project Viva- Voce	-	-	-	2	40	60	100
	<b>Total</b>			<b>30</b>			26			<b>800</b>
	VI	III	23UCDCT07 (Core Course- XIII)	Technical Textiles	6	-	-	4	25	75
23UCDCT08 (Core Course- XIV)			Home Textiles	6	-	-	4	25	75	100
23UCDCP07 (Core Course- XV)			Fashion Portfolio Presentation-Viva Voce	-	-	6	4	40	60	100
23UCDDE07 A / 23UCDDE07 B / 23UCDDE07 C Elective- VII Discipline			Elective - VII	5	-	-	3	25	75	100
23UCDDE08 A / 23UCDDE08 B / 23UCDDE08 C Elective- VIII Discipline			Elective - VIII	5	-	-	3	25 40	75 60	100
V		23UEX01	Extension Activity	-	-	-	1	-	-	-
		Professional Competency Skill	Employability Readiness (Naandi/Unnati/Quest/Izapy/ IBM Skill build)	2	-	-	2	25	75	100

		<b>Total</b>	<b>30</b>	<b>21</b>		<b>600</b>
			<b>180</b>	<b>142</b>		<b>4300</b>

**\*Hours: L-Lecture; T-Tutorial; P-Practical**

**NME\* - Non Major Elective course**

## LIST OF ELECTIVE COURSES

### **Elective – I**

- 1A - Fiber and Yarn Science**
- 1B - Basic Apparel Designing
- 1C - Fashion Forecasting

### **Elective – II**

- 2A - Apparel Manufacturing Machineries and Equipment**
- 2B - Care and Maintenance of Textiles
- 2C - Garment Accessories and Trims

### **Elective – III**

- 3A - Fabric Science**
- 3B - Entrepreneurship development
- 3C - Basics of Cosmetology

### **Elective – IV**

- 4A - Textile Wet Processing**
- 4B - Fashion Appreciation
- 4C - Couture Design Development Practical

### **Elective – V**

- 5A - Fashion Draping Practical**
- 5B - Apparel Costing and Merchandising
- 5C - Computer Application in Garment Designing

### **Elective – VI**

- 6A - Textile Finishing**
- 6B - Fashion Photography
- 6C - Eco Textiles

### **Elective – VII**

- 7A - Apparel Production Management**
- 7B - Textile Testing and Quality Control
- 7C - Fashion Marketing

### **Elective – VIII**

- 8A - Home Textiles Practical**
- 8B - Industrial Engineering
- 8C - Apparel Brand Management



# SEMESTER I

<b>Course Code</b>	<b>23UCDCT01</b>	<b>PATTERN MAKING AND GRADING</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>I</b>	<b>Core Course – I</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>5</b>
<b>Prerequisites</b>	<b>Basics of Garment Production</b>		<b>Syllabus</b>	<b>2023-2024</b>		
<b>Course Objectives :</b>						
1. To Impart the students ability to create design through flat pattern technique. 2. To impart the techniques of dart manipulation. 3. To enable the students to learn the skills of standardizing body measurements.						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to learn as follows:						
CO1	Remembering pattern making terminology and steps in taking body measurements.					K1
CO2	Understanding the pattern making techniques.					K2
CO3	Applying the Drafting/ Draping and Pattern alteration technique in designing.					K3
CO4	Analyzing the grain of fabric and standards of good fit.					K4
CO5	Understand the pattern alteration techniques.					K2
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>	<b>BODY MEASUREMENTS</b>					
Importance, Preparation for measuring, Girls and Ladies measurements, Boy’s and Men’s measurements. Standardizing body measurements, Importance, Techniques used. Relative length and girth measurements .Preparation of standardized measurement chart.						
<b>Unit:2</b>	<b>DRAFTING</b>					
Pattern making terminology, Methods of pattern making, Types of paper patterns, Pattern making tools, Steps in drafting Bodice front, Bodice back, Sleeve, Skirt front and back, Collar- one piece peter pan and shirt collar. Dart Manipulation, Technique-Slash and Spread method and Pivotal method. Study of commercial pattern, Merits and Demerits. Preparation of commercial pattern for kids. Fitting – Standards of a good fit, Steps in preparing a blouse for fitting, checking the fit of a blouse.						
<b>Unit:3</b>	<b>DRAPING</b>					
Draping -Definition and Meaning, Need for draping, Importance of Draping Technique, Advantages and Disadvantages, Tools and Equipment’s used for Draping, Preparation of dress form. Importance of grain, preparation of Muslin Material, straightening, tearing and pressing.						
<b>Unit:4</b>	<b>GRADING AND PREPARATION OF FABRIC FOR CUTTING</b>					
Grading-Introduction and importance of grading, Manual Grading of basic bodice – front and back, Sleeve, skirt and Collar, Computerized Grading. Basic terms: Grain, Selvedge, On grain,Off Grain, Off Grain Print, With the Grain, Against the Grain, Importance of Grain in Fabric. Cutting-Preparing the Fabric for Cutting, Methods of straightening fabric ends, Methods of straightening fabric grain, shrinking fabrics.						

<b>Unit:5</b>	<b>PATTERN ALTERATION AND LAYOUT</b>
Importance of altering patterns, Principles for pattern alteration, common pattern alteration in blouse. Pattern layout - Definition, Purpose, Rules in layout, Types of layout and Special layouts. Piecing, transferring pattern markings.	
<b>Text Book(s)</b>	
1	Mary Mathews, Practical Clothing Construction- Part I and II, - Cosmic Press, Madras,1990
2	Helen Joseph Armstrong, (2014).Pattern Making for FashionDesign.5 <sup>th</sup> editions. India: Dorling Kindersley
3	GayatriVerma, (2006).Cutting and Tailoring Course. New Delhi: Asian publishers.
4	Connie Amaden Crawford,(2005).The Art of Fashion Draping III Edition. OM Books International.
5	LoriA.Knowles,(2005).The Practical <i>Guide to Pattern Making for Fashion Designers</i> . NewYork: Fair Child, Publications, Inc.
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1	<a href="https://textilelearner.blogspot.com/2014/03/methods-off-garment-parttern-grading.html">https://textilelearner.blogspot.com/2014/03/methods-off-garment-parttern-grading.html</a>
2	<a href="https://www.threadsmagazine.com/2008/11/01/making-sense-of-pattern-grading">https://www.threadsmagazine.com/2008/11/01/making-sense-of-pattern-grading</a>
3	<a href="https://www.clothingpatterns101.com/pattern-grading.html">https://www.clothingpatterns101.com/pattern-grading.html</a>

<b>Course Code</b>	23UCDCP01	<b>BASIC APPAREL DESIGNING PRACTICAL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>I</b>	<b>Core Course – II</b>	-	-	5	5
<b>Prerequisites</b>	<b>Basic Knowledge of Garment Production</b>			<b>Syllabus</b>	<b>2023-2024</b>	
<b>Course Objectives:</b>						
<ol style="list-style-type: none"> <li>1. To impart practical exposure in sewing operation.</li> <li>2. To acquaint students with the knowledge on basic sewing techniques.</li> <li>3. To impart the knowledge and skills required for garment designing.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Applying basic sewing techniques					K3
CO2	Analyzing the essential techniques for garment designing					K4
CO3	Evaluating the material consumption, cost calculation and overall finished samples					K4
CO4	Remember the basics of pattern making					K1
CO5	Create suitable patterns for garment design and body variations					K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<ol style="list-style-type: none"> <li>1. Preparation of Samples for Seams and Seam Finishes.</li> <li>2. Preparation of Stitches ((Class 100 to Class 600))</li> <li>3. Preparation of Samples for Hems.</li> <li>4. Preparation of Samples for Fullness. (Darts, Tucks, Pleats, Gathers, Flares, Ruffles, Godets and Gathers)</li> <li>5. Preparation of Samples for Facing and binding.(Any2)</li> <li>6. Preparation of Samples for Plackets and fasteners.(Any2)</li> <li>7. Preparation of Samples for different Sleeves.(Any2)</li> <li>8. Preparation of Samples for different Collars.(Any2)</li> <li>9. Preparation of Samples for different Yokes.(Any2)</li> <li>10. Preparation of Samples for different pockets(Any2)</li> </ol>						
<b>Text Book(s)</b>						
1	Gayatri Verma and Kapil Dev, (2006). <i>Cutting and Tailoring Course</i> . New Delhi: AsianPublishers.					
2	KRZarapker, (2005). <i>Zarapker System of Cutting</i> .New Delhi: Navneet Publications Ltd.					
3	ThangamSubramaniam,(2006). <i>DressMaking-BombayTailoringand Embroidery College</i>					
4	Ruth Sleigh Johnson, (2011). <i>Practical sewing techniques</i> . London :AandC Black publishers					
<b>Related Websites</b>						
1	<a href="https://ecourseonline.iasri.res.in/mod/page/view.php?id=114171">https://ecourseonline.iasri.res.in/mod/page/view.php?id=114171</a>					
2	<a href="https://www.fibertofashion.com/industry-article/5658/basic-of-pattern-making">https://www.fibertofashion.com/industry-article/5658/basic-of-pattern-making</a>					
3	<a href="https://www.clothingpatterns101.com/style-lines.html">https://www.clothingpatterns101.com/style-lines.html</a>					



Course Code	23UCDDE01 A	FIBER AND YARN SCIENCE	L	T	P	C
Semester	I	Elective - 1A	4	-	-	3
Prerequisites	Basics of Fibre and Yarn Production			Syllabus	2023-2024	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. To facilitate the students to understand the structural features of Fibers and Yarn.</li> <li>2. To investigate techniques of textile fibers and yarn with its manufacturing Process.</li> <li>3. To learn the Properties and behavior of Fibers and Yarn.</li> <li>4. To gain knowledge in Advanced Spinning System.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Remember the molecular conformations of many textile fibers.					K1
CO2	Understand the new process of textile fibers and filament yarns.					K2
CO3	Apply the techniques of yarn pre-production in textile industry.					K3
CO4	Analyze the yarn production methods and techniques					K4
CO5	Understand the post production process of yarn.					K2
<b>K1</b> - Remember; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate; <b>K6</b> – Create						
<b>Unit:1</b>	<b>Introduction of Textile Fibers</b>					
Introduction to Textile fibers - Definition, Classification of fibers - Essential and Desirable properties – Natural fibers- cotton, linen, silk, wool, Jute, - Manufacturing, Physical and chemical Properties and end uses. Brief study of fibres - Kapok, Bamboo, Banana, Coir, Sisal, Hemp, Soy bean.						
<b>Unit:2</b>	<b>Filament Spinning System</b>					
Manmade fibers - Polyester, Nylon. Regenerated fibers – Viscose rayon, Modal, Manufacturing, Physical, chemical Properties and end uses. Brief study of Kevlar, spandex/ Lycra, Lyocell and Glass fibres.						
<b>Unit:3</b>	<b>Pre-Production Process</b>					
Ginning – Objects – Types of Ginning - Working principle of knife roller gin. Blow room process – objects of mixing, objects of blow room, working principles of axi-flow cleaner, krischner beater, lap forming Unit (Scutcher) - cleaning efficiency.						
<b>Unit:4</b>	<b>Yarn Production Process</b>					
Carding – Objects, working principles of modern carding. Draw frame – Objects, Roller drafting, working principles of draw frame. Comber – Objects, working principles. Simplex – Objects, working principles, Spinning (Ring frame) – Objects, Working principles.						
<b>Unit:5</b>	<b>Post Yarn Production Process</b>					
Yarn – Definition, Classification, simple, fancy and sewing threads, manufacturing process. Yarn twist – classification of twist, yarn count systems.						
<b>Text Book(s)</b>						
1	A Text Book of Fiber Science and Technology, Mishra, S.P, New Age International (P) Ltd Publishers, New Delhi 2000.					
2	Spun Yarn Technology, Eric Oxtoby, Butterworth-Heinemann, Published in 1987.					
3	The Motivate Series – Textiles, Wynne, A, Publisher : Macmillan EducationLtd.,					

	London, 1997.
4	Hand Book of Textile Fibers – Vol. I and Vol. II. Gordon Cook, J, Wood Head Publishing Ltd., Cambridge, England, 1984.
5	Man-made Fibers, Moncrieff, W, Butterworth Scientific Publication, 1975.
6	<a href="#">Handbook of Textile Fibers: Natural Fibers, J Gordon Cook, Wood head publication Limited, 1984.</a>
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1	<a href="https://textilelearner.blogspot.com/">https://textilelearner.blogspot.com/</a>
2	<a href="https://www.textiletoday.com.bd/category/innovations/fiber-yarn-fabric/">https://www.textiletoday.com.bd/category/innovations/fiber-yarn-fabric/</a>
3	<a href="https://study.com/academy/lesson/textile-yarns-definition-types-classification.html">https://study.com/academy/lesson/textile-yarns-definition-types-classification.html</a>

<b>Course Code</b>	<b>23UCDDE01 B</b>	<b>BASIC APPAREL DESIGNING</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>I</b>	<b>Elective – 1B</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>3</b>
<b>Prerequisites</b>	<b>Basic knowledge about garment components</b>		<b>Syllabus</b>		<b>2023-2024</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Teach the basics of the functions of these wing and the essential tools</li> <li>2. Explain the techniques of the patternmaking, grading and alteration</li> <li>3. Understand the types of sleeves, yokes and collars</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Describe the functions of a sewing machine and the tools needed for sewing					K2
CO2	Compare the methods of preparing pattern					K2
CO3	Appraise the types of sleeve					K4
CO4	Analyze the types of collars and yokes					K4
CO5	Appraise the techniques in pattern layout, alteration and grading					K5
<b>K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6-Create</b>						
<b>Unit:1</b>	<b>Essentials of Sewing</b>					
Parts and functions of a single needle machine, essential tools – cutting tools, measuring tools, marking tools, embroidery tools, general tools, pressing tools. Body measurement–importance, Method of taking measurements for ladies and men. Measurements required for women’s salwar and kameez. Measurements required for men’s shirt and Pant.						
<b>Unit:2</b>	<b>Pattern Making and Grading</b>					
Pattern Making – Types; Drafting, Draping and Commercial Patterns; Advantages and Limitations. Methods of transferring pattern markings; Grain–Importance, its types; Fitting-Standards of a Good fit, Pattern grading(manual)– definition, basic front, basic back, basic sleeve						
<b>Unit:3</b>	<b>Sleeve and Its Types</b>					
Sleeves–definition, types, set-in-sleeves–plain sleeve, puff sleeve, bishop sleeve, bell, circular. Modified armhole–squared armhole. Cap sleeve and Magyar sleeve. Sleeve and bodice combined– raglan, kimono and dolman						
<b>Unit:4</b>	<b>Types of Collars and Yokes</b>					
Collars–definitions, types, peterpan, scalloped, puritan, sailor, square, rippled, full shirt collar, open collar, Chinese, turtle neck, shawl collar. Yokes–types, simple yoke, yoke with fullness within the yoke, yoke supporting /releasing fullness.						
<b>Unit:5</b>	<b>Types of Plackets, Fasteners and Pocket</b>					
Plackets – Definition, types, One piece placket, Two piece placket, Zipper placket Fasteners – Uses, Types, Hook, Zip, Buttons Pocktes – Types, Patch pocket, Set in Pocket						
<b>Text Book(s)</b>						
1	Practical Clothing Construction–Part I, Mary Mathews, Cosmic Press, Chennai, 1986.					
2	Practical Clothing Construction– Part II, Mary Mathews, Cosmic Press, Chennai, 1986.					

3	Zarapker system of cutting–Zarapker.K.R., Navneet Publications Ltd,1994.
4	GayatriVermaandKapilDev, (2006). <i>Cutting and Tailoring Course</i> . NewDelhi: Asian Publishers
5	Thangam Subramaniam, (2006).Dress Making-Bombay Tailoring and Embroidery College
6	RuthSleighJohnson, (2011).Practical Sewing Techniques.London :A and C Black publishers
<b>Related Online Contents[MOOC,SWAYAM, NPTEL, Websites etc.]</b>	
1	<a href="https://ecourseonline.iasri.res.in/mod/page/view.php?id=114171">https://ecourseonline.iasri.res.in/mod/page/view.php?id=114171</a>
2	<a href="https://www.fibertofashion.com/industry-article/5658/basic-of-pattern-making">https://www.fibertofashion.com/industry-article/5658/basic-of-pattern-making</a>
3	<a href="https://www.clothingpatterns101.com/style-lines.html">https://www.clothingpatterns101.com/style-lines.html</a>

<b>Course Code</b>	<b>23UCDDE01 C</b>	<b>FASHION FORECASTING</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>I</b>	<b>Elective - 1C</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>3</b>
<b>Prerequisites</b>	<b>Basic Knowledge in Fashion</b>				<b>Syllabus</b>	<b>2023-2024</b>
<b>Course Objectives:</b>						
<ol style="list-style-type: none"> <li>Gain a better understanding of a fashion direction, trends and color forecasting</li> <li>Impart knowledge on forecasting, role of forecaster and process of forecasting</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Describe the Forecasting trends					K2
CO2	Understand the fashion direction					K2
CO3	Analyze the scope and functions of fashion forecasting					K4
CO4	Evaluate the forecasting process through various methods					K5
CO5	Analyze the colour forecasting process					K4
<b>K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6–Create</b>						
<b>Unit:1</b>	<b>Forecasting Trends</b>					
Trend forecasting- Introduction, Objectives. Importance of forecasting, Elements of forecasting, Principles of forecasting, Theories explaining forecasting, Steps in forecasting, Major areas of forecasting, Advantages and limitations in forecasting.						
<b>Unit:2</b>	<b>Fashion Direction</b>					
Fashion Movement; Theories of Fashion Change; Directional Theories of Fashion: Change in Tandem, Model of Vertical Flow.						
<b>Unit:3</b>	<b>Fashion Forecasting</b>					
Fashion forecasting, Role of fashion forecaster, Long- term forecasting, Short- term forecasting. Forecasting with Trend, Time series and Trends, Constant pattern, Linear pattern. Role of internet in fashion forecasting.						
<b>Unit:4</b>	<b>Forecasting Process</b>					
Fashion forecasting process, Activities. Market research- Consumer research, Shopping, Sales records, Fashion services and resources- Collection reports, Trend reports, Consulting services, Fashion editing, Trade publications.						
<b>Unit:5</b>	<b>Colour Forecasting</b>					
Colour forecasting- Steps in Colour forecasting - Colour forecast reports. Dimensions of Colour, Colours in Marketing, Consumers and the Psychology of Colours. Forecasting with Colour Cycles, Colour Research, Sources for Colour Ideas and Palettes.						

