## MOTHER TERESA WOMEN'S UNIVERSITY, KODAIKANAL DEPARTMENT OF HOME SCIENCE

| B.Sc Textiles and Clothing |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| S.NO | $\begin{gathered} \text { SUB. } \\ \text { CODE } \end{gathered}$ | SUBJECT NAME | HRS | CREDITS | INT. | EXT. | TOTAL |
| Semester-I |  |  |  |  |  |  |  |
| 1 | ULTA11/ <br> ULHI11/ <br> ULFR11/ <br> ULMA11 | Language-I-Tamil/ <br> Hindi/French-I | 6 | 3 | 25 | 75 | 100 |
| 2 | ULEN11 | English- I | 6 | 3 | 25 | 75 | 100 |
| 3 | UTCT11 | Fiber to Fabric | 5 | 4 | 25 | 75 | 100 |
| 4 | UTCT12 | Fashion Designing | 5 | 4 | 25 | 75 | 100 |
| 5 | UTCA11 | I Sewing Technology | 5 | 4 | 25 | 75 | 100 |
| 6 | UVAE11 | Value education | 3 | 3 | 25 | 75 | 100 |
|  |  | Total | 30 | 21 |  |  | 600 |


| Semester-II |  |  |  |  |  |  |  |
| :---: | :--- | :--- | :---: | :---: | :---: | :---: | :---: |
| 7 | ULTA22/ <br> ULHI22/ <br> ULFR22/ <br> ULMA23 | Language-II (Tamil/ <br> Hindi/French) | 6 | 3 | 25 | 75 | 100 |
| 8 | ULEN22 | English II | 6 | 3 | 25 | 75 | 100 |
| 9 | UTCT21 | Principles of Pattern <br> Making | 6 | 4 | 25 | 75 | 100 |
| 10 | UTCP21 | Fundamentals of <br> Apparel Designing | 5 | 4 | 25 | 75 | 100 |


|  |  | Practical - I |  |  |  |  |  |
| :--- | :--- | :--- | :---: | :---: | :---: | :---: | :---: |
| 11 | UTCA21 | Fashion Designing <br> Practical's | 5 | 4 | 25 | 75 | 100 |
| 12 | UEVS21 | Environmental studies | 2 | 2 | 25 | 75 | 100 |
| Total | $\mathbf{3 0}$ | $\mathbf{2 0}$ |  |  | $\mathbf{6 0 0}$ |  |  |

Semester-III

| 13 | ULTA33/ <br> ULHI33/ <br> ULFR33/ <br> ULMA33 | Language-III (Tamil/ Hindi/French) | 6 | 3 | 25 | 75 | 100 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 14 | ULEN33 | English III | 6 | 3 | 25 | 75 | 100 |
| 15 | UTCT31 | Wet Processing | 5 | 4 | 25 | 75 | 100 |
| 16 | UTCA32 | Fashion clothing Psychology | 5 | 4 | 25 | 75 | 100 |
| 17 | UTCE31 | Historical costumes and textiles | 4 | 3 | 25 | 75 | 100 |
| 18 | UTCN31 | Computer Applications in Textile Industry | 2 | 2 | 25 | 75 | 100 |
| 19 | UTCS31 | Textile Printing Practical's | 2 | 2 | 25 | 75 | 100 |
|  |  | Total | 30 | 21 |  |  | 700 |
| Semester IV |  |  |  |  |  |  |  |
| 20 | ULTA44/ <br> ULHI44/ <br> ULFR44/ <br> ULMA44 | Language-IV (Tamil/ <br> Hindi/French) | 6 | 3 | 25 | 75 | 100 |


| 21 | ULEN44 | English IV | 6 | 3 | 25 | 75 | 100 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 22 | UTCT41 | Pattern Making for Children's Apparel | 4 | 4 | 25 | 75 | 100 |
| 23 | UTCP42 | Garment Construction for Children's Practical's - | 4 | 4 | 25 | 75 | 100 |
| 24 | UTCA42 | Basic Fashion <br> Sketching-Practical's | 3 | 4 | 25 | 75 | 100 |
| 25 | UTCE42 | Clothing Care | 3 | 3 | 25 | 75 | 100 |
| 26 | UTCN42 | Management of Garment Unit | 2 | 2 | 25 | 75 | 100 |
| 27 | UTCS42 | Visual Merchandising | 2 | 2 | 25 | 75 | 100 |
|  |  | Total | 30 | 25 |  |  | 800 |
| Semester V |  |  |  |  |  |  |  |
| 28 | UTCT51 | Pattern Making for Women's Apparel | 5 | 4 | 25 | 75 | 100 |
| 29 | UTCT52 | Textile testing and Quality Control | 5 | 4 | 25 | 75 | 100 |
| 30 | UTCT53 | Knitting | 5 | 4 | 25 | 75 | 100 |
| 31 | UTCT54 | Home textiles | 5 | 4 | 25 | 75 | 100 |
| 32 | UTCT55 | Pattern Making for Men's Apparel | 5 | 4 | 25 | 75 | 100 |
| 33 | UTCE53 | Women's Garment Construction Practical's | 3 | 3 | 25 | 75 | 100 |
| 34 | UTCS53 | Apparel Marketing | 2 | 2 | 25 | 75 | 100 |


|  |  | Total | 30 | 25 |  |  | 700 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Semester VI |  |  |  |  |  |  |  |
| 35 | UTCT61 | International trade and documentation | 5 | 4 | 25 | 75 | 100 |
| 36 | UTCT62 | Garment quality and Cost Control | 5 | 4 | 25 | 75 | 100 |
| 37 | UTCT63 | Apparel Merchandising | 5 | 4 | 25 | 75 | 100 |
| 38 | UTCP63 | Computer Aided Designing-Practical's | 5 | 4 | 25 | 75 | 100 |
| 39 | UTCP64 | Fashion Accessory <br> Designing <br> Practical's | 5 | 4 | 25 | 75 | 100 |
| 40 | UTCE64 | Fabric Structure and Design | 3 | 3 | 25 | 75 | 100 |
| 41 | UTCS64 | Fashion Portfolio | 2 | 2 | 25 | 75 | 100 |
| 42 | USEA61 | Extension activity | - | 3 | 25 | 75 | 100 |
|  |  |  | 30 | 28 |  |  | 800 |
|  |  | Total credits |  | 140 |  | Total | 4200 |

## Objectives

To study about the fibre, yarn, fabric
To know about the manufacturing process and properties of fibre, yarn and fabric.
To become familiar with the types of yarns, their properties and usage.
To understand various types of fabrics and their applications

## UNIT I: Introduction to Textile

Introduction to the field of Textiles - major goals - classification of fibres - natural \& chemical - primary and secondary characteristics of textile fibres

## UNIT II: Textile Fiber

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

## UNIT III: Spinning

Spinning - definition, classification - chemical and mechanical spinning - blending, opening, cleaning, doubling, carding, combing, drawing, roving, spinning Yarn classification definition, classification - simple and fancy yarns, sewing threads and its properties

## UNIT IV: Woven Fabrics

Wovens - basic weaves - plain, twill, satin. Fancy weaves - pile, double cloth, leno, swivel, lappet, dobby and Jacquard Weaving technology - process sequence - machinery details UNIT V: Non-Woven Fabrics

Non-wovens - felting, fusing, bonding, lamination, netting, braiding \& calico, tatting and crotcheting.

## REFERENCE BOOKS:

1. Corbmann B P, Textiles - Fibre to Fabric, (1985)International Students edition, Me Graw HillBook Co, Singapore
2. Sewing and Knitting-(1993) A Reader's Digest step-by-stcp guide, Reader's Digest, New York
3. Joseph J Prctal Fabric Science (1990), 5th Edition, Fairchild Publications, New York
4. Shenai.V.A ,Technology of dyeing and Printing (1985)

Volume 4 of Technology of textile processing, Edition2PublisherSevak,

## Objectives

To study about the principles of design
To learn about colours and figures types.
To study the functions of different components of fashion
To familiarize students with the design elements and principles and its application in fashion designing.

## UNIT I: Introduction to fashion

Terms related to the fashion industry - Fashion, Style, Fad, classic, collection, chic, custom made, mannequin, fashion, show, trend forecasting, high fashion cycle, haute couture, couture, couturier, fashion director, fashion editor, like, knock - off, avant grade, bridge, buying house, apparel, fashion merchandising, pre-a-porter, sample

## UNIT II: Design basics

Design-definition and types - structural decorative design, requirements of a good structural and decorative design. Elements of design - line, shape of form, Colour size and texture. Application of structural and decorative design in a dress, Selection and application of trimmings and decorations.Fashion accessories - shoes, hand bags, hats, ties - different types / shapes.

## UNIT III: Principles of Design

Principles of design - balance - formal and informal, rhythm - through repetition, radiation and gradation, emphasis, harmony and proportion. Application of principles of design in a dress.

## UNIT IV: Colour

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

## UNIT V: Dress design Unusual Figures

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

## REFERENCE BOOKS:

1. BinaAbling ,Fashion sketch Book(2012), Fair Child publications, New York
2. JudithRasband ,Wardrobe Strategies for Women,(1995), Judith Rasband Delmar publishers London
3. SusheelaDantyagi, Fundamentals of Textile and their Care (2006), $5^{\text {th }}$ edition, Orient Langman Ltd New Delhi.
4. Heannette A Jarnow et-al Inside the Fashion Business (2004), Pearson Education, India
5. McJimsey and Harriet, Art and Fashion in Clothing Selection (1973), lowa State University Press, lowa.

UTCA11
SEWING TECHNOLOGY

## Objectives

To learn about types of sewing machineries
To study about marking, cutting and sewing process.
To impart knowledge on sewing standards
To enable the students to get practical knowledge on sewing

## UNIT I: Sewing Machineries

Sewing Machineries - Classification of sewing machines, parts and functions of single needle machine, Double needle machine, over lock machine, bar tacking machine, Button hole making machine, button fixing machine, feed-of-the-arm machine, blind stitching machine, fabric examining machine. Special attachments, Care and maintenance, common problems and remedies.

## UNIT II: Stitching mechanism

Stitching mechanism - Needles, bobbin and bobbin case, bobbin winding, loops and loops spreader, threading finger, upper and lower threading, auxiliary hooks, throat plates, takeups, tension discs - upper and lower thread tension, stitching auxiliaries, pressure foot and its types, Feed mechanisms - drop feed, different fed, needle feed, compound feed, unison feed, puller feed.

## UNIT III: Spreading and Cutting technology

Cutting technology - definition, function, scope.Cutting equipment and tools, vertical reciprocity cutting machine, rotary cutting machine, band knife cutting machine, die-cutters.

Types of spread and its quality, spreading equipment and tools used for spreading methods.

## UNIT IV: Marker Planning

Marking methods, positioning marking, types of markers, efficiency of a marker plan, requirements for marker planning.

Pressing Equipments - purpose, pressing equipments and methods - iron, steam press, steam air finisher, steam tunnel, special types - pleating, permanent press.

## UNIT V: Sewing federal standards for stitch

Sewing federal standards for stitch and stitch classification, federal standards for seam and seam classification, Fabric sewability, Sewing threads - types, essential qualities of a sewing thread, Manufacturing process of cotton and synthetic threads, twisted process.

## REFERENCE BOOKS:

1. Harold Carr and Barbara Latham ,The Technology of Clothing Manufacture(1994) Blackwell Science
2. Coles M Sew ,A complete Guide of Sewing ,Heinmann Professional Publishing, Singapore
3. Reader's Digest Guide, Complete Guide Sewing, $13^{\text {th }}$ Edition, The Reader's Digest Association Inc, Pleasant Ville.

## Objectives

To know about the importance of body measurements
To learn about the human anthropometrics
To study about pattern making, drafting, draping of patterns.
To equip students with comprehensive pattern making skills

## UNIT - I: Body measurements

Body measurements - importance, preparing for measuring, ladies measurements, boys and men's measurements, Standardizing body measurements - importance, techniques used, Relative length and girth measures o grain in cutting and construction ,steps in preparing the fabric for cutting - importance of grain in cutting and construction, steps in preparing the fabric for cutting.