<b>Text Book(s)</b>	
1	The fashion Forecasters: a hidden history of color and trend prediction – Blaszczyk, Regina Lee – Wubs, Ben Editor. 2018

2	Colour Forecasting for Fashion, Laurence King Publishing, London. 2012
3	GiniStephensFrings,Fashion–FromConcepttoConsumer,6 <sup>th</sup> edition,PrenticeHall,1999.
<b>Related Online Contents[MOOC,SWAYAM, NPTEL Websites etc.]</b>	
1	<a href="https://en.wikipedia.org/wiki/Fashion_capital">https://en.wikipedia.org/wiki/Fashion_capital</a>
2	<a href="http://www.technopak.com/Files/fashion-retail-scenario-in-india.pdf">http://www.technopak.com/Files/fashion-retail-scenario-in-india.pdf</a>
3	<a href="https://get-green-now.com/environmental-impact-fast-fashion/">https://get-green-now.com/environmental-impact-fast-fashion/</a>

Course code		E- DESIGNING PRACTICAL	L	T	P	C
Semester	I	Skill Enhancement Course I (NME)	-	-	2	2
Prerequisites	Basics of E-Designing			Syllabus	2023-2024	
<b>Course Objectives:</b>						
<ul style="list-style-type: none"> <li>• Aims to develop creative skills for visual Communication, principles and color harmony designing.</li> <li>• Analyze, select and apply tools appropriate for creating a design.</li> <li>• To develop designing skill for various costumes.</li> </ul>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Understanding of visual communication design					K2
CO2	Analyzing color harmony					K4
CO3	Applying color harmony in design					K3
CO4	Creating designs by using principles					K6
CO5	Evaluate the designing skills					K5
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>1. Using design software create the following visual communication design</b>						
<ul style="list-style-type: none"> <li>• Create brand name and design logo for it.</li> <li>• Design Visiting card, Letter pad and Envelop design</li> <li>• Design a Calendar</li> <li>• Design Label for your brand</li> <li>• Design Tag for your brand</li> </ul>						
<b>2. Application of colour harmony in Design</b>						
<ul style="list-style-type: none"> <li>• Monochromatic colour harmony</li> <li>• Analogous colour harmony</li> <li>• Complementary colour harmony</li> <li>• Double Complementary colour harmony</li> <li>• Split complementary colour harmony</li> <li>• Triad colour harmony</li> <li>• Tetrad colour harmony</li> <li>• Neutral colour harmony</li> </ul>						
<b>3. Applications of principles of design in dress design</b>						
<ul style="list-style-type: none"> <li>• Balance –Formal and informal</li> <li>• Rhythm – by line movement, gradation, repetition.</li> <li>• Emphasis</li> <li>• Proportion</li> <li>• Harmony</li> </ul>						

<b>Text Books</b>	
1	Bride M. Whelan, —Colour Harmony – A Guide to Creative Colour Combinations, Rockport Publishers, USA (1997).
2	James Stockton, —Color, Chronicle Book Publishers, San Francisco (1984).
3	Computer Aided Design and Manufacturing (Test CAD Programs Inside), Sadhu Singh, Khanna Publications, 1998.
<b>Related Online Content [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1	<a href="https://medcraveonline.com/JTEFT/various-approaches-in-pattern-making-for-garment-sector.html">https://medcraveonline.com/JTEFT/various-approaches-in-pattern-making-for-garment-sector.html</a>
2	<a href="https://www.youtube.com/watch?v=jTWtQNTJt_A">https://www.youtube.com/watch?v=jTWtQNTJt_A</a>
3	<a href="https://www.youtube.com/watch?v=iX7O4X7O4fNQjA">https://www.youtube.com/watch?v=iX7O4X7O4fNQjA</a>



<b>Course Code</b>		<b>23UCDFP01</b>	<b>BASIC ILLUSTRATION AND SKETCHING PRACTICAL</b>		<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>I</b>	<b>Skill Enhancement Course (Foundation Course)</b>			-	-	2	2
<b>Prerequisites</b>		<b>Basic Knowledge in sketching and illustration</b>			<b>Syllabus Version</b>		<b>2023 – 2024</b>	
<b>Course Objectives:</b>								
<ol style="list-style-type: none"> <li>1. Students will learn the basic objects drawing and shades.</li> <li>2. They will learn basic head theories and draw human figures at different angles</li> <li>3. They will create garment design for various seasons on fashion figures.</li> </ol>								
<b>Expected Course Outcomes:</b>								
On the successful completion of the course, student will be able to:								
CO1	Compose various types of garment and its parts						P4	
CO2	Design different kinds of accessories and ornaments						P4	
CO3	Deconstruct the various head theories of human figures, features and different positions of body parts.						P3	
<b>P1– Imitation;P2–Manipulation;P3–Precision;P4–Articulation;P5 –Naturalization.</b>								
<ol style="list-style-type: none"> <li>1. Different types of collar, Sleeve, Neckline and skirts.</li> <li>2. Different types of ladies tops, Shirt, Pant(Full and half)</li> <li>3. Different types of Accessories – Bags ,footwear , hats etc</li> <li>4. Different types of Ornaments</li> <li>5. Facial features – Eyes ,nose , lips, Ears</li> <li>6. Face ,hands legs – Different positions</li> <li>7. Lay figure -7 1/2 head</li> <li>8. Fashion figure -8 , 10 ,12 head.</li> <li>9. Illustrate Male and Female face – Front View, Three quarter turned view and Profile View (Side View)</li> </ol>								
<b>Text Book(s)</b>								
1	Patric John Ireland, Fashion Design Illustration –Women, B.T.Batsfort Ltd, London (1993).							
2	Patric John Ireland, Fashion Design Drawing and Presentation, B.T.Batsfort Ltd, London (1982).							
3	Patric John Ireland, Fashion Design Illustration –Men, B.T. Batsfort Ltd, London(1996).							
4	Wolfgang. H. Hageney, Checks And Stripes –Classic Variations in Colour Vol.I, Belveden (1997).							



**SEMESTER**  
**II**

<b>Course Code</b>	<b>23UCDCT02</b>	<b>FASHION CLOTHING PSYCHOLOGY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>II</b>	<b>Core Course III</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>5</b>
<b>Prerequisites</b>	<b>Basics of Fashion Psychology</b>		<b>Syllabus</b>	<b>2023-2024</b>		
<b>Course Objectives:</b>						
<ul style="list-style-type: none"> <li>To elaborate the role of fashion and clothing in communication of cultural practices, which are enables to understand the function of a garment.</li> <li>To explore meaning of fashion and clothing for designer.</li> </ul>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Remembering the origin of Fashion					K1
CO2	Understanding the focus of fashion					K2
CO3	Appraise the movement of fashion and its factors					K5
CO4	Analyze the various fashion designers					K2
CO5	Evaluate an international fashion centers					K5
<b>K1</b> - Remember; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate; <b>K6</b> – Create						
<b>Unit:1</b>	<b>Fashion</b>					
Origin of Fashion – Importance of fashion - Development of fashion, Components of fashion -, Design Details, Texture, Color and Silhouette. Types of silhouette Natural Body, Slim line, Wedge, Hour Glass, Extreme Volume Silhouette.						
<b>Unit:2</b>	<b>Fashion Focus</b>					
Fashion Focus – The designers Role, The Manufacturers Role, The Retailers Role, Scope of Fashion Business – Primary Level, The Secondary Level, The retail level and the Auxiliary level. Study about International Designers – Fashion related cycle and theories.						
<b>Unit:3</b>	<b>Movement of Fashion</b>					
The Movement of Fashion - Factors influencing fashion movement-Accelerating factors, Retarding factors, and Recurring fashions. Predicting the movement of fashion.						
<b>Unit:4</b>	<b>Designers</b>					
Types of designers – High fashion Designer, Stylist, and Freelance Designer. Sources of design inspiration. Indian fashion Designers-Manish Malhotra, Ritukumar, Rituberri, TarunTahilani, Wendell Rodricks, Abu Jani and Sandeep Khosla, JJ Valaya, Rina Dhaka, Manish Arora, and Rohit Bal.						
<b>Unit:5</b>	<b>International Fashion Centers</b>					
Study of International Fashion centers – France, Italy, England, Germany, Canada, NewYork. Study of International Fashion Brands–Women's Wear, Men's Wear, Kids Wear, Sports Wear, Cosmetics and Accessories.						
<b>Text Book(s)</b>						
1	Elainestone, “ <b>The Dynamics of Fashion</b> ”, Fair child publications, New York, 2001.					
2	Gini Stephan Friengs — <b>Fashion from concept to consumer</b> ”, [Sixth Edition], Prentice Hall.1999.					

Course Code	23UCDCP02	CHILDREN'S APPARELPRACTICAL	L	T	P	C
Semester	II	Core Course IV	-	-	5	5
Prerequisites	Basic Construction Techniques of Children's Garments			Syllabus	2023-2024	
<b>Course Objectives:</b>						
1.Designing, drafting and constructing the following garments for the features Prescribed						
2. List the measurements required and materials suitable Calculate the cost of the garment						
3.Calculate the material required-Layout method and direct measurement Method						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Learn specific requirements for children's wear designing.					K2
CO2	Prepare patterns and construct the garments.					K2
CO3	Assess the suitability of fabric for children					K5
CO4	Discover new techniques in pattern and garment construction					K4
CO5	Select the necessary tools needed for sewing					K5
<b>K1</b> - Remember; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate; <b>K6</b> – Create						
<b>Designing, drafting and constructing the following garments for the features prescribed in the following criteria.</b>						
<ul style="list-style-type: none"> <li>• Measurements chart</li> <li>• Layout method</li> <li>• Break down analysis of the garment</li> <li>• Sequence of Assembling and its procedures.</li> <li>• Type of seam for each assembly process.</li> <li>• CMT costing and garment costing</li> </ul>						
<b>CHILDREN'S GARMENTS</b>						
1. Bib- Variation in outline shape						
2. Panty-plain or plastic lined panty						
3. Jabla- without sleeve, front open (or) Magyar sleeve, back opens						
4. Baba suit- knicker with chest piece attached (or)Romper						
5. A-Line Frock- double pointed dart, neck line and arm hole finished with facing						
6. Summer frock- with suspenders at shoulder line, without sleeve/collars(or) Angel top with raglan sleeve, fullness at neck line						
7. Yoke frock- yoke at chest line, with open, puff sleeve, gathered skirt9OR0 frock- with collar, without sleeve, gathered/ circular skirt at waist line(or) Princess line frock						
8. Knicker- elastic waist, side pockets.						
9. Shirt- open collar, with pocket						

<b>Text Book(s)</b>	
1	Practical Clothing Constructing-Part I and II, Mary Mathews, Cosmic Press, Chennai(1986)
2	Zarapker System of Cutting- Zarapker. K. R, Navneet Publicationsltd.
3	Cutting and Tailoring course, Gayathri Verma and Kapil Dev, Computech Publications
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1	<a href="https://epgp.inflibnet.ac.in/home/viewssubject?catid=827">https://epgp.inflibnet.ac.in/home/viewssubject?catid=827</a>
2	<a href="https://www.youtube.com/watch?v=LuazkYL0j3a">https://www.youtube.com/watch?v=LuazkYL0j3a</a>
3	<a href="https://www.youtube.com/watch?v=nI-shbmnuVg">https://www.youtube.com/watch?v=nI-shbmnuVg</a>

Course Code	23UCDDE02 A	APPAREL MANUFACTURING MACHINERIES AND EQUIPMENT	L	T	P	C
Semester	II	Elective - 2A	4	-	-	3
Prerequisites	Basic Knowledge in Garment Machineries		Syllabus		2023-2024	
<b>Course Objectives:</b>						
<ol style="list-style-type: none"> <li>To acquaint students of the basic production machinery and equipment used in apparel construction.</li> <li>To learn about the garment industry.</li> <li>To learn the working process of the various departments in garment industry.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Describe the various machineries and process involved in fabric spreading and cutting.					K2
CO2	Generalize the types of garment production machineries and its application methods.					K2
CO3	Summarize the sewing machines and its special attachments for higher production.					K4
CO4	Explain the special machines and its functions in Garment Industry.					K2
CO5	Identify garment finishing machineries and its working principles.					K4
<b>K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6–Create</b>						
<b>Unit:1</b>	<b>Introduction to Garment Industry Process</b>					
Introduction to garment industry process details. Spreading machine: Types and working Procedures. Cutting machines: Types of cutting machines and its application – Detailed study on bandknife, straight knife, drills and notches.						
<b>Unit:2</b>	<b>Classification of Garment Manufacturing Machines</b>					
Classification of garment manufacturing machines and applications. Studies on different sewing Machine – Lockstitch machine (chain stitch formation) - Features of advanced lock stitching machines. Over lock machine – Classification - Three thread over-lock machine – Stitch forming elements. Brief study on double needle lock stitch machine, flat lock machines.						
<b>Unit:3</b>	<b>Sewing Machine and its Details</b>					
Sewing machine shapes - Sewing machine bed types-Description and application of each bed – Flat bed - Cylinder bed - Post bed – Applications. Feed mechanisms – Types - Drop feed – Compound feed-Unison feed–Drop and variable top feed – Differential bottom and variable top feed (description of each type of feed mechanisms with sketch).						
<b>Unit:4</b>	<b>Machine Parts</b>					
Requirements – Guides – Types (edge and curve guide) - Compensating foot - Specialized presser Foot – Stitching jig- hem folders - Slack feeding and elasticsation – Cutting aids (threads, elastic and tapes) - Stacker. Simple automatics - Button hole – Button sew – Bar tack machine - Label sewers. Types and parts of machine needles – Needle sizes – Details of stand, table and motor for sewing machines.						

<b>Unit:5</b>	<b>Garment Finishing Process</b>
Introduction to various machines for garment finishing – Fusing – Sucking – Ironing - Packing.Pressing-Purposeofpressing–Categoriesofpressing-Themeansofpressing-pressingequipmentandmethods-Ironandsteampresses.Packaging-Typesofpackageforms-Typesofpackagingmaterials-Qualityspecificationofpackagingmaterials-MerchandisingPackaging-Shipment packaging- Selection of package design.	
<b>Text Book(s)</b>	
1	The Technology of Clothing Manufacture, Harold Carrand Barbara Latham, Publication by Blackwell Science Ltd, England 1994.
2	IntroductiontoClothingManufacture,GerryCooklin,PublicationbyBlackwell Science Ltd, England 1991.
3	TerryBrackenbury,KnittedClothingTechnology,PublicationbyBlackwell Science Ltd, England,1992.
4	ClothingConstructionandWardrobePlanning,Dora.S.Lewis,MabelGoodeBowersand Marietta Kettunen, Publication by The Macmillan Company, New York, 1955.
<b>Related Online Contents [MOOC,SWAYAM, NPTEL, Websites etc.]</b>	
1	<a href="https://www.onlineclothingstudy.com/2018/05/machinery-needed-for-garment.html">https://www.onlineclothingstudy.com/2018/05/machinery-needed-for-garment.html</a>
2	<a href="https://garmentsmerchandising.com/garment-machine-function/">https://garmentsmerchandising.com/garment-machine-function/</a>
3	<a href="https://dir.indiamart.com/indianexporters/m_textmch.html">https://dir.indiamart.com/indianexporters/m_textmch.html</a>

<b>Course code</b>	<b>23UCDDE02 B</b>	<b>CARE AND MAINTANENCE OF TEXTILES</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>II</b>	<b>Elective - 2B</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>3</b>
<b>Prerequisites</b>	<b>Basic knowledge about fabric and garment care</b>		<b>Syllabus</b>	<b>2023-2024</b>		
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Gain a better understanding method in taking proper care of the clothing</li> <li>2. Impart knowledge on machines and equipment's used in the washing, storing and ironing process</li> <li>3. Impart knowledge on the types of wash care labels and their meaning</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Identify suitable methods of washing, drying, ironing and storing					K1
CO2	Understand the wash care labels and act accordingly					K2
CO3	Appraise the types of equipment used in the care of fabrics					K3
CO4	Recognize the need for dry cleaning for fabrics					K2
CO5	Evaluate the methods and equipments to be used for a better life of clothes					K5
<b>K1</b> -Remember; <b>K2</b> -Understand; <b>K3</b> -Apply; <b>K4</b> -Analyze; <b>K5</b> -Evaluate; <b>K6</b> –Create						
<b>Unit:1</b>	<b>Water and Laundry Soaps</b>					
Water- hard and soft water, methods of softening water. Laundry soaps - composition of soap types of soap, soap less detergents, detergent manufacture, advantages of detergents, Manufacturing process of soap and detergents						
<b>Unit:2</b>	<b>Finishes and Stain Removal</b>					
Finishes – Stiffening Agents – Starch (cold water and hot water) , Other stiffening agents, preparation of starch Laundry blues, their application. Stain removal – common methods of removing stains; food stains, lead pencil, lipstick, mildew, nose drops, paint, perfume, perspiration / mildew, tar, turmeric and kum- kum,						
<b>Unit:3</b>	<b>Washing, Drying and Ironing</b>					
Washing – Points to be noted before washing. Machine – types semi-automatic and Fully automatic; Top loading and front loading; wash cycles in a washing machine Drying equipment's– Indoor and outdoor drying Iron box – Parts and functions of an electric iron box; types - automatic iron box and steam iron. Ironing board – different types						
<b>Unit:4</b>	<b>Laundrying of Different Fabrics</b>					
Laundrying of different fabrics – cotton and linen, woolens, coloured fabrics, silks, rayon and nylon. Special types of Laundry – waterproof coats, silk ties, leather goods, furs, plastics, lace.						

<b>Unit:5</b>	<b>Storing, Dry Cleaning and CareLabels</b>
	<p>Storing – Methods of storing clothes, Best way to store clothes</p> <p>Dry cleaning – Benefits, differences between dry cleaning and laundry, Steps in dry cleaning process</p> <p>Care labels – Importance and Types - The International Care Labelling System, The Japanese Care Labelling System, The Canadian Care Labelling System, The European</p>

<b>Text Book(s)</b>	
1	Wingate I B , Textiles fabrics and their Selection, Prentice-Hall Inc Publishers, 1946
2	Fundamentals of Textiles and their Care- Susheela Dantiyagi , Orient Longmann Ltd, 1980
3	Mildred T. Tate and Glisson O, Family Clothing, John Wiley and Sons Inc, Illinois, 1961
4	Durga Deulkar , Household Textiles and Laundry Work, Amla Ram and Sons, Delhi, 1951
<b>Related Online Contents [MOOC, SWAYAM,NPTEL, Websites etc.]</b>	
1	<a href="https://tide.com/en-us/how-to-wash-clothes/how-to-do-laundry/your-comprehensive-guide-on-how-to-do-laundry#Step1">https://tide.com/en-us/how-to-wash-clothes/how-to-do-laundry/your-comprehensive-guide-on-how-to-do-laundry#Step1</a>
2	<a href="https://www.coats.com/en/Information-Hub/Care-Labels#:~:text=Labels%20should%20be%20designed%20based,5)%20Wringing%20%26%2006)%20Drying">https://www.coats.com/en/Information-Hub/Care-Labels#:~:text=Labels%20should%20be%20designed%20based,5)%20Wringing%20%26%2006)%20Drying</a>
3	<a href="https://www.customclothinglabels.com/uses/why-are-care-labels-so-important/#:~:text=Care%20labels%20are%20essential%20when,run%20could%20ruin%20the%20fabric.">https://www.customclothinglabels.com/uses/why-are-care-labels-so-important/#:~:text=Care%20labels%20are%20essential%20when,run%20could%20ruin%20the%20fabric.</a>
4	<a href="https://www.drycleaning.com.sg/blog/5-differences-between-dry-cleaning-and-laundry.html">https://www.drycleaning.com.sg/blog/5-differences-between-dry-cleaning-and-laundry.html</a>
5	<a href="https://www.rinse.com/blog/care/what-is-dry-cleaning/">https://www.rinse.com/blog/care/what-is-dry-cleaning/</a>
6	<a href="https://fleming.ca.uky.edu/files/clothing_storage.pdf">https://fleming.ca.uky.edu/files/clothing_storage.pdf</a>
7	<a href="https://www.home-storage-solutions-101.com/clothes-storage.html">https://www.home-storage-solutions-101.com/clothes-storage.html</a>



<b>Course code</b>	<b>23UCDDE02C</b>	<b>GARMENT ACCESSORIES AND TRIMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>II</b>	<b>Elective - 2C</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>3</b>
<b>Prerequisites</b>	<b>Basic knowledge about types of accessories and trims used in garment</b>		<b>Syllabus</b>		<b>2023-2024</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>To impart knowledge on different trims, components and accessories used in apparel industry</li> <li>To gain knowledge about quality requirements in accessories</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Learn about various types of closures used in garment					K3
CO2	Distinguish the types of accessories used in garment					K2
CO3	Assess the various types of closures used in apparels					K3
CO4	List out the quality requirements for poly bags					K2
CO5	Differentiate the different types of fiber used in Sewing and Embroidery					K3
<b>K1</b> -Remember; <b>K2</b> -Understand; <b>K3</b> -Apply; <b>K4</b> -Analyze; <b>K5</b> -Evaluate; <b>K6</b> –Create						
<b>Unit:1</b>	<b>Garment Accessories</b>					
Introduction to garment accessories – selecting garment accessories- Types of garment accessories; Basic Accessories – Decorative accessories – Finishing Accessories – Accessories for Children’s wear – Design development for different accessories – Safety issues for different accessories in children’s garment – Decorative trims and Embellishments.						
<b>Unit:2</b>	<b>Sewing and Embroidery Threads</b>					
Sewing threads – Textile fibers used for making sewing threads – Thread Construction – Ticket Number – Quality parameter applicable to sewing threads and testing. Thread packages – Embroidery threads – Quality requirements – Fibers used for embroidery threads – Quality evaluation for embroidery threads.						
<b>Unit:3</b>	<b>Closures</b>					
Zippers – Components parts – types – Application techniques – Quality parameters and testing – Buttons – types – Quality requirements and testing procedures – Elastic – Application techniques- types – Quality requirements and testing procedures. Draw strings – Method of application- Quality parameters – Velcro – Method of application techniques – Quality parameters – hooks – types – methods of application – Quality norms						

<b>Unit:4</b>	<b>Supporting and Decorative Trims</b>
Lining : Importance - Method of application – Quality requirements – Interlining : Importance - Types - Method of application – Quality requirements - Fusing foam : importance – Types – Method of application – Quality requirements – Label and its types – Method application on garment – Quality requirements – Lace – Importance and its types – Quality parameters – Method of application – Appliqué : Importance – Types of materials – Appliqué cutting techniques – Application methods – Quality requirements . Sequins: Introduction about various sequins and their types – Application techniques – Quality requirements.	
<b>Unit:5</b>	
<b>Packing Accessories</b>	Tags and its types – Quality requirements – Poly bags and its types - Quality norms pertaining to poly bags – Hangers and its types – Cartons and its types –Testing required for apparel export Cartons – Factors to be considered for export cartons - Wrappers and Tissues – Pouches for inner wear – Latest innovation in packing accessories

<b>Text Book(s)</b>	
1	Fashion apparel accessories and home furnishing, Diamond Professor Emeritus, Jay; Diamond Ajunct Faculty, Ellen., Prentice Hall, 2006 2 Know Your Fashion Accessories, Celia Stall
2	Fashion apparel accessories and home finishing’s, Diamond Professor Emeritus, Jay; Diamond Ajunct
3	Carr and Latham’s Technology of Clothing Manufacture, Edited by David J. Tyler, 2009
4	Apparel Manufacturing Handbook, Analysis, Principles and Practice, Jacob Solinger, Bobbin Media Corporation, 1988
<b>Related Online Contents [MOOC, SWAYAM,NPTEL, Websites etc.]</b>	
1	<a href="https://ordnur.com/textile/list-of-trimmings-and-accessories-use-in-garments">https://ordnur.com/textile/list-of-trimmings-and-accessories-use-in-garments</a>
2	<a href="https://www.onlineclothingstudy.com/2018/10/the-fusing-technology-fusing-parameters.html">https://www.onlineclothingstudy.com/2018/10/the-fusing-technology-fusing-parameters.html</a>
3	<a href="https://apparelresources.com/fashion-news/trends/trims-and-accessories-from-beingfunctional-to-giving-an-innovative-edge-to-garments/">https://apparelresources.com/fashion-news/trends/trims-and-accessories-from-beingfunctional-to-giving-an-innovative-edge-to-garments/</a>
4	<a href="https://medium.com/@stitchdiary/importance-of-decorative-trims-in-the-garment-industry3b306e4b59ef">https://medium.com/@stitchdiary/importance-of-decorative-trims-in-the-garment-industry3b306e4b59ef</a>

Course code		NEEDLE CRAFT AND FABRIC PAINTING PRACTICAL	L	T	P	C
Semester	II	Skill Enhancement Course II (NME)	-	-	2	2
Prerequisites		Knowledge on basic craft work	Syllabus Version		2023-2024	
<b>Course Objectives:</b>						
<ol style="list-style-type: none"> <li>To impart knowledge to the students about the needle craft products.</li> <li>To learn the various types of stitches.</li> <li>To provide opportunity for skill development in Needle craft products.</li> </ol> <p>To impart knowledge on usage of different threads for different purpose</p>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Produce the hand and machine embroidery samples					P4
CO2	Prepare decorative samples using beads or mirrors or sequins or etc.,					P5
CO3	Develop complex fashion accessories by learning to design different accessories manually					P5
<b>P1</b> –Imitation; <b>P2</b> –Manipulation; <b>P3</b> –Precision; <b>P4</b> –Articulation; <b>P5</b> –Naturalization.						
<b>Prepare the following Samples</b>						
<ol style="list-style-type: none"> <li>Crochet – Samples (2-4)</li> <li>Fringes – Samples 2</li> <li>Tassels – Samples 2</li> <li>Prepare each 2 samples on Braiding and Knotting Techniques</li> </ol>						
<b>Prepare sketches for the following</b>						
Prepare Color wheel Chart						
<ol style="list-style-type: none"> <li>Free Hand Painting – 2 Samples</li> <li>One Stroke painting and Multi Stroke Painting – Each 1</li> <li>Dry brush Painting – 1 Sample</li> <li>Wet brush Painting – 1 Samples</li> <li>Stencil Painting – Positive and Negative – Each 1 Samples</li> </ol>						
<b>Text Book(s)</b>						
1	Needle craft (Rd Home Handbook Series) Paperback – Import, 1 May 1990					
2	Crafts of India – Handmade in India – Aditi Ranjan and MP Ranjan, Council of Handicraft Development Corporations., 2007					
3	The Arts and Crafts of India and Ceylon by Coomara-Swamy, Ananda K., Noonday Press, New York, 1964..					
4	Craft Atlas of India By Jaya Jaitly, Niyogi Books, New Delhi, 2012					
5	The Complete Book of Fabric Painting, Linda S Kanzinger, The Alcott press, 1993					
6	Fabric Painting with Cindy Walter: A Beginner's Guide, ebook, Sep 2011					



**SEMESTER  
III**

<b>Course code</b>	<b>23UCDCT03</b>	<b>FASHION DESIGN CONCEPTS AND METHODOLOGY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>III</b>	<b>Core Course V</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>5</b>
<b>Prerequisites</b>	<b>Basic of design concepts and methodology</b>		<b>Syllabus</b>	<b>2023-2024</b>		
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>To acquaint the student with the history of fashion and its elements.</li> <li>To impart knowledge on fashion art and its importance.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Understand the design types, elements and principles of design					K2
CO2	Appraise the color combinations with standard color harmonies					K5
CO3	Interpret the fashion cycles, consumer groups and fashion theories					K3
CO4	Develop dress design for unusual figure types					K6
CO5	Define and describe the fashion terminologies and fashion profiles					K1
<b>K1</b> - Remember; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate; <b>K6</b> – Create						
<b>Unit:1</b>	<b>Design Elements and Principles</b>					
Introduction to fashion- Fashion Definition – Fashion terminologies – Classification of fashion – Fashion cycle –Factors influencing in fashion – Role and responsibilities of a fashion designer – Types of fashion designers.						
<b>Unit:2</b>	<b>Standard Color Harmonies</b>					
Elements of design- Introduction to design – Types of design – Elements and their importance in a design – Line – Types – Application of line in a garment –Influence of line in various illusion - Shape – Types – Importance of shape in garment design – Texture – Determinants of texture – Effect of texture on color and physical proportion.						
<b>Unit:3</b>	<b>Fashion Evolution and Fashion Forecasting</b>					
Color and Color theory Introduction to color theories – Dimensions of color – Color systems – Warm and cool colors – color schemes – Application of color in fashion design – Visual impact of color in a garment – Importance of color psychology.						
<b>Unit:4</b>	<b>Designing Dresses for Unusual Figures</b>					
Principles of design, Importance of principles of design in fashion – Balance and its types – Proportion and its application in garment design – Emphasis – Creating emphasis in a garment using various techniques – Harmony and its impact in garment design – Rhythm – Application of rhythm in garment design.						
<b>Unit:5</b>	<b>Fashion Terminologies and Fashion Profiles</b>					
Introduction to fashion style details and various garments Importance of details in apparel design – Various types of neck, collar and sleeve – Different types of waist and hem lines – Types of plackets, Pockets- Garments for men, women and kids – Unisex garments – Intimate , active and functional garments						

<b>Text Book(s)</b>	
1	Injoo Kim and Mykyung Uh, —Apparel Making in Fashion Design, Fair child Publications, New York (2002).
2	Bride M. Whelan, —Colour Harmony – A Guide to Creative Colour Combinations, Rockport Publishers, USA (1997).
3	James Stockton, —Color, Chronicle Book Publishers, San Francisco (1984).
4	Axel Venn, —Color Kaleidoscope, Model, Information Group (1997).
5	Sumathi.G.J, —Elements of Fashion and Apparel Design, New Age International (P) Ltd, New Delhi (2002).
6	Patric John Ireland, —Fashion Design Drawing and Presentation, B.T. Batsfort Ltd, London (1982)
7	Jenny Davis, —A Complete Guide to Fashion Designing, Bharat Bhushan Abhishek Publication (2006).
8	Kathryn Mckelvey and Janine Munslow, —Fashion Design, Blackwell Publication (2003).

<b>Course code</b>	<b>23UCDCP03</b>	<b>FASHION DESIGN CONCEPTS AND METHODOLOGY PRACTICAL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>III</b>	<b>Core Course VI</b>	-	-	<b>5</b>	<b>5</b>
<b>Prerequisites</b>	<b>Fundamentals of Fashion Design Concepts</b>		<b>Syllabus</b>		<b>2023-2024</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ul style="list-style-type: none"> <li>To develop the skill of free hand drawing and sketching, in order to visualize and analyze, observe and communicate ideas and concepts.</li> <li>To learnt the basic principle of designs and color concepts</li> </ul>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Develop Prang colour chart, value and intensity chart					K6
CO2	Illustrate human figures for a child, woman and man					K4
CO3	Sketch garment designs following the various elements of design					K3
CO4	Apply the principles of design and colour harmonies in the garments					K3
CO5	Create garment designs for various seasons					K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>1. Prepare the following Charts</b>						
<ul style="list-style-type: none"> <li>Prang colour chart,</li> <li>Value chart</li> <li>Intensity chart</li> </ul>						
<b>2. Illustrate Human Figure for the Following Heads</b>						
<ul style="list-style-type: none"> <li>Child - 6head</li> <li>Women – 8 head,10 head and 12 head</li> <li>Man – 10head</li> </ul>						
<b>3. Illustrate Garment Designs for the Elements of Design (3 each)</b>						
<ul style="list-style-type: none"> <li>Line</li> <li>Texture</li> <li>Shape</li> </ul>						
<b>4. Illustrate Garment Designs for the Principles of Design</b>						
<ul style="list-style-type: none"> <li>Balance (Formal and Informal)</li> <li>Harmony</li> <li>Emphasis</li> <li>Proportion</li> <li>Rhythm (by Repetition, Gradation and Line Movement)</li> </ul>						
<b>5. Illustrate the Colour Harmony in Dress Design</b>						
<ul style="list-style-type: none"> <li>Monochromatic</li> <li>Analogous</li> <li>Complimentary</li> </ul>						

<b>Course Code</b>	23UCDDE03 A	<b>FABRIC SCIENCE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>III</b>	<b>Elective - 3A</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>3</b>
<b>Prerequisites</b>	<b>Fundamentals of woven and knitted fabric production</b>		<b>Syllabus</b>	<b>2023-2024</b>		
<b>Course Objectives:</b>						
<ol style="list-style-type: none"> <li>1. To impart knowledge on woven fabrics</li> <li>2. To help students to understand fabric formation process.</li> <li>3. To impart knowledge on woven fabric designs and structures.</li> <li>4. To learn about knitting</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Explain the preparatory processes involved in the production of fabrics					K1
CO2	Explain the principles of different fabric production methods					K2
CO3	Understand different structures of woven fabric					K3
CO4	Analyze the knitting process					K5
CO5	Evaluate the working principles of knitting machines					K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>	<b>Preparatory Process</b>					
<b>Introduction-</b> Classification of fabric forming methods- weaving preparatory processes - pirn winding – Objects - Passage of material through an automatic high speed pirn winder. Objects of warping – Types of warping – Passage of material through high speed modern beam warping machine and sectional warping machine						
<b>Unit:2</b>	<b>Weaving Mechanisms</b>					
<b>Loom Mechanisms</b> - Passage of material through a plain power loom – Basic mechanisms of a loom – Primary, secondary and auxiliary motions – Tappet shedding – Cone over pick and under pick mechanisms – Beat up mechanism – Types of let off and take up mechanisms – Fabric defects, causes and remedies						
<b>Unit:3</b>	<b>Basic Weaves</b>					
<b>Introduction to Weaves</b> – Weave diagram – Plain weave and derivatives – Twill weave and derivatives – Satin and sateen weaves – Ordinary and Brighten Honey Comb; Huck-a-Back; Mock Leno; extra warp and extra weft figuring – single and double color.						
<b>Unit:4</b>	<b>Knitting</b>					
Knitting – Definition, classification and history. Types of knitting – hand and machine - characteristics of knitted goods. General terms and principles of knitting Technology, Machine knitting, parts of machine, knitted loop structure, stitch Density.						
<b>Unit:5</b>	<b>Knitting Machines</b>					
<b>Weft Knitting</b> – classification – circular rib knitting machine, purl interlock, Jacquard – single Jersey machine– basic knitting elements – types and functions – knitting cycle, cam system – 3way technique to develop design – knit, tuck, miss – effect of stitches on fabric properties.						
<b>Warp Knitting</b> -lapping variations-tricot, raschel, simplex and Milanese -kitten raschel-single bar,2 bar, multi bar machines. Types of threading, production of nets, curtains, heavy fabrics and elasticized fabrics.						