## UNIT II: Pattern making

Pattern making - methods of pattern making - (Drafting and draping), merits and demerits.Types of paper patterns (patterns for personal measurements and commercial patterns).Principles of pattern drafting. Pattern details, Steps in drafting basic bodice front, back sleeve.

Draping - preparation of body from, steps in draping a basic bodice front, bodice back and sleeve.

## UNIT III: Fitting

Styles created by shifting of blouse darts, adding fullness to the bodice, converting darts to seams and partial yokes and incorporation darts into seams forming yokes.

Fitting - standards of a good fit, steps in preparing a blouse for fitting, checking the fit of a blouse, solving fitting problems in a blouse, fitting techniques.

## UNIT IV: Pattern Alteration and Grading

Pattern alteration - importance of altering patterns, general principles for pattern alteration, common pattern alteration in a blouse.

Pattern grading - definition, types, manual - master grades, basic front, basic back, basic sleeve, basic collar and basic grading.

## UNIT V: Pattern Layout

Pattern layout - definition, purpose, rules in layout, types of layout (methods), Layouts for lengthwise stripe designs, fabric with bold designs, asymmetric designs, one way designs. What can be done if cloth is insufficient, fabric cutting, transferring pattern making, stay stitching and ease stitching.

## REFERENCE BOOKS:

1. Mary Mathews, Practical Clothing Construction - Part I and II, (1986) Cosmic Press, Chennai
2. Gerry Cooklin Pattern Grading for Women's Clothes, (1990),The Technology of Seizing, Blackwell Science Ltd.
3. Zarapker K.R ,Zarpker System of Cutting, (2008), Navneet Publications Ltd.

## UTCP21 FUNDAMENTALS OF APPAREAL DESIGNING PRATICAL-I 5 hrs/4Credits

1. Preparation of samples for seams and seam finishes
2. Preparation of samples for hems
3. Preparation of samples for fullness
4. Preparation of samples facing and binding
5. Preparation of samples plackets and fastners
6. Preparation of samples plain sleeve, puff sleeve (any one type), raglon sleeve
7. Preparation of samples yoke with fullness within the yoke, yoke supporting fullness
8. Preparation of samples peter pan collar, full shirt collar, shawl collar
9. Preparation of samples patch pocket, bound pocket.
10. Preparing the following Charts
a. Prang colour chart
b. Value chart
c. Intensity chart
11. Illustrate garment designs for the Elements of Design
a. Line
b. Colour
c. Texture
d. Shape or form
e. Size
12. Illustrate garment designs for the principles of Design
a. Balance in dress
b. Harmony in dress
c. Emphasis in dress
d. Proportion in dress
e. Rhythm in dress
13. Illustration the colour harmony in dress design
a. Monochromatic colour harmony
b. Analogues colour harmony
c. Double complementary colour harmony
d. Split complementary colour harmony
e. Triad colour harmony
14. Application of colour and principles of design in dress
a. Harmony through colour
b. Emphasis through colour
c. Proportion through colour
d. Rhythm through colour
e. Balance through colour
15. Designing dress for figure irregularities becoming and unbecoming stout figure, thin figure, slender figure, narrow shoulder, broad shoulders, round shoulders, large bust, flat chest, large hip, large abdomen, round face, large face, small face, prominent chin and jaw, prominentPress, lowa.

## Objectives

To study about textile preparatory process.
To learn about special finishes on fabrics
To learn about dyeing and dyeing machineries
To impart knowledge on fabric preparation and textile finishes

## UNIT-I: Sequence of textile fabrics

Production sequence of textile fabrics - flow chart - Brief description on FinishesClassification of finishes -Importance of finishes - Fabric Preparation- Singeing, Desizing, scouring, Bleaching (different methods), mercerizing (different methods), Carbonising

## UNIT-II: Aesthetic finishes

Aesthetic finishes : Lustre - glazed, moire, schreiner, embossed. Drape - crisp and transparent, sizing, weighting. Texture - sheared, brushed, embossed, pleated, flocked, embroidered, napped, fulled, Special purpose finishes: Stabilisation / shrinkage control different methods, Shape retention methods, wrinkle free finishes

## UNIT-III: Comfort related finishes

Comfort related finishes - water repellent finishes, pilling resistance, Abrasion resistant Biological control finishes - moth and mildew control Safety related finishes - flame retardant Environmental problems in the finishing and dyeing Industry Effluent treatment of water methods and process involved

## UNIT IV: Dyeing

Dyeing - dyes - classification, properties and of dyes, direct, vai; reactive, acid, basic, azoic dyes Vegetable dyes - types and colours commonly used, significance of vegetable dyes, Stages of dyeing - fibre, yarn, fabric and garment - process involved, advantages and limitations.

## UNIT V: Dyeing Techniques

Methods of dyeing: Batch dyeing - winch, jig, padding. Package dyeing, Combination dyeing, Machines used and process involved Fastness properties of fabrics - water, sunlight etc.

## REFERENCE BOOKS:

1. Sara J Radolph and Anna L Langford Textiles, (2002) - Ninth edition Prentice hall, New Jersey
2. J L Smith ,Textile Processing(2003), Abhishek Publications, Chandigarh
3. Peters R ,Textile Chemistry (1970), Vol I, Textile Institute Manchester
4. Shenai V ,Technology of Textile Processing (1981)Vol III, V, Vtl, VIII, Sevalc Publications, Bombay
5. Lewis D M-1990,Lewis D M, SDC Publications England

## Objectives

To study about the current fashion trend.
To know about the fashion cycles, fashion forecasting and visual merchandising.
To develop creative and technical skills in designing
To understand the dynamics of fashion

## UNIT I: Fashion

Factors influencing fashion changes - psychological needs of fashion, Social psychology of fashion! technological, economical, political, legal and seasonal influence. Role of costume as a status symbol, personality and dress, clothes as sex appeal, cultural value Fashion cycles, repetition of fashion

## UNIT II: Evolution of fashion

Fashion evolution - fashion cycles, length of cycles, Consume groups in fashion cycles fashion leaders, fashion innovators, fashion motivation, fashion victim, fashion victims, fashion followers. Adoption of fashion - trickle down, trickle up and trickle across theory

Fashion forecasting - market research, evaluating the collection, Fashion services and resources (fashion services, colour services, video services, newsletter services, websites, directories and references), Design - historic and ethnic costume.