<b>Text Book(s)</b>	
1	R.Marks, A.T.C. Robinson, Principles of Weaving, The Textile Institute, Manchester(1976)
2	B.Hasmukhrai, Fabric Forming, SSM ITT Cooperative stores Ltd, Komarapalayam(1996).
3	K.T.Aswani, Fancy Weaving Mechanism, Mahajan Book Distributors, Ahmadabad(1990).
4	N.Gokarneshan, Fabric Structure and Design, New Age International Publishers,New Delhi(2004).
5	David spencer, —Knitting Technology, pergamen press, Oxford (1982)
6	D B Ajgonker, —Principles of Knitting, Universal publishing corporation.(1998)
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1	<a href="https://www.cottonworks.com/topics/sourcing-manufacturing/weaving/basic-woven-designs-introduction-to-woven-fabric/">https://www.cottonworks.com/topics/sourcing-manufacturing/weaving/basic-woven-designs-introduction-to-woven-fabric/</a>
2	<a href="https://www.textileschool.com-453-wovendesign-">https://www.textileschool.com-453-wovendesign-</a>
3	<a href="https://www.intechopen.com/books/advances-in-modern-woven-fabric-technology/color-and-weave-relationship-in-woven-fabric">https://www.intechopen.com/books/advances-in-modern-woven-fabric-technology/color-and-weave-relationship-in-woven-fabric</a>

<b>Course Code</b>	<b>23UCDDE03B</b>	<b>ENTREPRENEURSHIP DEVELOPMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>III</b>	<b>Elective - 3B</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>3</b>
<b>Prerequisites</b>	<b>Basic knowledge about apparel business Opportunities</b>		<b>Syllabus</b>	<b>2023-2024</b>		
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Familiar the students with challenges of starting new ventures</li> <li>2. Enable them to investigate, understand and internalize the process of setting up a new business.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Outline the concept of entrepreneurship and traits of entrepreneur					K2
CO2	Identify a project and formulate a project report.					K4
CO3	Appraise the formalities of SSI's Registration for an enterprise					K4
CO4	Identify the Sources of Finance and Institutional Assistance for small scale industries.					K4
CO5	Infer about entrepreneur, Incubation centers and start up in India					K4
<b>K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6–Create</b>						
<b>Unit:1</b>	<b>Introduction to Entrepreneurship</b>					
Entrepreneurship: Concept and Definitions; Entrepreneurship and Economic Development; Classification and Types of Entrepreneurs; Entrepreneurial Competencies; Factor Affecting Entrepreneurial Growth – Economic, Non-Economic Factors; EDP Programmes; Entrepreneurial Training; Entrepreneur; Manager Vs. Entrepreneur.						
<b>Unit:2</b>	<b>Starting the venture</b>					
Project Identification – Project formulation – Project design - preparing project report - Project Planning and Scheduling using Networking Techniques of PERT / CPM; Methods of Project Appraisal.						
<b>Unit:3</b>	<b>SSI and Registration</b>					
Small Enterprises and Enterprise Launching procedures and Formalities Role of SSI in Economic Development of India; SSI; Registration; NOC from Pollution Board; project report presentation guidelines						
<b>Unit:4</b>	<b>Sources of Finance and Institutional Assistance</b>					
Role of Support Institutions and Management of Small Business: Director of Industries; DIC; SIDO; SIDBI; Small Industries Development Corporation (SIDC); SISI; NSIC; NISIET, NIESBUD; TANSIDCO; TIIC; State Financial Corporation; KVIC						
<b>Unit:5</b>	<b>Financial incentives for SSI</b>					
Financial incentives and subsidies for SSI's, and Tax concessions; – seed capital assistance –Role of entrepreneur in export promotion and import substitution – Social Entrepreneur, Incubation centre, Startup India						

<b>Text Book(s)</b>	
1	Entrepreneurial Development, Dr.C.B.Gupta, Sultan Chand and Sons, New Delhi,2009
2	EntrepreneurialDevelopment,Dr.S.SKhanka,SultanChandandSons,NewDelhi,2009.
3	EntrepreneurshipDevelopmentandSmallBusinessEnterprises,Charantimath,Poornima, PearsonEducation,NewDelhi,2006
4	Entrepreneurship New Venture Creation, David H.Holt, Prentice Hal lof India Private Limited ,New Delhi,2005
<b>Related Websites</b>	
1	<a href="https://www.researchgate.net/publication/259843889">https://www.researchgate.net/publication/259843889</a>
2	<a href="https://ncert.nic.in/textbook/pdf/kebs109.pdf">https://ncert.nic.in/textbook/pdf/kebs109.pdf</a>

<b>Course code</b>	23UCDDE03C	<b>BASICS OF COSMETOLOGY</b>	<b>L</b>	<b>T</b>	<b>PC</b>
<b>Semester</b>	<b>III</b>	<b>Elective - 3C</b>	<b>4</b>	<b>-</b>	<b>- 3</b>
<b>Prerequisites</b>	<b>Basic knowledge about grooming.</b>		<b>Syllabus</b>	<b>2023-2024</b>	
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>To gain knowledge about personal grooming</li> <li>To enable the student to develop knowledge in dressing and makeup to the Etiquettes</li> <li>To help them to understand and apply the procedures for different personalities</li> </ol>					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
CO1	Importance of cosmetology				K1
CO2	Understand Equipment used for pedicure, basic pedicure technique				K2
CO3	Be aware of Equipment and techniques used for Manicure				K2
CO4	Analyze skin and hair				K3
CO5	Apply face makeup				K4
<b>K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6-Create</b>					
<b>Unit:1</b>	<b>Cosmetology</b>				
Cosmetology – Introduction, Definition and its importance-difference between beautician and cosmetologist -features of a cosmetologist -Types and application- Self- grooming –definition and its importance.					
<b>Unit:2</b>	<b>Pedicure</b>				
Pedicure, definition, need for pedicure, tools and equipment used for pedicure, step by-step procedure of pedicure-, pedicure technique– benefits – difference between spa andregular pedicure - pedicure safety.					
<b>Unit:3</b>	<b>Manicure</b>				
Manicure- equipment used for Manicure, Types- French, hot oil, dip power manicures-Paraffin wax treatments -shaping of nails, removal of the cuticles, Mehandi- Classical, Arabic, Glitter, Painting and Nail Art-Nail Care.					
<b>Unit:4</b>	<b>Skin and hair</b>				
Structure and function of skin, Skin types, skin tones, tips for skin care and steps in basic facial. Care for skin and hair-Basic Hairstyles: Knotted style - Rolling style - Plaited style- Basic structure of skin and hair, Products available, skin and hair care, make up for face and hairdo styles.					
<b>Unit:5</b>	<b>Face makeup</b>				
Face makeup- meaning, make up application, Make- up types, shape and colour of Hair, hair care and hair styles for occasion. Basic Haircuts - Straight Trimming, —U   - cut and—V   – Cut.					
<b>Text Book(s)</b>					
<ol style="list-style-type: none"> <li>Dr. NeenaKhanna, Body and Beauty Care, PustakMahal Publishers, (2011).</li> <li>Rashmi Sharma,Herbal Beauty and Body Care. PustakMahal Publishers, (2011).</li> <li>Richa Dave, Make-up Album, Navneet Publication, (2006).</li> </ol>					

## Reference Books

1. Catherine M. Frangie. Milady, Standard cosmetology, Milady Publishing Company.(2014).
2. Roshini Dayal , Natural Beauty Secrets from India, Tata publishing Enterprises. LLC,(2008).
3. P.J.Fitzgerald., The complete book of Hairstyling, Mansoor bookhouse,(2003). Trinny woodwall, sunsanna constantive,
4. What Not to Wear for Every Occasion, Part-2, Orion Publishing book group, U.K,(2003).
5. Helena Biggs, Nail Art: Inspiring Designs, by the world's leading technician, Arcturus Publishing limited, U.S,(2014)

<b>Course code</b>	<b>23UCDSP01</b>	<b>BEAUTY CARE PRACTICAL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>III</b>	<b>Skill Enhancement Course - IV</b>	-	-	1	1
<b>Prerequisites</b>	<b>Basic Knowledge about Makeup</b>		<b>Syllabus 2023-2024</b>			
<b>Course Objectives:</b>						
<ol style="list-style-type: none"> <li>1. Produce a capable and skillful workforce as required by the prevailing market demands.</li> <li>2. Equip the trainees with skills and knowledge to ensure adherence to safety measures in saloon.</li> <li>3. Select, operate and handle equipment according to the professional standards</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Create various techniques used in beauty care					P5
CO2	Design traditional and modern style makeup using different equipments.					P5
CO3	Practice beauty techniques and procedures for different occasions.					P5
<b>P1– Imitation;P2–Manipulation;P3–Precision;P4–Articulation;P5 –Naturalization.</b>						
Practice the following,						
<ol style="list-style-type: none"> <li>1. Different types of haircuts, cutting techniques and blow drying of hair.</li> <li>2. Traditional hair styling techniques- Rolls, Braids, interlocks, Twisting styles.</li> <li>3. Henna designing, Tattoo designing and saree draping (4styles).</li> <li>4. Basic Nail art techniques.</li> <li>5. Facial -Skin analysis, cleaning and facial with different equipments, application of different types of packs and masks according to the skin types.</li> <li>6. Different types of makeup - Daytime, Evening, Party and Bridal.</li> <li>7. Pedicure and manicure.</li> <li>8. Threading and waxing</li> </ol>						
<b>Text Books</b>						
1	Complete Beautician Course by Renu Gupta					
2	Be your own Beautician by Parvesh Handa					
3	Advance makeup and hairstyle by Urvashi Dave					
<b>Related Online Contents</b>						
1	<a href="https://bit.ly/2DB2WQM">https://bit.ly/2DB2WQM</a>					
2	<a href="https://youtu.be/sYoz3G2OH5g">https://youtu.be/sYoz3G2OH5g</a>					
3	<a href="https://youtu.be/_o9cpvQPqBY">https://youtu.be/_o9cpvQPqBY</a>					

Course code	23UCDSP02	<b>SURFACE EMBELLISHMENT AND FASHION ACCESSORIES MAKING PRACTICAL</b>	L	T	P	C
Semester	III	Skill Enhancement Course V	-	-	2	2
Prerequisites	Practical Knowledge of Embellishment Work			Syllabus	2023-2024	
<b>Course Objectives:</b>						
<ol style="list-style-type: none"> <li>To impart knowledge to the students about the hand and machine embroidery.</li> <li>To learn the various types of stitches.</li> <li>To provide opportunity for skill development in designing accessories.</li> <li>To impart knowledge on fashion accessories and creativity.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Hand embroidery stitches and machine embroideries are developed.					K6
CO2	They will be able to develop and design complex fashion accessories by learning to design different accessories manually					K6
CO3	Create added structural effects using smocking					K6
CO4	Apply the techniques used in Indian traditional embroideries					K3
CO5	Design and develop the samples for beadwork					K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<p><b>A. Prepare samples for the following</b></p> <ol style="list-style-type: none"> <li>Hand embroidery – 20 stitches -10 samples</li> <li>Machine embroidery -7stitches -3 samples.</li> <li>Applique ( machine / hand )- 3 types</li> <li>Smocking – 4 types</li> <li>Bead Work -1 sample</li> <li>Sequins work -1 sample</li> <li>Zardosi work -1 sample</li> <li>Tassels and fringes -2-3samples.</li> <li>Mirror work –Shapes (Round, square, diamond) - 3 samples</li> <li>Fixing the stones-1 sample.</li> </ol> <p><b>B. Traditional surface ornamentation practices with two to four variations in the following</b></p> <ol style="list-style-type: none"> <li>Kantha</li> <li>Chikan</li> <li>Kasuti</li> <li>Zardosi</li> <li>Kutch work</li> <li>Mirror work</li> <li>Aari work</li> <li>Phulkari work</li> </ol> <p><b>C. Crochet</b></p> <p><b>D. Prepare samples for the following</b></p> <ol style="list-style-type: none"> <li>Hand bag - Any 2 types</li> <li>Hat - Any 2 types</li> <li>Bow - Decorative bow and formal bow</li> <li>Purse and pouches - any 2 types</li> </ol>						

<b>Text Book(s)</b>	
1	Scientific garment quality –K M Illege and Sons , Plot No. 43 , Somuvar Peth pune411011
2	Shailaja D. Naik, Traditional embroideries of India, APH Publishing (1996 )
3	Dress making- Smt Thangam Subramaniam Bombay Tailoring and embroidery college32
4	Libby Moore Thread folk, a Modern Maker’s book of Embroidery, Project and Artist Collaboration, Paige Tata and Co.
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1	<a href="https://sueguide.csom/smocking/">https://sueguide.csom/smocking/</a>
2	<a href="https://www.youtube.com/watch?v=nJz9c8gEvFg">https://www.youtube.com/watch?v=nJz9c8gEvFg</a>



A decorative border resembling a scroll, with a grey shaded area on the left side and a grey shaded area at the top right corner.

# SEMESTER IV

<b>Course code</b>	<b>23UCDCT04</b>	<b>HISTORIC COSTUMES OF INDIA</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>IV</b>	<b>Core Course VII</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>5</b>
<b>Prerequisites</b>	<b>History of Indian Costumes</b>			<b>Syllabus</b>	<b>2023-2024</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>To learnt the traditional costumes of India.</li> <li>To review the Indian history of costumes.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Analyze fashion evolution					K4
CO2	Understanding the dyed and printed textiles of india					K2
CO3	Remembering the traditional costumes of Indian states					K1
CO4	Understand the traditional embroideries of India					K2
CO5	Evaluate Indian Jewelleries					K5
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>	<b>Fashion Evolution</b>					
<b>Fashion Evolution</b> -Beginning of Civilization –costumes of men and women: Ancient Greek, Ancient Roman, Ancient Egyptian, and French costumes at 17th century. <b>Indian Costumes</b> -Beginning of costumes- Pre Vedic Era and Post Vedic Era: Mauryan, Kushan Dynasty, Gupta Dynasty - Mughal Period - Costumes of the British Raj.						
<b>Unit:2</b>	<b>Dyed and Printed Textiles of India</b>					
<b>Dyed and Printed Textiles of India</b> -Process Of Dyed And Printed textiles of India: Kalamkari, Ikkat, Bandhani, Batik, Bagru Hand woven textiles of India: Dacca Muslin, Banarasi/ Chanderi, Brocades, Baluchari, Himrus and Amrus, Kashmiri shawls, Pochampalli Sarees, Silk sarees of Kancheepuram.						
<b>Unit:3</b>	<b>Traditional Costume of Different States of India</b>					
<b>Traditional Costume of Different States of India</b> -Tamil Nadu , Kerala , Andhra Pradesh , Karnataka, Assam, Orrisa, Bihar, Karnataka, West Bengal, Maharashtra, Rajasthan, Haryana, Uttar Pradesh, Jammu and Kashmir, Gujarat, Madhya Pradesh.						
<b>Unit:4</b>	<b>Traditional Embroideries of India</b>					
<b>Traditional Embroideries of India</b> - Origin ,Embroidery stitches used –embroidery of Kashmir, Phulkari of Punjab ,Gujarat – Kutch and Kathiawar, embroidery of Rajasthan , Kasuti of Karnataka ,Chicken work of Lucknow, Kantha of Bengal – in all the above – types and colors of fabric /thread.						
<b>Unit:5</b>	<b>Indian Jewellery</b>					
<b>Indian Jewellery</b> – jewelleryes used in the period of Indus valley civilization ,Mauryan period , Gupta Period , the Pallava and Chola Period ,Symbolic Jewellery of South India,Mughal period. Temple Jewellery of South India, Tribal jewellery.A brief study of gems and precious stones.						

<b>Text Book(s)</b>	
1	G.H Ghosrye, —Indian Costumel, Popular books Pvt Ltd
2	Jamila Brij Bhushan, D B Tarapore, —The costumes and textiles and India , Vala Sons and Co, Bombay (1958)
3	Das S.N, DB Tarapore, —Costumes of India and Pakistan , Vala Sons and co, Bombay (1956).
4	Francois Boucher, —History of Costumes in the West
5	Elizabeth Ewing, —History of 20th Century Fashion , [Revised By -Alice Macrell].

Course code	23UCDCP04	WOMEN'S APPARELPRACTICAL	L	T	P	C
Semester	IV	Core Course VIII			5	5
Prerequisites	Basics of Women's Garment Construction Techniques			Syllabus	2023-2024	
<b>Course Objectives:</b>						
<ol style="list-style-type: none"> <li>1. Design Garments for women</li> <li>2. Impart Skills in pattern drafting</li> <li>3. Construct garments by sewing</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Students will be able to understand the women's body with respect to design selection of fabrics and accessories.					K2
CO2	Students will be able to independently design a dress for women's fashion wear.					K6
CO3	Design Garments for Women					K6
CO4	Develop patterns for women using drafting method					K6
CO5	Construct garment by sewing					K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Designing, drafting and constructing the following garments for the features prescribed in the following criteria.</b>						
<ul style="list-style-type: none"> <li>• Measurements chart</li> <li>• Layout method</li> <li>• Break down analysis of the garment and Sequence of Assembling and its procedures.</li> <li>• Type of seam for each assembly process.</li> <li>• CMT costing and garment costing</li> </ul>						
<b>WOMEN'S GARMENTS</b>						
<ol style="list-style-type: none"> <li>1. Saree Petticoat- 6,7,8 core Panel , Decorated bottom.</li> <li>2. Skirts – Circular/ Umbrella/ Panel with style variations.</li> <li>3. Blouse - Front open, fashioned neck, Waist band at front, with sleeve.</li> <li>4. Salwar (or) Churidhar (or) Parallels (or) Bell Bottom</li> <li>5. Kameez – with /without slit, with or without flare, with /without opening, with or without Panels, with / without yoke.</li> <li>6. Nightie –With yoke, Front open, with sleeve, Full length.</li> <li>7. Ladies pant- Waist band, Zip attached, tight fitting / Parallel pants.</li> <li>8. Short kurta / Top – Decorative / Surface design in tailored placket, with or without collar.</li> </ol>						
<b>Text Book(s)</b>						
1	Scientific garment quality –K M Illeg and Sons , Plot No. 43 , Somuvar Peth pune411011					
2	Practical Clothing Constructing-Part I and II, Mary Mathews, Cosmic Press, Chennai(1986)					
3	Dress making- Smt Thangam Subramaniam Bombay Tailoring and embroidery college32					
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>						
1	<a href="https://www.patternsonline.com-default.aspex">https://www.patternsonline.com-default.aspex</a>					
2	<a href="https://shoeguide.com/">https://shoeguide.com/</a>					

<b>Course code</b>	<b>23UCDDE04 A</b>	<b>TEXTILE WET PROCESSING</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>IV</b>	<b>Elective – 4A</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>3</b>
<b>Prerequisites</b>	<b>Basics of Textile Wet Processing</b>		<b>Syllabus</b>		<b>2023-2024</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Apply the techniques of preparatory process, dyeing and printing of fabrics</li> <li>2. Gain the knowledge about bio processing</li> <li>3. Analyze the technologies of effluent treatment of processed water.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Remembering of wet process techniques in textile industry					K1
CO2	Understanding of textile dyes.					K2
CO3	Understand the various printing methods					K2
CO4	Apply the enzymes applications in textiles					K3
CO5	Analyze the pollution created by the textile industry and the need for effluent treatment					K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>	<b>Wet Processing Process</b>					
Preparatory Processing: Introduction, Fibre – Composition - Typical Sequence of Processes - General Wet Processing Sequence for Cotton Goods - Pre-Dyeing preparatory Processing – De sizing Starch - Scouring – Bleaching – Mercerization. Post Dyeing preparatory Processing: Dyeing – printing – finishing - Synthetic fibres and Pretreatments - Process Sequence for Polyester / Cotton Blend.						
<b>Unit:2</b>	<b>Dyeing</b>					
Dyes – Classification of Dyes, Banned dyes - Dyeing Machines, Influence of Physical and Chemical Structure of Fibres on Dye ability - Types of Dyeing Machine, Jet, HT, Beam Dyeing Machine, Padding Mangle, and Jigger - Recent developments in dyeing.						
<b>Unit:3</b>	<b>Printing</b>					
Printing: Styles of Printing - Methods of Printing, Block, Flat, Rotary Screen, engraved Roller, Transfer, Duplex printing, Pigment Printing, Batik, Khadi - Fixation and After Treatment - Print Paste Formulation.						
<b>Unit:4</b>	<b>Enzymes</b>					
Bio - Technology in Textiles: Enzymes and Proteins – Sources and Applications - Application of enzymes in Textile Chemical Processing - Mechanism of enzyme reactions – Bio scouring – Bio bleaching, Combined bio - processing, bio washing, bio polishing, Denim fading, anti odour and anti microbial finishes, bio finishing and other applications - Evaluation of enzyme treated fabrics.						
<b>Unit:5</b>	<b>Effluent Treatment</b>					
Effluent Treatment Plants: Detail study about characteristic of textile effluent Developments in membrane techniques in the effluent treatment - Energy conservation steps in chemical processing - Low wet pick-up techniques - Causes and remedies for water and air pollution – Bio-Technology in textile effluent treatment plants.						
<b>Text Book(s)</b>						
Textile Chemistry, Paters R.H, Elsevier Publishing, 1967.						
Technology of Textile Processing, Shenai V.A., Sevak publications, Bombay, 1981.						
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>						
<a href="https://textilecourse.blogspot.com/2018/08/working-process-printing-">https://textilecourse.blogspot.com/2018/08/working-process-printing-</a>						

<b>Course code</b>	<b>23UCDDE04 B</b>	<b>FASHION APPRECIATION</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>IV</b>	<b>Elective - 4B</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>3</b>
<b>Prerequisites</b>	<b>Basic knowledge in fashion concept and various fashion environment</b>		<b>Syllabus</b>		<b>2023-2024</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
1. To introduce various art forms to the students by classroom teaching, case studies, pictorial presentation and craft tools.						
2. To engage the students to work on types of fashion and art forms by making them to create miniature models						
<b>Expected Course Outcomes:</b>						
CO1	Remember the basics of Fashion Concepts					K1
CO2	Understand fashion styling, role of fashion and forecasting.					K2
CO3	Apply the concepts of styling as freelancing and photo shooting.					K3
CO4	Analyze the various cultural adoption and world art					K4
CO5	Create world art and writing based on fashion concept					K6
<b>K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6–Create</b>						
<b>Unit:1</b>	<b>Introduction To Fashion</b>					
Introduction to fashion – Types of Fashion: Haute couture fashion – Ready-to-wear fashion - Mass market fashion - Fashion cycle.						
<b>Unit:2</b>	<b>Fashion Styles</b>					
Types of fashion styles: chic, bohemian, vintage, preppy, artsy, tomboy. Alternative clothing style: Punk Fashion, Gothic Fashion, hipster, steam punk, street grunge, heavy metal fashion.						
<b>Unit:3</b>	<b>Art</b>					
Fashion as Cultural Indicators, Cross Culture Studies, Role of fashion in human culture, Fashion Adoptions – sources of inspiration and their selection. World Art – Cubism, Pop art, German expression, Futurism, Dada						
<b>Unit:4</b>	<b>Writing</b>					
Art Writing, writing for blogs, mind mapping and key word selection, working as a creative team with freelancing stylist. Creating story, content preparation for art and styling, working on concept boards, setting trends, curating and narrating, fashion forecasting.						
<b>Unit:5</b>	<b>Photo shoot</b>					
Styling and basic grooming – model poses based on garment – final photo shoot and outcome.						

<b>Text Book(s)</b>	
1	Louvre: all the Paintings, Anja Grebe, Black Dog and Leventhal, New York, 2020.
2	Printers of the Mughal Garden, Brigitte Singh, Bishwadeep Maitra, Mapin Publishing Pvt, Ltd, Gujarat, 2018.
3	Think Like an Artist, Will Gompertz, Penguin Publishers, London, 2016
4	Post Modernism – A Very Short Introduction, Christopher Butler, Oxford University Press, Uttar Pradesh, 2002
5	Indian Art, Parthe Mitter, Oxford University Press, Uttar Pradesh, 2001.
<b>Related websites</b>	
1	Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] 1 <a href="http://umk-javorova.blogspot.com/2013/07/fashionstyle.html#:~:text=Fashion%20refers%20to%20the%20aesthetics,%20furniture%20and%20interior%20decoration.andtext=that%20live%20in%20clothes%20some,42%200%20to%20over%20100%2000%20years.">http://umk-javorova.blogspot.com/2013/07/fashionstyle.html#:~:text=Fashion%20refers%20to%20the%20aesthetics,%20furniture%20and%20interior%20decoration.andtext=that%20live%20in%20clothes%20some,42%200%20to%20over%20100%2000%20years.</a> 2
2	<a href="https://www.frieze.com/article/11-statements-around-artwriting#:~:text=Art%20Writing%20addresses%20material%20literary,relations%20between%20people%20as%20discursive.">https://www.frieze.com/article/11-statements-around-artwriting#:~:text=Art%20Writing%20addresses%20material%20literary,relations%20between%20people%20as%20discursive.</a>
3	<a href="https://www.format.com/magazine/resources/photography/fashion-photography-how-to-setup-a-shoot">https://www.format.com/magazine/resources/photography/fashion-photography-how-to-setup-a-shoot</a>

<b>Course Code</b>	<b>23UCDDE04 C</b>	<b>COUTURE DESIGN DEVELOPMENT PRACTICAL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>IV</b>	<b>Elective - 4C</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>3</b>
<b>Pre-requisites</b>		<b>Advanced knowledge in garment designs</b>	<b>Syllabus Version</b>			<b>2023 – 2024</b>

**Course Objectives:**

The main objectives of this course are to:

1. To impart knowledge of the development of traditional, party & bridal wears with reference to origin, production, material, colour and motifs.
2. To acquire construction & finishing techniques of couture collections.
3. To familiarize students with the growing trends in bridal wear market.

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

CO1	Analyze the contemporary design in terms of style details, colors, fabric & trims	K4
CO2	Create modifications in silhouette and components to come up with a new concept in bridal wear segments	K6
CO3	Apply print designs, patterns, art inspirations and textures to the couture garments.	K3
CO4	Understand the appropriate textile materials for the development of traditional, party and bridal collection	K2
CO5	Create a design according to market requirements and latest trends	K6

**K1**–Remember;**K2**–Understand;**K3**–Apply;**K4**–Analyze;**K5**–Evaluate;**K6**–Create

**Part A**

Design Development for traditional, party wear and bridal wear segments.

1. Recent print research
2. Repeated pattern and types
3. Inspiration from art
4. Texture variations
5. Bio mimicry in fashion

**Part B**

6. Silhouette modifications
7. Study on various garment component modifications
8. Application of cut-make-trim for the new modern trends

**Part C**

9. Study on wedding dress-Across countries. Design and construct a garment based on their culture.
10. Fashion design for the plus size. Sketch a kurta and salwar for Indian plus size women and construct the same
11. Design and construct - couture segment garments with high end trims and accessories.

**Text Book(s)**

1	Couture Sewing Techniques 19 <sup>th</sup> Edition, Claire B. Schaeffe, Taunton Press, US,2001.
2	The Dress Making: The Handbook of Couture Sewing Techniques. Essential step-by-step Techniques for professional results–21 <sup>st</sup> edition, Lynda Maynard, Interweave Press,US,2010.
3	Couture Bridal wear: Pattern Layout and Design, Margot Arendse, Brassey’s,US,2000.



<b>Reference Books</b>	
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1	The Metric Pattern Cutting for Women's Wear-5 <sup>th</sup> Edition, Winifred Aldrich, BlackWell Publishers, Australia, 2008.
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2	Creative Clothing Construction, Bane, A., McGraw-Hill Book, New York, 1966.
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<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
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1	<a href="https://www.careeraddict.com/become-wedding-dress-designer">https://www.careeraddict.com/become-wedding-dress-designer</a>
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<b>Course code</b>	<b>23UCDSP03</b>	<b>TEXTILE WET PROCESSING PRACTICAL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>IV</b>	<b>Skill Enhancement Course VI</b>	-	-	2	2
<b>Prerequisites</b>	<b>Textile Wet Processing of Dyeing and Printing</b>			<b>Syllabus</b>	<b>2023-2024</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. To gain a practical on-hand training on preparatory process.</li> <li>2. To understand the technical importance of wet processing.</li> <li>3. To plan various process requirements for dyeing.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Apply various dyes on fabrics Print textile fabrics in different styles.					K3
CO2	Remember the various terms of wet processing					K1
CO3	Understand the technical implications of wet processing					K2
CO4	Analyze various chemical reactions and their implications.					K4
CO5	Understand the preparatory process and its requirements.					K2
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Preparation of samples for Processing:</b>						
<ul style="list-style-type: none"> <li>• Desizing</li> <li>• Scouring</li> <li>• Bleaching</li> <li>• Mercerizing</li> </ul>						
<b>Dye the given fabric using suitable dye:</b>						
<ul style="list-style-type: none"> <li>• Direct Dye</li> <li>• Sulphur Dyes</li> <li>• Vat Dye</li> <li>• Disperse Dye</li> <li>• Reactive Dyes</li> <li>• Acid Dye</li> </ul>						
<b>Printing of Fabrics</b>						
<ul style="list-style-type: none"> <li>• Printing of cotton using block and screen printing (2 Samples each).</li> <li>• Printing of tie and dye and batik (2 samples each).</li> <li>• Printing on cotton fabric with natural colors.</li> </ul>						
<b>Text Book(s)</b>						
1	AATCC Garment wet processing Technical manual (1994)					
2	Textile processing and properties, Preparation, Dyeing, Finishing and Performance, Tyrone L. Vigo, elsewhere publishing, Netherland					
3	Textile Wet processing, Manoj Dole, Manoj Dole Publications Co. India (2018)					
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>						
1	<a href="https://britannica.com/topic/textile/dyeing-and-printing">https://britannica.com/topic/textile/dyeing-and-printing</a>					
2	<a href="https://www.sciencedirect.com-topics/engineering/dyeing-process">https://www.sciencedirect.com-topics/engineering/dyeing-process</a>					



**SEMESTER**

**V**

<b>Course Code</b>	<b>23UCDCT05</b>	<b>KNITTING AND NON-WOVEN</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>V</b>	<b>Core Course IX</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>4</b>
<b>Prerequisites</b>	<b>Basic knowledge about fabric structure</b>		<b>Syllabus</b>		<b>2023-2024</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Familiarize with the basics of knitting process</li> <li>2. Impart knowledge on the warp and weft knitting techniques</li> <li>3. To know the recent trends and technologies adopted in the industry</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Outline basics of knitting process and knitting machine process functions.					K2
CO2	Summarize the warp and weft knitting process and its production techniques.					K3
CO3	Explain seamless knitting and care of knitted fabric maintenance.					K2
CO4	Generalize non woven fabric production process and its uses					K2
CO5	Infer about technical textiles applications and its types.					K2
<b>K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6–Create</b>						
<b>Unit:1</b>	<b>Knitting Overview</b>					
Knitting – Definition, classification and history, characteristics of knitted goods. General terms and principles of knitting technology, machine knitting, parts of machine, knitted loop structure, stitch density						
<b>Unit:2</b>	<b>Principles of Weft and Warp Knitting Technology</b>					
Weft knitting – classification - circular rib knitting machine, purl, interlock, jacquard - single jersey machine - basic knitting elements - types and functions – knitting cycle, CAM – system - 3-way technique to develop design - knit, tuck, miss - effect of stitches on fabric properties.						
Warp knitting - lapping variations-tricot, raschel, simplex and Milanese - kitten raschel - single bar, 2 bar, multi bar machines. types of threading, production of nets, curtains, heavy fabrics, elasticized fabrics.						
<b>Unit:3</b>	<b>Seamless Knitting and Knitting Care</b>					
Seamless Knitting – Applications, advantages, and limitations. Care and maintenance of knitted material - washing, drying, ironing, storing. Common defects that occur in knitted fabric production.						
<b>Unit:4</b>	<b>Non-woven</b>					
Non-woven- Introduction, Definition, Classification, scope and applications of Non-woven-Fibersused- web preparation, opening, cleaning machine, production of parallel laid web, cross laid, and random laid web. Bonding methods- mechanical, thermal, chemical.						
<b>Unit:5</b>	<b>Technical Textiles</b>					
Introduction, Definition, scope and importance and uses. Applications of agro-tech, build-tech, cloth-tech, home-tech, indu-tech, mechanical-tech, sports-tech, pack-tech, mobile-tech, protect-tech, geo-tech, medical-tech.						

<b>Text Book(s)</b>	
1	Knitting Manufacture Technology-Anbumani, New Age International, Chennai, 2006
2	Knitting and Apparel Technology, S.S.M.I.T Co-operative Society. 2005
3	Knitting Technology, David J. Spencer, Woodhead Publishing Ltd., Cambridge England, 2002
4	Knitting Technology, DB Ajgaonker, Universal Publishing Corporation, 1998
5	Geotextiles-N.W.M. John, Blackie, London.
6	Non-woven, Arul Dhakiya, M.G. Kamath, Raghavendra, R. Hedge and Monica Kannadnguli
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1	<a href="https://fashion2apparel.blogspot.com/2017/02/seamless-garments-advantages.html">https://fashion2apparel.blogspot.com/2017/02/seamless-garments-advantages.html</a>
2	<a href="https://www.indiaretailing.com/2018/06/12/fashion/indian-knitwear-market-present-and-the-future-trends/">https://www.indiaretailing.com/2018/06/12/fashion/indian-knitwear-market-present-and-the-future-trends/</a>
3	<a href="https://www.fibre2fashion.com/industry-article/64/overview-of-tirupur-knitwear-industry">https://www.fibre2fashion.com/industry-article/64/overview-of-tirupur-knitwear-industry</a>
4	<a href="https://www.fibre2fashion.com/industry-article/7047/seamless-garment-technology">https://www.fibre2fashion.com/industry-article/7047/seamless-garment-technology</a>
5	<a href="https://textilelearner.blogspot.com/2013/01/faultsdefects-in-knitted-fabrics.html">https://textilelearner.blogspot.com/2013/01/faultsdefects-in-knitted-fabrics.html</a>

<b>Course Code</b>	<b>23UCDCT06</b>	<b>FASHION BUSINESS STARTUP</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>V</b>	<b>Core Course X</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>4</b>
<b>Prerequisites</b>	<b>Basic Procedures for Startup a Fashion Business</b>		<b>Syllabus</b>		<b>2023-2024</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Frame business concepts and solve challenging tasks.</li> <li>2. Create ideas and strategies in order to effectively bring a business concept into action.</li> <li>3. Understand financing and fund raising</li> <li>4. Capture opportunity and mitigate business risks.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Understand the testing procedure for various yarn parameters					K2
CO2	List out the specifications for various woven and knitted fabrics					K2
CO3	Differentiate the various systems used for fabric inspection					K3
CO4	List out the possible defects and its causes in apparel production					K2
CO5	Differentiate the categories of defects in garment and the various standards followed in apparel testing					K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>	<b>Business Concept Theories</b>					
Framework of Business Theories - Economic Theory, Sociological Theory, Psychological Theory and Resource-Based Theory. Framework of Business Model - Social Development Model, Competency Model, Emerging Models of Corporate Entrepreneurship. Classification of Business – Environmental Scanning, Need Assessment, Resource Assessment, Sources of Supply; Challenges of New Venture Strategies, Pitfalls in Selecting New Ventures, Critical factors for New Venture Development, Sources of Finance and Problems.						
<b>Unit:2</b>	<b>Business Opportunity Identification</b>					
Business Plan Preparation and Project Financing; Need and Relevance of Business Plan; Market Feasibility; Technical Feasibility; Financial Viability; Project Report Preparation. Identification of Business Opportunities in the Context of Tamil Nadu – Industrial Policy; Skill Development for Entrepreneurs; Business Incubation Centers; Start-up Policy Framework and Incentives						
<b>Unit:3</b>	<b>Business Identity</b>					
Identity search: Crises, Exploration, Stress, Choice; Identity Formation - Preparation, Building New Identity; Identity Establishment - Management, Role Stress, Identity Integration, Linkage Building; Exercises - TAT, Analyzing Imagery, Risk Taking Styles, Goal Setting Behavior; Creativity and Business Idea - Methods of Idea Generation - Creative Problem Solving through business identity.						