## UNIT III: Visual Merchandising

Visual Merchandising of Fashion, Types of Displays - Window displays, Interior displays, Elements of Display - The Merchandise, mannequins \& forms, props, signage,lighting. Merchandising Presentation - tools and techniques - back drop, forms, fixtures Fashion show definition, planning, budgeting, location, timings, selection of models, collection, set design, music, preparing the commentary, rehearsal.

## UNIT IV: Fashion Designers

Understanding fashion designer - types - classicist, idealist, influenced, realist, thinking poet. Indian Fashion Designers - Haute couture - RohitKhosla, GitanjalKashyap, HemantTrivedi, J.J.Valaya, James ferrerira, Ritu Kumar, RohitBal, TarunTahiliani Minimalists - Himanshu and SonaliSattar, Sangcethe Chopra, Wendell Rodricks. Village India - BhaminiSubramaniam, Anjumodi, Indiar, Broker, Madhu Jain.Studio line - BhairaviJaikishan, Kishan Mehta, Ravi Bajaj, RituBeri, Rockys.

## UNIT V:World Fashion Centres

World fashion Centres - France, Italy, America, far east Contributions of well known designers from France, America, Italy, Britain and Far east countries.

## REFERENCE BOOKS:

1. Drake et-al,Retail Fashion, Promotion and Advertising(1991), Pearson; 1 edition Macmillan publishing Company, New York.
2. Gini Stephens ,Fashion - From Concept to Consumer ,(1999)Frings, 6lh edition, Prentice Hall
3. Bennett Coleman \& Co Inside the Fashion Business - (1998)Mumbai
4. Harriet T, Me Jimsey ,Art and Fashion in Clothing Selection(1973), The Iowa state University Press, Ames, Iowa
5. Martin M. Pegler Visual Merchandising and Display, 6th Edition, Fairchild Books, UK.
6. Judy Shepard, New Trends in Visual Merchandising - Retail Display Ideas that Encourage Buying,(2013) Harper Design Publishers, .
7. Kitty Dick ,The business of fashion inside outside, 7th Edition,

## Objectives

To study about costumes in different states of India.
To trace the development of western costume through the ages in costume from ancient world
To become familiar with the styles and special features
The subject aims to make the student understand the trends in traditional clothing

## UNIT - 1: Beginning of costume

Beginning of costume, Growth of dress out of tattooing, painting, cutting, for protection and - Study of dyed and printed textiles of India- Bandhani, patola, ikat, kalamkari- in all the above types and techniques used. Study of woven textiles of India Dacca Muslin, Banarasi/Chanderi brocades,baluchar, himrus and amrus, Kashmir shawls, pochampalli, silk sarees of Kancheepuram.

## UNIT - 2: Traditional Costume of different states

Traditional costume of different statesofIndia - TamilNadu,Kerala, Andhra Pradesh, Karnataka,Assam,Orissa, Bihar, WestBengal.

## UNIT - 3: Traditional Costume

Traditional costume of Maharashtra, Rajasthan, Haryana, Himachal Pradesh, Uttar Pradesh, Jammu and Kashmir, Gujarat, Madhya Pradesh.

## UNIT - 4: Jewelleries

Jewelleries 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.

## UNIT - 5: Traditional Embroidery

Origin, embroidery stitches used-embroidery of Kashmir, Phulkari of Punjab, Gujarat-Kutch and Kathiawar, embroidery of Rajasthan , Kasuti of Karnataka, Chickenkari work of Lucknow, Kantha of Bengal - in all the above - types and colours of fabric/thread.

## REFERENCES BOOKS:

1. Manmeet Sodhia ,History of fashion (2017)-Kalyani Publishers,Paperblack
2. M.L.Nigam ,Indian Jewellery(1999), Lustre Press PvtLtd, India,
3. Indian Costume- G.H Ghosrye, Popular booksPvt Ltd.
4. JamilaBrijBhushan,D BTaraporevala Sons \&Co The costumes and textiles of India(1958), Bombay .
5. DorrisFlyn ,Costumes of India(1971), Oxford \&IBH Publishing Co, Delhi
6. Das S.N , DB Taraporevala Sons and co ,(1956)Costumes of India and Pakistan -, Bombay).

## UTCN31 COMPUTER APPLICATIONS IN TEXTILE INDUSTRY 2 HRS/2 CREDITS

## Objectives

To study about computer application in textile and fashion designing
To know about the application of software's in fashion designing
To impart knowledge on Computer application in Apparel Production Planning and
Control
To impart students about knowledge on CAD

## UNIT I: Classification of computers

Classification of computers, computer generations, computer specification, organization of computer sections. Types of storage devices (primary and secondary), input devices, output devices.

UNIT II: Role of Computers in Fashion Industry

Role of Computers in Fashion Industry - Information flow- CAD, CAM, C.IM, CAA, PDC - Definition and functions, Computers in production planning and production scheduling, computerized colour matching system

## UNIT III: CAD

CAD in designing - Textile designing weaving, knitting and printing - Creating embroidery designs - Garment designing 2D and 3Dforms

## UNIT IV: CAD in pattern making

CAD in pattern making and grading - system description - information flow - process involved in pattern making, process involved in pattern grading.

## UNIT V: fabric checking and sewing

Computer application in fabric defect checking, laying / spreading, cutting marker planning, labeling - parts and functions. Computerised sewing machines.

## REFERENCE BOOKS:

1. Clothing Technology - HannelorcEbcrle et -al, Verlaagliuropa - Lchrmittel, Vollmer Gumby\& Co 4287,
2. P K. Sinha ,Computer Fundamentals' - (1992), BPB Publications, Delhi
3. Harold Carr and Barbara Latham ,The Technology of Clothing Manufacture (1994)-, Blackwcll publications.
4. Gerry Cooklin, Pattern Grading for Women's Clothes, The Technology of Sizing(1990) Blackwell Science Ltd
5. Parul B. Traditional Indian Textiles(1956), Abhishek Publication, Bombay

## UTCS31 TEXTILE PRINTING PRACTICALS 2 Hours/ 2 Credits

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

## UTCT41 PATTERN MAKING FOR CHILDREN'S APPAREL 4Hours/4 Credits

## Objectives

To study about the preparation pattern for Children's apparel.
To learn about drafting techniques for children's apparel.
To impart student's the knowledge on drafting patterns for children's garments
To know about the designing children garments

## UNIT- I Patterns for bib and jabla

Drafting of patterns for bib and jabla- Development of design - List of Measurements required - Drafting instructions- paper pattern preparation - Calculation for material requirement - materials -Suitable and economical layout.

## UNIT-II Patterns for knicker and Sunsuit

Drafting of patterns for knicker and Sunsuit- Development of design - List of Measurements required - Drafting instructions- paper pattern preparation - Calculation for material requirement - suitable materials -Suitable and economical layout.

## UNIT- III Patterns for Aline frock and petticoat

Drafting of patterns for Aline frock and petticoat- Development of design - List of Measurements required - Drafting instructions- paper pattern preparation - Calculation for material requirement - suitable materials -Suitable and economical layout.

## UNIT- IV Patterns for plain and yoke frock

Drafting of patterns for plain and yoke frock - Development of design - List of Measurements required - Drafting instructions- paper pattern preparation- Calculation for material requirement - materials -Suitable and economical layout.

## UNIT-V Patterns for shorts and plain shirt

Drafting of patterns for shorts and plain shirt - Development of design - List of Measurements required - Drafting instructions- paper pattern preparation - Calculation for material requirement - suitable materials -Suitable and economical layout

## REFERENCE BOOKS:

1. Scientific Garment quality - K hi Illege and Sons, Plot No.43, SomuvarPelh, Pune 411011
2. Easy Cutting - Juvckar, Commercial Tailors Corporation Pvt Ltd, 166 Dr.Ambcdkar I,Road, Dadar
3. Commercial System of Cutting - Juvekar, Commercial Tailors Corporation Pvt Ltd, 166, Dr.Ambedkar Road, Dadar
4. Zarapker System of Cutting - K R Zarapker, Navncet Publications Ltd
5. Practical Clothing Construction - Part I and II, Mary Mathews, 1986, Cosmic Press, Chennai

# UTCP42 GARMENT CONSTRUCTION FOR CHILDREN'S PRACTICALS <br> 4 Hours/4Credits 

## Designing and Drafting the following children's garments.

1. Bib - Give some variation in outline shape or surface design
2. Panty - Plain and variation in shapes.
3. Jabla - With sleeve and opening
4. Knickers - with elastic opening
5. Baba suit /Romper - knickers with chest piece attached
6. A line frock- double pointed dart, facings at neckline and armhole and strap attach in hip.
7. Summer frock - without sleeve and collars, suspenders tied at shoulder
8. Yoke frock - with yoke, with sleeve, Gathered, flared, with collars
9. Boy's shirt - shirt collar, pocket
10. Boy's short - fly open with buttons, side pocket, pleats and dart
11. Practice of line drawings- verticals, horizontal,diagonal,zig-zig,curved.
12. Practice of strokes,shading, stippling, smudging, scribling.
13. Practice of Hatching.
14. Stepby step drawing ofhuaman features

- Eye
- Nose
- Ears
- Lips
- Legs
- Hands
- face and
- Hair style

5. Figure development-Stick,Block, Fleshy figure for female and male

- 8 head theory
- 10head theory
- 12 head theory


## UTCE42

CLOTHING CARE
3 Hours/3 Credits

## Objectives

To learn about soaps and waters
To study about the care, maintenance of the fabric
To know about the different stains and stain removals.
To impart the knowledge of fabric and garment care techniques

## UNIT - I: Water types

Water- types- soft water-hard water- purification of water.

## UNIT-II: Laundering

Laundering - objects - methods - laundering of white - colored, cotton, silk, wool,
Synthetic fabrics- Clothing storing- mending - darning- seasonal care.

## UNIT-III: Dye Cleaning

Dry cleaning - chemicals used - method - commercial dry cleaning.Soaps-types properties. Detergents-types -properties. Washing machines - types - working principles.

## UNIT-IV: Ironing

Ironing and pressing - hot air, steam, permanent pressing, tumble drier - working principle.

## UNIT-V: Stain

Stain - classification - rules in removing -fresh and old stains. Stain removers - grease solvents - absorbents - washing soda -borax. Care labels - importance- symbols - uses.

## REFERENCE BOOKS

1. Noemia. D'Souza Fabric care-2014.new age International Pvt.ltd
2. Bernard.P.Carbman Textiles fiber to fabric-, 1985, MC Graw gill international Edition, Singapore.
3. Dantyagi. S ,Fundamental of Textiles and their care (1980). Orient Longman Ltd., New Delhi.

## Objectives:

To Understand about entrepreneurship
To learn about institutions supporting entrepreneurs
To understand different department in a garment units.
To Understand performing and managing a Garment industry.

## Unit-I: Entrepreneurship

Entrepreneurship- Meaning definition and types, need for Entrepreneurs, qualities and types of Entrepreneurship. Difference between Entrepreneur and manager. ManagementDefinition - Management as a process -Planning, organizing, Directing Controlling, Coordination.

## Unit-II: Institutions supporting entrepreneurs

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

## Unit-III: Different department in a garment unit

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

## UNIT-IV: Factory Design and layout

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

## UNIT-V: Garment Export

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

## REFERENCE BOOKS

1. Dinakarpagare, sultan chand and sons ,Principles of management, Delhi.
2. Dr. C.B Gupta, Dr N.P. Srinivasan, sultan Chand and sons, Entrepreneurship Development in India(1997) -delhi.
3. Darlie O Koshy ,Garment Exports -(1997)
4. AJ Chester,Introduction to clothing production management(1998) - 2nd Edition,Wrenbury Associates Ltd.
5. Harold Carr and Barbara Latham ,The technology of clothing manufacture (1994)-, Blackwell Science

## Objectives:

To equip the students with the knowledge on merchandising concept
To Learn about the use of Merchandising
To impart knowledge on the concept of product design
To learn students about merchandising and visual presentation, techniques

## UNIT I: Importance of display

Introduction - display- definition- importance, Color and Texture, Line and Composition light and Lighting.