<b>Unit:4</b>	<b>Small Business Management</b>
<p>Definition of Small Business, an overview of Small, Medium and Large Industries.  Strategic Management: Vision, Mission and Objectives of small business, Environmental analysis - PEST Framework, Porter's 5 Forces Model, Internal Environment Analysis - SWOT Framework; Competitive Strategies — Cost Leadership, Differentiation and Focus; Value Chain Analysis.  Technical and Financial Aspects of Small Business; Importance of Selection Process and Technologies; Balancing the Resources to Optimize Costs; Financial Statement Analysis; Strategizing - Expansion, Diversification, Modernization of small business.</p>	
<b>Unit:5</b>	<b>Business Communication and Ethics in Business and Institutional Support System for Business Startup</b>
<p><b>Business Communication and Ethics in Business</b>  Introduction to Communication in Organizations - Types, Process and Barriers of Communication; Professional Use of the Telephonic Interview, Group Discussion and Making Presentations. Effective Customer Care, Appropriate Mechanism for Handling Complaints, Negotiating with Customers, Business Etiquettes and Body Language. Business Ethics: An Overview; Ethical Decision-making – Why Ethical Issues and Problems occur in Workplace; Managing Ethical Behavior in Workplace; Professional Ethics Vs. Values and Moral in Workplace.</p> <p><b>Institutional Support System for Business Startup</b>  Sources of Finance for Short, Medium and Long Term; Venture Capital- Sources and Criteria, Financing Steps; External Resource Generation - Licensing, Franchising, Strategic Alliance, Joint Venture, Merger, Private Placements.</p>	
<b>Text Book(s)</b>	
1	Bygrave, W., and Zacharakis, A. (2017) Entrepreneurship, 4th Edition (3rd Edition is ok too) Wiley.
2	2. Avraham Shtub, Michael Rich, (2019), Managing your startups new product development projects, World Scientific Publishing company limited.
3	3. Jonathan Sutherland, Diane Canwell, (2014), Key Concepts in Business Practice, Palgrave
4	Macmillan publications.
<b>Related Journals</b>	
1	The Journal of Entrepreneurship – Sage publications
2	2. The International Journal of Entrepreneurship and Innovation – Sage publications
3	3. Strategic Entrepreneurship Journal - Wiley Online Library International
4	4. Journal of Entrepreneurship and Small Business – Inter Science

<b>Course code</b>	<b>23UCDCP05</b>	<b>CAD IN GARMENT DESIGNING PRACTICAL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>V</b>	<b>Core Course XI</b>	-	-	5	4
<b>Prerequisites</b>	<b>Knowledge and skills in CAD pattern</b>		<b>Syllabus</b>		<b>2023-2024</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Acquire skills in developing patterns through computer software.</li> <li>2. To understand the basics of CAD software</li> <li>3. Drafting, Grading and Marker planning of garment patterns using new advance software.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Understand the most economic layout of marker planning.					K2
CO2	Apply knowledge of using software to undertake design projects.					K3
CO3	Apply knowledge in drafting patterns and grading them to different sizes using CAD software.					K3
CO4	Evaluate fit and pattern alteration					K5
CO5	Create more accurate and designer patterns through computer aided designing.					K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>						
<b>Unit: 1</b>	<b>Children's wear</b>					
Draft and grade patterns for the following garments. Create marker plans and conduct fit analysis for the following garments : Yoke frock 2. Babasuit 3. Summerfrock 4. Skirt and tops						
<b>Unit: 2</b>	<b>Women's wear</b>					
Draft and grade patterns for the following garments. Create marker plans and conduct fit analysis for the following garments: 1. Salwar 2. Kameez 3. Tops 4. Nighty						
<b>Unit: 3</b>	<b>Men's wear</b>					
Draft and grade patterns for the following garments. Create marker plans and conduct fit analysis for the following garments: 1. Full sleeve shirt 2. T-Shirt 3. Bermuda 4. Pleated Trouser						
<b>Text Books</b>						
1	Pattern Cutting For Clothing Using Cad: How To Use Lectra Modaris Pattern Cutting Software - Stott M, Woodhead Publishing Ltd, 2012					
2	Pattern Cutting And Making Up Revised Edition - Shoben M M , CBS Publishers and Distributors, 2000					
3	Computer Aided Design and Manufacturing (Test CAD Programs Inside), Sadhu Singh, Khanna Publications, 1998.					
<b>Related Online Content [MOOC, SWAYAM, NPTEL, Websites etc.]</b>						
1	<a href="https://medcraveonline.com/JTEFT/various-approaches-in-pattern-making-for-garment-sector.html">https://medcraveonline.com/JTEFT/various-approaches-in-pattern-making-for-garment-sector.html</a>					
2	<a href="https://www.youtube.com/watch?v=jTWtQNTJt_A">https://www.youtube.com/watch?v=jTWtQNTJt_A</a>					
3	<a href="https://www.youtube.com/watch?v=iX7O4X7O4fNQijA">https://www.youtube.com/watch?v=iX7O4X7O4fNQijA</a>					



<b>Course code</b>	<b>23UCDCP06</b>	<b>MEN'S APPAREL PRACTICAL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>V</b>	<b>Core Course XII</b>	<b>-</b>		<b>5</b>	<b>4</b>
<b>Prerequisites</b>	<b>Basic Knowledge about Men's garment construction</b>			<b>Syllabus</b>	<b>2023-2024</b>	
<b>Course Objectives:</b>						
<ol style="list-style-type: none"> <li>1. To impart the practical knowledge in pattern drafting and garment construction skill in men's wear for the Students.</li> <li>2. To develop creative skills in designing and constructing men's wear for different age group</li> <li>3. To List out the measurements required and materials suitability.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Prepare patterns and construct the garments.					K2
CO2	Assess the suitability of fabric for men					K2
CO3	Learn specific requirements for men's wear designing.					K5
CO4	Students will be able to independently design a dress for men's fashion wear.					K4
CO5	Develop skills, and create creative patterns for men's garments.					K2
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<ol style="list-style-type: none"> <li>1. S.B.Vest – with/ without collar, button attached, sleeveless</li> <li>2. Slack shirt – full open, shirt collar, patch pocket,</li> <li>3. Nehru kurtha –stand collar, side pocket, half open</li> <li>4. Pyjama- Elastic /Tape attached waist.</li> <li>5. Pleated trousers – pleats in front, Darts at back, side pocket, fly with button/zip.</li> <li>6. T-Shirt – open collar, zipatta ched</li> <li>7. Bermudas –patch pocket</li> <li>8. Kalidhar Kurta</li> </ol>						
<b>Text Book(s)</b>						
1	Practical Clothing Constructing-Part I and II, Mary Mathews, Cosmic Press, Chennai(1986)					
2	Zarapker System of Cutting- Zarapker. K. R, Navneet Publications Ltd.					
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>						
1	<a href="https://shoeguide.com/">https://shoeguide.com/</a>					
2	<a href="https://www.patternsonline.com-default.aspex">https://www.patternsonline.com-default.aspex</a>					

<b>Course code</b>	<b>23UCDDE05 A</b>	<b>FASHION DRAPING PRACTICAL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>V</b>	<b>Elective – 5A</b>	<b>-</b>	<b>-</b>	<b>4</b>	<b>3</b>
<b>Prerequisites</b>	<b>Basic knowledge in draping, body silhouettes and Various fabrics</b>			<b>Syllabus Version</b>	<b>2023 – 2024</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>To understand the basic draping and manipulation techniques.</li> <li>To design and develop patterns for different garments based on the body measurements.</li> <li>To interpret and transform their designs on a three-dimensional form using draping method.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Prepare muslin and formulate the measurements for various garment's draping					P3
CO2	Produce the pattern blocks in dress form for various garments					P5
CO3	Create dart or pleat variations in appropriate garment patterns					P5
<b>P1</b> – Imitation; <b>P2</b> –Manipulation; <b>P3</b> –Precision; <b>P4</b> –Articulation; <b>P5</b> –Naturalization.						
<b>Prepare the following samples</b>						
<ol style="list-style-type: none"> <li>Bodice - Front and Back</li> <li>Skirt - Front and Back and Its Types</li> <li>Pant - Front and Back</li> <li>Sleeve - Bell, Raglan, Cape, Puff, Circular, Kimono</li> <li>Neckline - Boat, Key Hole, Halter, Scooped, Scalloped</li> <li>Collar - Mandarin, Peter pan, Turtle, Ruffled and Shawl</li> <li>Cowls</li> <li>Twist</li> <li>Surplice</li> <li>Yoke - Hip Yoke, Midriff and Shirt Yoke</li> <li>Design and Drape one couture wear for Men and Women</li> </ol>						
<b>Text Book(s)</b>						
1	Draping for Fashion Design, 5 <sup>th</sup> Edition, Nuriesrelis, Hilde Jaffe and Rose Mary Torre, Pearson Prentice Hall Publications, United States, 2012.					
2	The Art of Fashion Draping, Connie Amadan Crawford, Fair Child Publications, New York, 2005.					
3	Draping for Apparel Design – 3 <sup>rd</sup> Edition, Helen Joseph and Armstrong, India, Bloomsbury Publications India Ltd, 2013.					
4	Cutting and Draping Special Occasion Cloths: Designs for Party wear and Evening wear, Dawn Cloak, London, Batsford, 1998.					
<b>Related Online Contents [MOOC,SWAYAM, NPTEL,Websites etc.]</b>						
1	<a href="https://style2designer.com/apparel/draping-mannequin/what-is-draping-technique-and-its-process/">https://style2designer.com/apparel/draping-mannequin/what-is-draping-technique-and-its-process/</a>					
2	<a href="https://www.aicp.fr/portfolio-items/moulage-technique-du-moulage/?lang=en#:~:text=Draping%2C%20the%20most%20ancient%20of,to%20create%20a%20fabric%20prototype">https://www.aicp.fr/portfolio-items/moulage-technique-du-moulage/?lang=en#:~:text=Draping%2C%20the%20most%20ancient%20of,to%20create%20a%20fabric%20prototype</a>					

<b>Course code</b>	<b>23UCDDE05B</b>	<b>APPAREL COSTING AND MERCHANDISING</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>V</b>	<b>Elective – 5B</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>3</b>
<b>Prerequisites</b>	<b>Basic knowledge in garment production processes</b>		<b>Syllabus</b>		<b>2023-2024</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Impart learning about principles of costing and budgeting</li> <li>2. Impart learning about costing procedure for various garment styles</li> <li>3. Impart learning about costing procedure for export and domestic products</li> <li>4. Instruct about roles and responsibilities of merchandiser</li> <li>5. Describe about planning and programming in execution of an order</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Infer about the elements of cost in pricing apparels					K2
CO2	Generalize the process involved in budgeting.					K2
CO3	Estimate the fabric cost in apparel production					K4
CO4	Summarize order sheet and maintain record in garment production unit.					K2
CO5	Prioritize the promotional aids for retail and whole sale apparel marketing					K4
<b>K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6–Create</b>						
<b>Unit:1</b>	<b>Elements of Cost</b>					
Principles of costing - requirements of good costing system - cost unit - types of costs - Elements of cost - direct material cost - direct expenses - direct wages - indirect materials – indirect expenses - indirect labour-overheads—prime cost-work cost-cost of production – total cost. INCO terms and its relationship with costing						
<b>Unit:2</b>	<b>Budgeting</b>					
The budgeting process: Budgeting principles for the apparel industry- Fixed vs. variable budget - Master budget-laminations of budgets- any justification effort -Planned Vs Actual Cost.						
<b>Unit:3</b>	<b>Fabric Cost Estimation</b>					
Cost estimation of yarn, knitted fabric, dyeing, printing and finishing. Woven Fabric Costing: fabric types, yarn consumption, weaving price Cost estimation for cutting, stitching, checking, packing, forwarding, shipping, and insurance.						
<b>Unit:4</b>	<b>Order Sheet and Documentation</b>					
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. Documents recording and maintenance – Claims and reasons for claims - Factory audits – Buyer’s code of conducts.						

<b>Unit:5</b>	<b>Product Promotion</b>
Advertising- scope, importance, types, merits and demerits; sales promotion, personal selling. Retailmanagement. 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 and Textile Trade shows and fairs in India.	
<b>TEXT BOOKS</b>	
1	Apparel Costing, M. Krishnakumar, Abhishek Publications 2015
2	Apparel Costing, Andrea Kennedy, Andrea Reyes, Francesco Venezia, Bloomsbury Visual Arts, 2020
3	Apparel Costing, A functional Approach, Krishnakumar, M, Abishek Publications, Chandigarh, 2012
<b>Related websites</b>	
1	<a href="https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/elements-of-cost/">https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/elements-of-cost/</a>
2	<a href="https://corporatefinanceinstitute.com/resources/knowledge/finance/budgeting/">https://corporatefinanceinstitute.com/resources/knowledge/finance/budgeting/</a>
3	<a href="https://efinancemanagement.com/budgeting">https://efinancemanagement.com/budgeting</a>
4	<a href="https://theinvestorsbook.com/pricing-methods.html">https://theinvestorsbook.com/pricing-methods.html</a>
5	<a href="https://www.yourarticlelibrary.com/marketing/pricing/pricing-objectives-top-5-objectives-of-pricing-explained/48639">https://www.yourarticlelibrary.com/marketing/pricing/pricing-objectives-top-5-objectives-of-pricing-explained/48639</a>

<b>Course code</b>	<b>23UCDDE05 C</b>	<b>COMPUTERS APPLICATION IN GARMENT DESIGNING</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>V</b>	<b>Elective – 5C</b>	<b>-</b>	<b>-</b>	<b>4</b>	<b>3</b>
<b>Prerequisites</b>	<b>Knowledge on computer fundamentals</b>		<b>Syllabus</b>		<b>2023-2024</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Impart knowledge on the significant role played by the computers in the garment industry</li> <li>2. Create an awareness on the latest technologies available in the various sectors of the garment industry</li> <li>3. Teach the advantages of using computer technology to improve the production qualitatively and quantitatively</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Articulate the specifications and functions of a computer and its peripherals					K3
CO2	Appraise the inevitable role played by computers in various sections of a textile /garment industry					K5
CO3	Understand the application of CAD and CAM in the areas of textile and garment designing					K2
CO4	Discover the use of computers in the field of body measurements, pattern Making and grading					K3
CO5	Weigh the advantages of computer technology in the process sequences and thereby increase production					K5
<b>K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6-Create</b>						
<b>Unit:1</b>	<b>Computers and its Peripherals</b>					
Classification of computers, computer generations, computer specification, organization of computer sections. Types of storage devices (primary, secondary and tertiary),input devices, output devices.						
<b>Unit:2</b>	<b>Computers in Fashion Industry</b>					
Role of computers in fashion industry – Information flow – CAD, CAM, CIM, CAA, PDC – Definition and functions. Computers in production planning and production scheduling computerized colour matching system.						
<b>Unit:3</b>	<b>Computers in Creating Fabric and Garment Designs</b>					
CAD in creating designs–Advantages. Computerized weaving, knitting and printing, creating Computerized embroidery machines, Garment designing with CAD–2Dand3Dforms.						
<b>Unit:4</b>	<b>Body Measurements, Pattern Making and Grading</b>					
3D Body scanning systems, Made to measure systems, CAD in patternmaking and grading– System description–information flow–process involved in pattern making, process involved in pattern grading						

<b>Unit:5 Computers in the Garment Manufacturing</b>	
Computer application in fabric defect checking, laying/spreading, cutting marker planning, Labeling –Parts and functions. Computerized sewing machines.	
<b>Text Book(s)</b>	
1	Computers in the Garment Industry–Dr R Sheela John and Dr.S. Amsamani, ShangaVerlag, Coimbatore,2013
2	Fashion: From Concept to Consumer4 <sup>th</sup> Edition–GiniStephens Frings, PrenticeHall, Pearson,2007
3	Computer Fundamentals, P K Sinha, BPB Publications, Delhi,1992
4	TheTechnologyofClothingManufacture,HaroldCarrandBarbaraLatham,BlackwellLtd,1994
5	Computer Technology for Textiles and Apparel, Jinlian Hu,Elsevier,2011
6	AutomationinGarmentManufacturing,RajkishoreNayakandRajivPadhye,WoodheadPublishing,2017
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websitesetc.]</b>	
1	<a href="https://inifdahmedabad.com/blog/importance-of-cad-in-fashion-industry/">https://inifdahmedabad.com/blog/importance-of-cad-in-fashion-industry/</a>
2	<a href="https://clothingindustry.blogspot.com/2018/02/application-cad-weaving.html">https://clothingindustry.blogspot.com/2018/02/application-cad-weaving.html</a>
3	<a href="http://textilescommittee.nic.in/writereaddata/files/publication/gar4.pdf">http://textilescommittee.nic.in/writereaddata/files/publication/gar4.pdf</a>
4	<a href="https://study.com/academy/lesson/how-is-cad-cam-used-in-textiles.html">https://study.com/academy/lesson/how-is-cad-cam-used-in-textiles.html</a>
5	<a href="https://clothingindustry.blogspot.com/2018/02/importance-cad-textile-designing.html">https://clothingindustry.blogspot.com/2018/02/importance-cad-textile-designing.html</a>
6	<a href="https://textilelearner.blogspot.com/2012/03/computer-application-areas-in-textile.html">https://textilelearner.blogspot.com/2012/03/computer-application-areas-in-textile.html</a>
7	<a href="https://link.springer.com/chapter/10.1007/978-3-642-58214-1_47">https://link.springer.com/chapter/10.1007/978-3-642-58214-1_47</a>

<b>Course code</b>	<b>23UCDDE06A</b>	<b>TEXTILE FINISHING</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>V</b>	<b>Elective - 6A</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>3</b>
<b>Prerequisites</b>	<b>Finishing of textile fabrics and its functions</b>		<b>Syllabus</b>		<b>2023-2024</b>	

**Course Objectives:**

1. To impart knowledge and understanding of chemistry, mechanism and application process of various textile finishes.
2. It aims to enhance the awareness of future trends in textile finishing.
3. To impart the knowledge about finishing methods of fabric based on their function.