## UNIT II: Visual Merchandising

Visual Merchandising and Planning, Setting up a display shop, Store planning and design.

## UNIT - III: Display Settings

Display and Display Settings - Types of display, one - item, line of goods.Type of display settings - Realistic, environmental, semi-realistic, fantasy, abstract. Store and window settings - Exterior of the store, signs, outdoor lightning, banners, planters, Window in store front - The angled front, the arcade front, the corner, closed back, open-back. Music \& Lighting Selection of music, understanding lighting patterns. Role of lighting in visual merchandising, Colours and types of lightings.

## UNIT IV: Mannequin

Mannequin - Types of mannequins - realistic, semi realistic, abstract, semi abstract, headless, dressing up of mannequin, Fixtures-Visual merchandising dressing fixtures, Modular fixtures and system in store planning.

## UNIT V: Visual Merchandising and Display Technique

Visual Merchandising and Display Technique - Attention - Getting devices, Familiar symbols, sale ideas, Fashion accessories, Graphics and signage, Fashion shows, Career opportunities in Visual merchandising.

## REFERENCE BOOKS

1. Martin M. Pegler, -Visual Merchandising and Displayll,(2006) fifth edition, Berg Publishers, UK,.
2. Laine stone, Jean Samples, —Fashion Merchandising - An Introduction (2001), McGraw Hill Book Co.
3. Diamond, J, -Fashion Retailing - A Multi - Channel Approach(2000), Second Edition, Prentice Hall, New Jersey.
4. Johnwiley\& Sons ,Fashion Merchandising \&Informatio(1986), , PRISCO, Auctralia.Ltd

## Objectives

To study about the preparation pattern for women apparel.
To know about the designing and drafting techniques for women's apparel.
To learn about economical layout
To understand about development of varies garment outfits

## UNIT- I: Ladies apron

Drafting of patterns for Ladies apron - Development of design - List of Measurements required - Drafting instructions- paper pattern preparation - Calculation for material requirement - materials -Suitable and economical layout.

## UNIT-II: Maxi

Drafting of patterns for Maxi / full gown - Development of design - List of Measurements required - Drafting instructions- paper pattern preparation - Calculation for material requirement - suitable materials -Suitable and economical layout.

## UNIT- III: Nightie

Drafting of patterns for Nightie - Development of design - List of Measurements required - Drafting instructions- paper pattern preparation - Calculation for material requirement suitable materials -Suitable and economical layout.

## UNIT- IV: Short Kurta

Drafting of patterns for Short kurta/ short top and Wrap around skirt - open collar, with pocket - Development of design - List of Measurements required - Drafting instructions- paper pattern preparation- Calculation for material requirement - materials -Suitable and economical layout.

## UNIT-V: Ladies pant

Drafting of patterns for Ladies pant - Development of design - List of Measurements required - Drafting instructions- paper pattern preparation - Calculation for material requirement - suitable materials -Suitable and economical layout

## REFERENCE BOOKS

1. K hi Illege and Sons ,Scientific Garment quality -, Plot No.43, SomuvarPelh, Pune 411011
2. Juvckar Easy Cutting -, Commercial Tailors Corporation Pvt Ltd, 166 Dr.Ambcdkar Road, Dadar
3. Juvekar, Commercial System of Cutting -, Commercial Tailors Corporation Pvt Ltd, 166

Dr.Ambedkar Road, Dadar
4. K R Zarapker , Zarapker System of Cutting - K R Zarapker, Navncet Publications Ltd
5. SmtThangamSubramaniam, B,Dress Making - Bombay tailoring and Embroidery College, 32 North Park Street, Ambattur, Chennai
6. Mary Mathews ,Practical Clothing Construction - Part I and II, 1986, Cosmic Press, Chennai

## UTCT52

## Objectives

To learn the quality of fibre, yarn and fabric through testing.
To learn about the working operation and function of textile testing equipments
To Understand the specification of fibers.
To study about the testing the quality on fibre, yarn and fabric.

## Unit I : Introduction to textile testing

Introduction to textile testing and quality control statistics in textiles: General aspects of testing and quality control routine tests performed in the textile industry.

## Unit II :Fiber Analysis

Cotton staple length and grade cotton fibre analysis-cotton fibre strength-fibre fineness and maturity, non-lint content and staple, synthetic fibre tests. Standards and specification pertaining to fibre

## Unit-III: Yarn Testing

Yarn testing- yarn numbering-yarn strength analysis of measurement - analysis of stress strain curves.

## Unit-IV: Yarn grade and appearance

Yarn testing -Yarn grade and appearance - twist testing-additional tests for yarns, ever ness tests and approach to evenness measurements, evaluation and interpretation of evenness measurement, crimp, hairiness and yarn fault measurement.

## Unit-V: Standards and specifications for yarn

Standards and specifications for yarn- Standards and specifications for yarn meant for weaving and history.

Quality control measures adapt in opening unit- test carried out in blow room, carding department-combing department - spinning and post spinning.

## REFERENCEBOOKS

1. Booth, J.E. Principles of Textiles Testing(1970), Hey Wood Books, London.
2. Moncreeff, R.W. Man Made Fibres (1970), Hey Wood Books, London.
3. Manjorie, A, Taylor, Technology of Textile Properties(1972) Forbes Publications Ltd., London.

## Objectives

To study about the Parts and functions of knitting machines
To know about the principles and types of knitting.
To learn about CAM system
To impart students about knitted material

## UNIT I: Knitting

Knitting - Definition, classification and history, types of knitting - hand and machine, characteristics of knitted goods.