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

CO1	Understand the method and application of finishes on different textile substrates.	K2
CO2	Gain awareness of new advancement in the area of finishing	K2
CO3	Apply various finishes based on the various functions of the fabric	K3
CO4	Analyze the various methods to process the fabric	K4
CO5	Analyze new eco-friendly technologies to produce eco-friendly product	K4

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

**Unit:1** **Finishing**

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

**Unit:2** **Mechanical Finishing**

Mechanical Finishes-  
Beetling, Shearing, Calendaring, Tentering, Moirering, Embossing, Glazing, Napping, Chemical Weighting of Silk, Sizing, Sanforizing, Schreiner, Wrinkle free finish.

**Unit:3** **Functional Finishing**

Functional Finish - Resin finish, Water Proof finish, Water Repellent finish, Antimicrobial finish, Flame Retardant finish, Soil Release finish - Process and Recipe, Types and Method of Fusing, Welding and Adhesives, Molding.

**Unit:4** **Advanced Finished**

Advanced Functional Finish - Stiff finish - Process and Recipe, Softening - Silicone finish, Denim finish, Stone Wash finish, Anti - Pilling finish, Anti Mildew finish.

**Unit:5** **Special finishes**

Special Finishes on Garments–Finishing of Woven/Knitted garments–Stone less, Stone wash effects–Mud wash, Ion wash, Chalk wash, Water resistant Breathable finish, Bio polishing, Leathery Finish, Protective Finishes–Deodorizing, Cool Finish and Thermostat finishes

**Text Book(s)**

1	<i>Shenai and Saraf</i> . 1995. <b>Technology of Textile Finishing</b> , Sevak Publications.
2	<i>Nallangilli and Jayaprakasam</i> . 2005. <b>Textile Finishing</b> . S.S.M Institute of Textile Technology.
3	<i>Prayag</i> . 1996. <b>Technology of finishing</b> . Shree J. Printers, Pune

**Related websites**

1	<a href="https://nptl.ac.in/courses/116/102/116102054/">https://nptl.ac.in/courses/116/102/116102054/</a>
2	<a href="https://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_ug.php/130">https://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_ug.php/130</a>

<b>Course code</b>	<b>23UCDDE06B</b>	<b>FASHION PHOTOGRAPHY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>V</b>	<b>Elective – 6B</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>3</b>
<b>Prerequisites</b>	<b>Basic Knowledge in Fashion Photography</b>		<b>Syllabus</b>	<b>2023-2024</b>		

**Course Objectives:**

The main objectives of this course are to:

1. Understand the concepts of photography and editing process.
2. Give ideas on developing a photo and enable photography techniques in various fields.
3. Enable students to know about image editing with special effects.

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

CO01	Remember general principles of photography	K1
CO02	Understand the lighting techniques for indoor or outdoor photography	K2
CO03	Apply the techniques in the field of modeling, magazine, fashion shows etc..	K3
CO04	Evaluate the right image selection for the purpose of photography	K4
CO05	Create images with the help of computer applications	K6

**K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6-Create**

**Unit:1** | **Photography**

Photography – Principle – Indoor photography – Needs and Methods – Lighting Techniques – Methods and Equipments.

**Unit:2** | **Techniques**

Photography Techniques and Equipments for different fields – Modeling – Newspaper – Magazines – occasion – Fashion Shows

**Unit:3** | **Camera and its Application**

Camera definition – Parts of camera – classification and types of camera – Applications – Disadvantages.

**Unit:4** | **Digital Camera**

Photography using Digital cameras – Video photography - image mixing – Applications of computer in Photography – Printing Techniques

**Unit:5** | **Outdoor Photography**

Outdoor photography – needs – Lighting Techniques – Methods and Equipments – Comparison of outdoor photography with Indoor Photography

**Text Book(s)**

1	John Hedge —Photography Course, John Hedge C – 1992
2	Photo Journalism – By the editors of time- life books Newyork
3	The colour book of Photography – L Lorelle, London, Focal press, 1956
4	Michael Langford; Basic Photography, Focal Press, UK, 2000



<b>Course code</b>	<b>23UCDDE06C</b>	<b>ECO TEXTILES</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>V</b>	<b>Elective - 6C</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>3</b>
<b>Prerequisites</b>	<b>To gain knowledge on Eco friendly textiles</b>		<b>Syllabus</b>	<b>2023-2024</b>		
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. To facilitate the students to understand the importance of Eco Textiles</li> <li>2. To investigate techniques of eco textile fibers and yarn with its manufacturing Process.</li> <li>3. To Learn the Properties and behavior of natural finishes</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Recognize the structure of eco system					K1
CO2	Explain the needs of eco friendly textiles					K2
CO3	Recognize the use of Eco friendly dyes					K1
CO4	Analyze the application of natural finish on textiles					K4
CO5	Outline the quality parameters for eco textiles					K2
<b>K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6-Create</b>						
<b>Unit:1</b>	<b>Eco Textiles</b>					
Introduction and needs for Eco textiles and its importance. Ecology – Production ecology, Human Ecology and Disposable ecology. Structure and stability of the Eco system						
<b>Unit:2</b>	<b>Eco Friendly Textiles</b>					
Over view, Need for Eco friendly textiles, Textile waste and Environment concern, process adopted for eco friendliness. Eco standard for textiles – Eco labeling, Eco mark.						
<b>Unit:3</b>	<b>Eco friendly textile dyes</b>					
Waterless dyeing – Plasma treatment, Electro chemical, Super critical fluid dyeing methods, Digital printing, ink jet printing, 3D printing. Recent Trends in Dyeing and Printing						
<b>Unit:4</b>	<b>Natural Finishes</b>					
Need for natural finishes, Traditional plants and herbs used in natural finishing, Various plant components, extraction methods and applications. Recent natural finishes on textiles for various applications						
<b>Unit:5</b>	<b>Quality Control</b>					
Importance, Pre production inspection, Inspection during production, Final inspection, AQL, Total quality management, 5S in Garment industry						
<b>Text Book(s)</b>						
1	Textile Science – E P G Gohal and L D Vilensky, 2 <sup>nd</sup> Edition C. B Publications, New Delhi.					
2	Principles of Weaving – W D Klien, Textile Institute, Manchester					
3	Mechanism of Weaving – N N Banner, J. Vol. I and II Textile Institute, Manchester					
4	Eco friendly textiles, Challenges to the textile industry					

<b>Course code</b>	<b>23UCDSI01</b>	<b>INTERNSHIPPROJECT VIVA -VOCE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>V</b>	<b>Summer Internship</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2</b>
<b>Prerequisites</b>	<b>Gain Practical in sights of the industry/company</b>		<b>Syllabus</b>		<b>2023-2024</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Expose the students to the work environment</li> <li>2. Familiarize and adapt to the workplace</li> <li>3. Understand the methods, techniques and practices followed in the place of training</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Generalize working structure of the industry/ company					P3
CO2	Analyze the methods adopted in the training place					P4
CO3	Recognize the challenges in the training place					P2
CO4	Discover the nuances of the workplace and appreciate it					P5
<b>P1– Imitation;P2–Manipulation;P3–Precision;P4–Articulation;P5 –Naturalization.</b>						
<b>NoCIA,Report:80marksandViva: 20marks</b>						
<b>Details of the Training</b>						
The student should undergo <b>15 Days Internship training</b> in a Textile Processing Unit/ Designer House / Buying House/ Garment Unit / Retail house after IV semester theory exam / before the start of Fifth Semester (Total Marks -100 )						
<b>Purpose of the Internship Training</b>						
The training bridges the gap between the theoretical knowledge gained in the college and the practical application of the same in the industry / company / stores						
The student will have a better exposure about the workplace and its nuances						
<b>Process to be Followed</b>						
Students can identify their area of interest. Industry / companies have to be identified and a profile of the company has to be analyzed at least a month earlier. Contacts can be established by the guides allotted to the student. Prior permission has to be obtained from the place of training.						
After confirmation, the student will undergo training for a period of 15 working days.						
<b>Instructions to the Students</b>						
The students should abide by the rules and regulations of the concern and get the maximum benefit from the training. The students should maintain a daily logbook where the student should record his details of the training.						
A copy of the record has to be sent to the supervisor allotted to the student. The logbook must be signed (with seal) by the staff of the company. Based on the study done, the student will submit a report to the guide within a weeks' time along with the logbook. In case of any problems, the student should reach out to the supervisor immediately						
<b>Instructions to the Supervisor</b>						

The supervisor should establish contacts with the place of training. A routine follow up has to be done with the student once in two or three days. Problems, if any faced by the student should be sorted out immediately

### **Training Report and Presentation**

Training Report (30 – 50 pages) should be prepared by the student and submitted in a month's time. At the end of the semester student should present the report with a power point presentation

### **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]**

1	<a href="https://www.wikihow.com/Write-a-Report-After-an-Internship">https://www.wikihow.com/Write-a-Report-After-an-Internship</a>
2	<a href="http://mfe-iseah-kef.blogspot.com/2013/11/internship-daily-journal.html">http://mfe-iseah-kef.blogspot.com/2013/11/internship-daily-journal.html</a>
3	<a href="https://www.academia.edu/25257761/Student_Internship_Logbook">https://www.academia.edu/25257761/Student_Internship_Logbook</a>
4	<a href="https://www.indeed.com/career-advice/career-development/how-to-write-an-internship-report">https://www.indeed.com/career-advice/career-development/how-to-write-an-internship-report</a>
5	<a href="https://valenciacollege.edu/students/internship/documents/ActivityLog.pdf">https://valenciacollege.edu/students/internship/documents/ActivityLog.pdf</a>
6	<a href="https://www.template.net/business/log/internship-time-log/">https://www.template.net/business/log/internship-time-log/</a>

A decorative border resembling a scroll, with a vertical strip on the left side and rounded corners. The top-left and top-right corners feature circular elements that look like the ends of rolled-up paper, with a light gray shaded area on the right side of each circle.

**SEMESTER**

**VI**

Course code	23UCDCT07	TECHNICAL TEXTILES	L	T	P	C
Semester	VI	Core Course XIII	6	-	-	4
Prerequisites	Gain Knowledge in technical textiles		Syllabus		2023-2024	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. To facilitate the students to understand the structural features of technical textiles</li> <li>2. To gain knowledge about types of technical textiles</li> <li>3. To Learn the application of technical textile for different purpose</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Recognize the classification of various technical textiles.					K1
CO2	Explain the application of technical textiles					K2
CO3	To learn about technical textiles, and its applications in different field thorough knowledge.					K3
CO4	Outline the Properties and behavior of Various textiles.					K4
CO5	Recognize the classification of various technical textiles.					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
<b>Unit:1</b>	<b>Introduction</b>					
Technical Textiles: Definition, Applications, Globalization 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.						
<b>Unit:2</b>	<b>Geo Tech and Indu Tech</b>					
Geo Textiles – Introduction, General Properties and end uses. Industrial textiles - Introduction, General Properties and end uses.						
<b>Unit:3</b>	<b>Medical Textiles</b>					
Medical textiles – Introduction – materials used in bio-textiles – classification of medical textiles – textiles for implantation – non-implantable textiles – textiles for extra corporeal (biomedical) – Health care and hygiene products.						
<b>Unit:4</b>	<b>Home Textiles, Agro Tech and Build Tech</b>					
Introduction, General Properties and end uses. Agro Textiles – - Introduction, fibers used Types, functions and properties, Characteristics and Applications in Agro products and in its field Build Tech: - Introduction, fibers used Types, functions and properties, Characteristics and Applications in Architecture and in Building Construction						
<b>Unit:5</b>	<b>Smart and Intelligent Textiles</b>					
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.						
<b>Text Book(s)</b>						
1	Technical textiles – Anand and A.R. Horracks, Textile Institute.					
2	Hand book of Technical Textiles – S C Anand Wood Head Publishing ltd, England, 2000.					
3	Geo textiles – NWM John, blackie London					
4	R Senthil Kumar, —Textiles for Industrial Applications  CRC Press, 2013.					

Course code	23UCDCT08	HOME TEXTILE			L	T	P	C
Semester	VI	Core Course XIV			6	-	-	4
Prerequisites	Knowledge about choice of fabrics for Home Textiles			Syllabus	2023-2024			
<b>Course Objectives:</b>								
The main objectives of this course are to:								
<ol style="list-style-type: none"> <li>1. Impart knowledge on the various home textile products</li> <li>2. Gain insights on the bed linens, kitchen linens, bathroom linens</li> <li>3. Acquire better understanding on the choice of fabrics for the home textile products</li> </ol>								
<b>Expected Course Outcomes:</b>								
On the successful completion of the course, student will be able to:								
CO1	Classify the home textile products						K2	
CO2	Understand the types of floor and wall coverings						K2	
CO3	Distinguish curtains and draperies						K4	
CO4	Describe the types of soft furnishings						K1	
CO5	Discover the types and functions of kitchen linen						K3	
<b>K1</b> - Remember; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate; <b>K6</b> – Create								
<b>Unit:1</b>	<b>Introduction to Home textiles</b>							
<b>Different types of furnishing materials:</b> Definition – Different types of furnishing materials – Woven and Non-woven, Factors affecting selection of home furnishes. Recent Trends in Home Furnishing								
<b>Unit:2</b>	<b>Floor and wall coverings</b>							
<b>Floor coverings:</b> Floor coverings – Hard floor coverings, resilient floor coverings. Soft floor coverings – Rugs and carpets, Use and care. Wall covering – Use and care.								
<b>Unit:3</b>	<b>Door and Window treatments</b>							
<b>Doors and Windows:</b> Doors and Windows – Definition, Different types of doors and windows, their application. Curtains and Draperies – Choice of fabrics, calculating the amount of material needed, hints on making curtains hang well, methods of finishing draperies at the top – Use of drapery rods, hooks, and tape rings and pins.								
<b>Unit:4</b>	<b>Soft furnishings for living rooms</b>							
<b>Living Room Furnishing:</b> Living room furnishing – sofa covers, wall hangers, cushion, cushion covers, upholsteries, Bolster and Bolster covers. Bed Linens – Definition, Different types of bed linens, sheets, blanket covers, comfort covers, bed spreads, mattress covers and pads, pillows and pillow covers, use and care.								
<b>Unit:5</b>	<b>Soft furnishing for kitchen and dining</b>							
Soft furnishings for kitchen and dining, types of kitchen linens – kitchen towel, aprons, dish cloth, <b>Kitchen and Table Linens:</b> Kitchen and Table Linens – Definition – Types of Kitchen linens, Dish cloth, Hand towels, Fridge cover, Fridge handles, Mixi cover, Grinder cover, their use and care.								