## UNIT II:principles of knitting technology

General terms and principles of knitting technology, Machine knitting, parts of machine, knitted loop structure, stitch density

## UNIT III: Weft knitting

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

## UNIT IV : Warp knitting

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

## UNIT V: Care and maintenance of knitted material

Care and maintenance of knitted material - washing, drying, Ironing, storing

## REFERENCE BOOKS

1. D.B. Ajgoankar, Knitting Technology, 1998, Universal Publishing Corporation, Mumbai.
2.David.J.Spencer,Knitting Technology (1989), Woodhead Publishing Limited,Second Ed,England.
2. Shenai.V.A,Technology of Bleaching and Mercerising Sevak Publications, Mumbai -31.
3. E.R.Trotman, Textile Scouring \& Bleaching, (1968), B.I Publications Private Ltd, New Delhi.

## Objectives

To learn about the uses of home textile products.
To study about the application of home textile products.
To know about selection and uses of tabel linen, bed covers.
To study the fabrics, finishes, detailed design and selection criteria for textiles used in home

## UNIT I: Home furnishing

Definition, Different types of furnishing materials woven and non-woven factors affecting selection of home furnishing

Floor coverings - Hard floor coverings, Resilient floor coverings, soft floor coverings rugs and carpets, use and care.

## UNIT II: Wall covering

Wall coverings- use and care, Different types of doors and windows, their application.

## UNIT III: Draperies

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, tapes rings and pins

Sofa covers, wall hangings, cushion, cushion covers, upholsters, Bolster and Bolster covers

## UNIT IV: Bed Linen and kitchen linen

Definitions, different types of bed lines, sheets, blankets and blanker covers, comforts and comfort covers and pads, pillows and pillow covers. Their use and care.

Definitions, types of kitchen linen, dish cloths, hand towels, fridge cover, fridge handles, mixi cover, grinder cover, their use and care

## UNIT V: Table linens

Definition, different types of tables linen, tables mats, table cloth, hand towels - types, selection use and care

## REFERENCE BOOKS

1. Alexander , N.G, Designing interior Environment(1972) ,MAs Court Braze Convanorich, Inc, New York
2. Orang, H.T and Rush, O.D Homes with Character, (1966)D.C. Health and Company Boston.
3. D.B. Taraporevals Sons \& Co.Donsorkay, K.S. Interior Decoration in India, Pvt.LTd.,
4. Cheryl Mendelson, Home Comforts-the arts and science of keeping home,( 2005) published by Scriber, New York,
5. .Hamlyn octopus, Cushions and Pillows- professional skills -made easy(2001.), Octopus publishing group, New York,
6. Magi Mc McCormick Gordon, The ultimate sewing Book 200 sewing ideas for you and your home,( 2002.) Collins and Brown,London,

## Objectives

To develop the skills in layout method for garment construction
To learn about developing the various styles of men's garments
To learn the calculation for material requirements for men's garments
To study about the development of patterns and drafting techniques for men's Garment

## UNIT-I: S.B.Vest

Drafting of patterns forS.B.Vest - Development of design - List of Measurements required - Drafting instructions- paper pattern preparation - Calculation for material requirement - suitable materials -Suitable and economical layout.

## UNIT-II: Drafting of patterns for T-Shirt

Drafting of patterns for T-Shirt - Development of design - List of Measurements required - Drafting instructions- paper pattern preparation - Calculation for material requirement suitable materials -Suitable and economical layout.

## UNIT-III: Drafting of patterns for Slack Shirt

Drafting of patterns for Slack Shirt - Development of design - List of Measurements required - Drafting instructions- paper pattern preparation - Calculation for material requirement - suitable materials -Suitable and economical layout.

## UNIT-IV :Full Sleeve Shirt and kalidhar Kurta

Drafting of patterns for Full Sleeve Shirt and Kalidhar Kurta- Development of design List of Measurements required - Drafting instructions- paper pattern preparation - Calculation for material requirement - materials -Suitable and economical layout.

## UNIT-V: Nehru Kurta and House Coat

Drafting of patterns for Nehru Kurta and House Coat - Development of design - List of Measurements required - Drafting instructions- paper pattern preparation- Calculation for material requirement - materials -Suitable and economical layout.

## REFERENCE BOOKS

1. Juvekar, Commercial System of Cutting -, Commercial Tailors Corporation Pvt Ltd, 166 Dr.Ambedkar Road, Dadar
2. K R Zarapker, Zarapker System of Cutting - K R Zarapker, Navncet Publications Ltd
3. SmtThangamSubramaniam, B,Dress Making - Bombay tailoring and Embroidery College, 32 North Park Street, Ambattur, Chennai
4. Mary Mathews ,Practical Clothing Construction - Part I and II, 1986, Cosmic Press, Chennai

## UTCE53 WOMEN'S GARMENT CONSTRUCTION - PRACTICAL 3Hrs/3 Credits

Constructing the following garments for the features prescribed.
List the Measurements required and Materials suitable.
Calculate the cost of the garment.
Calculate the material required - Layout method and Direct measurement method

1. Maxi / full gown - full length
2. Nightie - with yoke, front open, with sleeve, full length
3. Ladies pant - waist band, zip attached, tight fitting / parallel pants
4. Princess line dress - knee length, with or without sleeve.
5. Short kurta - decorative / surface design in tailored placket, with or without collar.
6. Wrap around with short top (with / without sleeve, with / without collar)
7. Ladies apron - with pocket, single sided or double sided.

## REFERENCE BOOKS

1. K hi Illege and Sons ,Scientific Garment quality -, Plot No.43, SomuvarPelh, Pune 411011
2. Juvckar Easy Cutting -, Commercial Tailors Corporation Pvt Ltd, 166 Dr.Ambcdkar I Road, Dadar
3. Juvekar, Commercial System of Cutting -, Commercial Tailors Corporation Pvt Ltd, 166 Dr.Ambedkar Road, Dadar
4. K R Zarapker , Zarapker System of Cutting - K R Zarapker, Navncet Publications Ltd
5. SmtThangamSubramaniam, B,Dress Making - Bombay tailoring and Embroidery College, 32 North Park Street, Ambattur, Chennai
6. Mary Mathews ,Practical Clothing Construction - Part I and II, Cosmic Press, Chennai

## Objectives:

To understand the concepts of fashion and apparel marketing
To learn about promotion of apparel products
To learn about Marketing Function
To understand about Fashion Advertising and Promotion of apparels

## UNIT I: Marketing

Meaning and classification of marketing. Fashion market in fashion market size and structure, marketing environment micro and macro marketing environment, trends in marketing environment

## UNIT II: Marketing Function

Marketing function - assembling, standardization and grading and packaging, product planning and development, importance of fashion products* nature of fashion products. The fashion industry and new product development, product-mix and range planning. fashion and related cycles.