<b>Text Book(s)</b>	
1	Home Comforts-The Arts and Science of Keeping Home, Cheryl Mendelson, Scriber, New York, 2005
2	Cushions and Pillows- Professional Skills – Made Easy, Hamlyn Octopus, Octopus Publishing Group, New York, 2001
3	The Ultimate Sewing Book 200 Sewing Ideas For You and Your Home, Magi Mc McCormick Gordon, Collins and Brown, London, 2002
4	Design and make curtains, Heather Luke, New Holland publishers, London,1999
5	Cornucopia of Cushions, Susie Johns, Apple Press, London, 1997
6	Art in Everyday Life, Harriet Goldstein and Vetta Goldstien, The Macmillian Company, 2004
7	Performance of Home Textiles, Subrata Das, Woodhead Publishing India Pvt. Limited, 2010
8	Home Furnishing, V. Ramesh Babu and S. Sundaresan, Woodhead Publishing India Pvt. Limited, 2018
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1	<a href="https://www.homestratosphere.com/types-curtains/">https://www.homestratosphere.com/types-curtains/</a>
2	<a href="https://bettersleep.org/mattress-education/mattress-accessories/pillow-types/">https://bettersleep.org/mattress-education/mattress-accessories/pillow-types/</a>
3	<a href="https://textilecourse.blogspot.com/2018/06/types-classification-home-textiles.html">https://textilecourse.blogspot.com/2018/06/types-classification-home-textiles.html</a>
4	<a href="https://www.fibre2fashion.com/industry-article/1769/home-textiles-a-review">https://www.fibre2fashion.com/industry-article/1769/home-textiles-a-review</a>
5	<a href="http://www.india-crafts.com/textile/home-textile.html">http://www.india-crafts.com/textile/home-textile.html</a>

<b>Course code</b>	<b>23UCDCP07</b>	<b>FASHION PORTFOLIO PRESENTATION-VIVA VOCE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>VI</b>	<b>Corse Course V</b>	<b>-</b>	<b>-</b>	<b>6</b>	<b>4</b>
<b>Prerequisites</b>	<b>Knowledge in creating various garments</b>		<b>Syllabus</b>	<b>2023-2024</b>		
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. To design and execute an organized collection of creative eworks</li> <li>2. To make original works of art that demonstrates effective use of design principles</li> <li>3. Design collections by fulfilling the objectives of the client and user requirements.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Apply the design principles to create a series of design collections.					K3
CO 2	Apply various boards for the exhibition of their works in a portfolio.					K3
CO3	Analyze fashion forecasting for the specific season, customer profile and price range to create a portfolio collection.					K4
CO4	Create a well-structured and professionally presented portfolio.					K6
CO5	Create a design philosophy communicating their design capabilities.					K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Portfolio Presentation and Design Collection</b>						
<b>Part A</b>						
Portfolio Presentation - with Customer profile, Inspiration board, Mood Board, Colour board, Flat Sketch board, Illustration board, Swatch board, Trim board, Accessory board- for the following collection						
<ul style="list-style-type: none"> <li>• Fashion Show- with a theme – one rampset</li> <li>• Winter collection - 3garments</li> <li>• Summer Collection -3 garments</li> </ul> <ol style="list-style-type: none"> <li>1. Customer profile: capture photograph of customer.</li> <li>2. Inspiration board: Image collection from books and magazines by scanning, Photography and drawing, use of objects for moodcreation</li> <li>3. Mood board: develop a theme based on group discussion, mind mapping, brain storming.</li> <li>4. Colour board: spotting theme board, mood board and inspiration board arrive thecolor board.</li> <li>5. Flat sketch board: Develop front, side and backviews</li> </ol>						
<b>Part B</b>						
Construct the garments for all the above categories						
<b>Contemporary Issues</b>						
Expert lectures, online seminars – webinars						
<b>Text Books</b>						
1	Portfolio Presentation for Fashion Designers, Linda Tain, Fairchild Publishers (1998)					
2	Fashion Design Drawing and Presentation, Patrick John Ireland, B T Batsford Ltd, 2006					
3	Creative Fashion Presentation, Polly Guerin, Fairchild Publishers, 1987					
4	New Encyclopedia of Fashion Details, Patrick John Ireland, Publisher: Pavilion Books, 2008					
5	Check and Stripe: A Design-Source Book 2, Kyoto Shoin Company Ltd. 1992					
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>						
1	<a href="https://issuu.com/theodoracucu/docs/portfolio_internship_ba">https://issuu.com/theodoracucu/docs/portfolio_internship_ba</a>					
2	<a href="https://successfulfashiondesigner.com/fashion-portfolio/fashion-portfolio-checklist/">https://successfulfashiondesigner.com/fashion-portfolio/fashion-portfolio-checklist/</a>					



<b>Course code</b>	<b>23UCDDE07 A</b>	<b>APPAREL PRODUCTION MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>VI</b>	<b>Elective - 7A</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>3</b>
<b>Prerequisites</b>	<b>Basic Knowledge in Garment Production Processes</b>		<b>Syllabus</b>		<b>2023-2024</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
1. The Students will be able to familiarize with the function of the garment industry, its various process and technical parameters in garment production.						
2. It will enhance awareness of seen product, machinery and equipment and prepare the students for work around the garment industry.						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Understand the concept of plant location and layout					K2
CO2	Analyze the work study techniques					K4
CO3	Apply the best techniques to improve productivity with quality production					K3
CO4	Understand the functions of line balancing techniques					K2
CO5	Evaluate production planning and control techniques					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
<b>Unit:1</b>	<b>Plant Location and Layout</b>					
Plant Location and Layout. Production - Definitions - Terminology - Organizing for Production - Function of Production Department - Introduction to Garment Industry Plant Location - Location Economics -Plant Layout – Process Layout -- Product Layout – Combination Layout -Introduction to Balancing Theory – Balance Control.						
<b>Unit:2</b>	<b>Work Study</b>					
Work Study- 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.						
<b>Unit:3</b>	<b>Production and Productivity</b>					
Production and Productivity- Methods of Production Systems - Job, Mass and Batch - Section Systems, Progressive Bundle System and '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.						
<b>Unit:4</b>	<b>Line Balancing</b>					
Line Balancing - Duties and Responsibilities of Production manager / Supervisor - Effective Line Supervision - Factors of Production -Production Function - Process Flow and Charts for Garment - Scheduling Calculations.						
<b>Unit:5</b>	<b>Production Planning and Control</b>					
Production Planning and Control - 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 - Practical Difficulties in implantation.						

<b>Text Book(s)</b>	
1	Carrand Latham's Technology of Clothing Manufacture, fourth edition, revised by David.J.Tyler, Blackwell Publishing UK, 2008.
2	Jacob Solinger, Apparel Manufacturers Handbook, New Age International (P) Ltd, 2005.
3	Gerry Cooklin, Introduction to Clothing Manufacture. Wiley Blackwell, 2006.
4	A. J. Chuter, Introduction to Clothing Production Management, Blackwell Scientific Publications.1988.
5	Tripathi, Personal Management and Industrial Relations, Sultan and Chand Sons, 2013.
6	O.P. Khanna, Industrial Engineering and Management, Dhanpat Rai Publications, 2018.
7	Rama Moorthi, Production and Operations Management, New Age International (P) Ltd, 2005.

<b>Course Code</b>	<b>23UCDDE07 B</b>	<b>TEXTILE TESTING AND QUALITY CONTROL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>VI</b>	<b>Elective - 7B</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>3</b>
<b>Prerequisites</b>	<b>Basic knowledge in textile fibers, yarns and fabrics</b>		<b>Syllabus</b>	<b>2023-2024</b>		
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Instruct about various test for yarns, fabrics and garments</li> <li>2. Describe about various levels of inspection and its procedure in apparel production</li> <li>3. Describe about various norms and standards followed in testing and inspection</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Explain the testing procedure for various yarn parameters					K2
CO2	List out the specifications for various woven and knitted fabrics					K2
CO3	Differentiate the various systems used for fabric inspection					K4
CO4	List out the possible defects and its causes in apparel production					K2
CO5	Differentiate the categories of defects in garment and the various standards followed in apparel testing					K4
<b>K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6-Create</b>						
<b>Unit:1</b>	<b>Yarn Testing</b>					
Importance of Quality. Quality terminologies. Testing: Objectives of Testing - atmospheric conditions for testing lab. Identification of textile fibers. Yarn numbering systems – Determination of yarn count. Yarn strength testing and CSP. Testing of yarn evenness, yarn twist and Hairiness Measurement						
<b>Unit:2</b>	<b>Fabric Testing</b>					
Knitted fabric specifications – Testing of Dimensional stability, Spirality and Bowing. Testing of colour fastness to washing, rubbing, perspiration and light - Grey scales and ratings. Brief study about testing of woven fabric.						
<b>Unit:3</b>	<b>Raw material Inspection</b>					
Inspection: Definition - Types of Inspection. Raw materials inspection: fabric inspection systems and Testing of Sewing thread, zippers, Buttons.						
<b>Unit:4</b>	<b>In process inspection</b>					
In process inspection and its significance in apparel quality. Defects in Sewing, Ironing and Packing. Testing of Seam strength and seam slippage						
<b>Unit:5</b>	<b>Final Inspection and Standards</b>					
Final inspection procedures. Categories of defects. Package quality testing – care labels. Brief study about Testing Standards. Brief study about Oeko-Tex Standards.						

<b>Text Book(s)</b>	
1	Physical Testing of Textiles, 1st Edition, B P Saville, Woodhead Publishing, 1999
2	Managing Quality in Apparel Industries, Pradeep V Metha and Satish K. Bhardwaj, NIFT, 1998
3	Stamper, Evaluating apparel quality, Sue Humphries Sharp, Linda Donnell and Anitha A Fairchild Books, 1991
4	Textile Testing, Arindam Basu, South India Textile Research Association, 2006
<b>Related websites</b>	
1	<a href="http://textilemerchandising.com/quality-assurance-and-quality-control/">http://textilemerchandising.com/quality-assurance-and-quality-control/</a>
2	<a href="https://insight-quality.com/garment-quality-control-procedures/">https://insight-quality.com/garment-quality-control-procedures/</a>
3	<a href="https://garmentsmerchandising.com/acceptable-quality-level-apparel-industry/">https://garmentsmerchandising.com/acceptable-quality-level-apparel-industry/</a>
4	<a href="http://texhour.com/aql-and-type-of-defects">http://texhour.com/aql-and-type-of-defects</a>

<b>Course code</b>	23UCDDE07C	<b>FASHION MARKETING</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>VI</b>	<b>Elective - 7C</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>3</b>
Prerequisites	<b>Fashion Marketing Strategies</b>		<b>Syllabus</b>		<b>2023-2024</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Identify market research related to apparel production processes.</li> <li>2. Understand the professional and ethical responsibility of fashion marketing.</li> <li>3. Introduce digital marketing.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Remembering fashion terms in textile industry					K1
CO2	Understand the fashion marketing strategies					K1
CO3	Apply fashion advertising in textile industry					K3
CO4	Evaluate the fashion market research					K5
CO5	Analyse about global markets					K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>	<b>FASHION</b>					
Fashion: Meaning, Definition and Terminologies – Components of fashion - Principles of fashion – Environment of fashion: Demographic and Psychographic, Economic, Sociological and psychological factors – Fashion cycle - Leaders of fashion: Designer’s role, manufacturer’s role and retailer’s role – Theories of fashion adoption.						
<b>Unit:2</b>	<b>MARKETING</b>					
Meaning and classification of marketing, fashion marketing, fashion market size and structure, marketing environment –micro marketing environment, macro marketing environment. Trends in marketing management. Marketing function – definition and classification product planning and development importance of fashion products, nature of fashion products. The fashion industry and new product development product mix and range planning. Product line policies						
<b>Unit:3</b>	<b>FASHION ADVERTISING</b>					
Fashion advertising and preparation of advertising for apparel market. Advertising media used in apparel marketing. Advertising department, advertising agencies. A survey on analysis of customers fashion preference and international advertising. Fashion sales promotional programme for apparel marketing, communication and promotion, personal selling, point of purchase, sales promotion objectives, consumer sales promotion.						
<b>Unit:4</b>	<b>MARKETING RESEARCH</b>					
Marketing research – definition, scope and importance of market research in new product development. Pricing policies and strategies for apparel products. Importance of price policies. Functions of pricing. Factor influencing price decisions. Methods of setting prices. International pricing policy, export pricing.						

<b>Unit:5</b>	<b>GLOBAL MARKET</b>
Global market and its participants in international marketing – Importance, growth and benefits – international market place- goods and services multinational corporations banks and insures trading companies – implications for marketing management- GATT. Present export and import details. Digital marketing- types- benefits.	
<b>Text Book(s)</b>	
1	R.S.N. Pillai and Bagavathi, S, —Marketing‡, Chand andCo ltd New Delhi, 1987.
2	Philip C.F and Duneon D.T, —Marketing Principle and methods‡, Irwin publications.
3	Backman T.N. Maynard H.H and Davidson W.R, —Principles of Marketing‡, Ronald Press Company, New York, 1970.

<b>Course code</b>	<b>23UCDDE08 A</b>	<b>HOME TEXTILES PRACTICAL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>VI</b>	<b>Elective - 8A</b>	<b>-</b>	<b>-</b>	<b>5</b>	<b>3</b>
<b>Prerequisites</b>	<b>Knowledge about choice of fabrics for Home Textiles</b>		<b>Syllabus</b>		<b>2023-2024</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Impart knowledge on the various home textile products</li> <li>2. Gain insights on the bed linens, kitchen linens, bathroom linens</li> <li>3. Acquire better understanding on the choice of fabrics for the home textile products</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Classify the home textile products and list out the fabric selection factors.					K2
CO2	Categorize the types of floor and wall coverings in home textiles.					K4
CO3	Distinguish doors and window treatments in home furnishing					K4
CO4	Generalize the furnishing used in living room.					K2
C05	Discover the furnishing types of kitchen and dining.					K4
<b>K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6–Create</b>						
<b>LIST OF EXPERIMENTS</b>						
<ul style="list-style-type: none"> <li>• Pillow cover -2 types</li> <li>• Cushion -2 types</li> <li>• Cloth organizer for wardrobe-2 types</li> <li>• Apron -2 types</li> <li>• Mitten -2types</li> <li>• Matt (door or kitchen )-3 types</li> <li>• Door curtain – 2 types</li> <li>• Prepare a baby bed with pillow and bolster (or) Prepare a maternity pillow</li> <li>• Prepare a window curtain with pelmets -2 types</li> <li>• Prepare a wall hanging -2 types</li> </ul>						
<b>Text Book(s)</b>						
1	Home Comforts-The Arts and Science of Keeping Home, Cheryl Mendelson, Scriber, New York, 2005					
2	Cushions and Pillows- Professional Skills – Made Easy, Hamlyn Octopus, Octopus Publishing Group, New York, 2001					
3	The Ultimate Sewing Book 200 Sewing Ideas For You and Your Home, Magi Mc McCormick Gordon, Collins and Brown, London, 2002					
4	Design and make curtains, Heather Luke, New Holland publishers, London,1999					

<b>Course code</b>	<b>23UCDDE08 B</b>	<b>INDUSTRIAL ENGINEERING</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>VI</b>	<b>Elective - 8B</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>3</b>
<b>Prerequisites</b>	<b>Basic Knowledge in Industrial Engineering</b>			<b>Syllabus</b>	<b>2023-2024</b>	
<b>Course Objectives:</b>						
To study the method study and to apply layout in apparel industry. This subject aims at imparting knowledge of statistical control followed in apparel industry.						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Generalize Method Study, Work Measurement in apparel Industry					K2
CO2	Apply Layout study and Line balancing in apparel Industry					K2
CO3	Summarize the statistical Control					K2
<b>K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6–Create</b>						
<b>Unit:1</b>	<b>Introduction</b>					
Industrial Engineering – evolution, functions, role of industrial engineer						
<b>Unit:2</b>	<b>Method study</b>					
Methods Study – Introduction, techniques of recording, method analysis techniques; principles of motion economy; method study in garment manufacture; ergonomics – importance, workplace design, fatigue						
<b>Unit:3</b>	<b>Equipments used</b>					
Work Measurement – Introduction, time study – equipment and procedure; standard data; work sampling techniques; incentive wage system; work measurement applied to garment industry.						
<b>Unit:4</b>	<b>Layout Selection</b>					
Site selection for textile industry; plant layout – types of layout suitable for textile industry, method to construct layout, line balancing						
<b>Unit:5</b>	<b>Statistical Control</b>					
Statistical Process Control – data collection, Concept of AQL, control charts in quality control, Process capability						
<b>Text Books</b>						
1	Khanna O.P and Sarup A, —Industrial Engineering and Management, Dhanapal Rai publications, New Delhi, 2005.					
2	George Kanwaty, —Introduction to work study, ILO, Geneva, 1989.					
3	Enrick N L, —Time study manual for textile industry, Wiley Eastern (P) Ltd., 1989.					
4	Richard L, Levin and David S, Rubin, — Statistics for Management, 7 <sup>th</sup> edition, Prentice Hall of India Pvt Ltd, New Delhi, 1997.					
5	Lee J. Krajewski and Larry P. Ritzman, — Operation Management; Strategy and Analysis, Addison Wesley, 2000.					



<b>Course code</b>	<b>23UCDDE08 C</b>	<b>APPAREL BRAND MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Semester</b>	<b>VI</b>	<b>Elective - 8C</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>3</b>
<b>Prerequisites</b>	<b>Basic Knowledge in Apparel Management</b>		<b>Syllabus</b>		<b>2023-2024</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to: To introduce students to the concept of brand, brand building, branding strategies and legal issues in brand management.						
<b>Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
CO1	Remember the consumer behaviour, brand identity and brand equity management.					K1
CO2	Remember to the concept of brand, brand building, branding strategies and legal issues in brand management.					K1
CO3	Understand and builds loyal customers through positive brand associations and images or a strong awareness of the brand.					K2
CO4	Apply and Establish the brand loyalty in Apparel Sector.					K3
CO5	Analyze of marketing that uses techniques to increase the perceived value of a product line or brand over time.					K24
<b>K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6-Create</b>						
<b>Unit:1</b>	<b>Introduction to Brand</b>					
Introduction: Brand – introduction, functions, brand significance; branding – types and strategies international apparel brands - identification of perspectives and challenges to build brand- Indian garment brands and prospects of Indian brands.						
<b>Unit:2</b>	<b>Brand Appraisal</b>					
Brand Appraisal: Brand appraisal – Definition and methods - exploration, market, customer, Competition analysis, reasoning of brands importance and methods involved - laddering, emotional and rational, Brand mapping – circle, prism and triangle.						
<b>Unit:3</b>	<b>Positioning</b>					
Positioning: Positioning – definition, types – benefit, usage, features, users, price, value technology, tradition, perceptual map – product class and customer segment; positioning strategies – non functional values, brand loyalty and pyramid; positioning strategies of international garment retailers.						
<b>Unit:4</b>	<b>Brand Identity</b>					
Identity And Extension: Brand identity and articulation – name, colour, design, logo and symbols, brand service advertising and cross cultural influence; brand extension – need and types; labelling and licensing of apparel products – types, license agreement, and international property rights; need for developing brand names and labels for apparel manufactured and exported from India.						
<b>Unit:5</b>	<b>Brand Measurement</b>					
Brand Measurement: Brand measurement- definition, need and methods – audit, track, brand overtime – managing brand image - need, concepts of management, forces affecting brand and maintenance of brand, Study on brands and brand management of Indian Garment						

<b>Text Books</b>	
1	Building Brand Value, Parameswaran M. G., Tata McGraw Hill Publishing Company Ltd, 2006.
2	Brand Management –The Indian Context, Moorthy Y. L. R., Vikas Publication Pvt Ltd, 2007.
3	Brand Management Text and Cases, Verma Harsh V., Published by Excel books, 2006.
4	Brand Management Text and Cases, Mathur U. C., Published by Macmillan India Ltd 2006.
5	Branding – Vanauken, Jaico Books, Published by Delhi, 2010.