## UNIT III: Fashion Advertising

Fashion advertising and preparation of advertising for apparel market, advertising media used in apparel market - advantages and limitations, advertising department - structure and functions, advertising agencies- structure and functions. Advertising budget

## UNIT IV: Fashion sales

Fashion sales promotional programme for apparel marketing, communication in promotion, personal selling, point of purchase, sales promotion -objectives and methods, Marketing research - definition, scope and process - areas of research

## UNIT V: Pricing Policies

Pricing policies and strategies for apparel products, Importance of price policies, Functions and factors influencing pricing- internal and external, pricing strategies for new products, methods of setting prices

## REFERENCES BOOKS

1. R S N P illai and Bhagavathi ,Marketing -,(1987) S Chand and company ltd, New Delhi.
2. Dr B K Chatterjee Jaico Marketing; management (1982) Jaico, Juice Publishing house, Bombay
3. Philip C V and Duncon ,Marketing Principles and methods -, Irwin Publications
4. Backman T N, Munard H H and Davidson W R Principles of marketing -(1970), Ronald Press company, New York
5. Mike Easey Fashion Marketing-,(1995) Black well Science Ltd
6. C N Sonatakki (1989)Advertising -, Klyani Publishers New Delhi,

## UTCT61 INTERNATIONAL TRADE AND DOCUMENTATION

## Objectives

To study about documentation process in textile industry.
To gain knowledge about trading, exporting, foreign exchange in textile industry
To understand trade documentation methods
To develop technical and analytical skills for international textile trade

## UNIT I: International Trade

Introduction to international trade, Global scene, Prospects for Indian Apparel in overseas market, Globalization, GATT and WTO

## UNIT II: Foreign Trade

Foreign trade document -need - types of documents related to goods, invoice to goods, invoice packing note and list - certificate relating to shipments - shipping bill - careticket certificate of measurement - Bill of lading - airway bill - documents related topayment - letter of credit - bill of exchange - bank certificate for payment - document related to inspection

## UNIT III : Import procedure and shipment

Import procedure and shipment - import license - procedure - special schemes replenishment license - advance license - split up license - spares for after sales servicelicense code number - bill entry, pre shipment inspection and quality control, post| shipment formalities and procedures

## UNIT IV: Export procedure and recent policies

Export procedure and recent policies of the government

## UNIT V:Customs

Customs - meaning, definition, types, exercise and customs, clearance of export cargo shipment of goods and port procedures - claiming duty draw backs and other benefits

## REFERENCE BOOKS

1. Edward G.Hinkelman,International Trade Documentation, 2010, University Science Press, New Delhi.
2. Thomas E.Johnson, Donna L.Bade, Export Import Procedures and Documentation, 2010, AMACOM Publisher.
3. Khushpat S. Jain, Export Import Procedures and Documentation,2009, Himalaya Publishing House.

## Objectives

To study about cost calculation for textile goods.
To learn function of production control
To understand about Garment cost and Expenses
To learn about the controlling quality and cost in a textile industry

## UNIT I: Quality Control

Definition and scope of quality control - establishing merchandising standards establishing raw material quality quality control specifications - quality control of raw material

## UNIT II: Quality specification

Establishing processing quality specification - training quality control personnel - the quality standard control - quality control inspection, procedures for processing - quality control of finished garments - quality control and government contacts - quality control for packaging, warehousing and shipping - statistical quality control. Sampling plans -industry - wide quality standards.

## UNIT III: Production Control

Function of production control - production analysis - quality specifications - qualitative specifications - scope of apparel manufacturing activity - coordinating departmental activities distribution of documents and records

## UNIT IV: Control Forms

Type of control forms - basic production systems - principles for choosing a production a production system - evaluating production systems - How process grids for production control scheduling calculation, graph methods, scheduling bundles of varying amounts, mathematical
formulas for scheduling - producing many styles simultaneously -producing many styles consecutively in one line.

## UNIT V: Cost and Expenses

Functions of cost control, types of costs and expenses - apparel manufacturing cost categories - sales cost control, purchasing cost control, production cost control, administration cost control - cost ration policies - the manufacturing budget - cash flow controls - standard cost sheet, break - even charts.

## REFERENCES BOOKS

1. Solinger, Jacob, Apparel manufacturing analysis,(1961) New york,
2. Solinger Jacob, Apparel Manufacturing handbook, analysis principles and practice, (1988.) Columbia media corp,

## UTCT63

## Objectives

To learn about the role of merchandiser in garment industry
To know about advertise the fashion goods for marketing.
To understand the standardization of packaging
To impart knowledge about apparel and fashion marketing.

## UNIT I: Marketing

Meaning and classification of marketing. Fashion market in fashion market size and structure, marketing environment micro and macro marketing environment, trends in marketing environment

## UNIT II: Marketing Functions

Marketing function - assembling, standardization and grading and packaging, product planning and development, importance of fashion products* nature of fashion products. The fashion industry and new product development, product-mix and range planning. fashion and related cycles.

## UNIT III: Advertising

Fashion advertising and preparation of advertising for apparel market, advertising media used in apparel market - advantages and limitations, advertising department - structure and functions, advertising agencies- structure and functions. Advertising budget

## UNIT IV: Sales Promotion

Fashion sales promotional programme for apparel marketing, communication in promotion, personal selling, point of purchase, sales promotion -objectives and methods, Marketing research - definition, scope and process - areas of research

## UNIT V: Pricing

Pricing policies and strategies for apparel products, Importance of price policies, Functions and factors influencing pricing- internal and external, pricing strategies for new products, methods of setting prices

## REFERENCES BOOKS

1. R S N P illai and Bhagavathi Marketing(1987) S Chand and company ltd, New Delhi
2. Principles of marketing - Backman T N, Munard H H and Davidson W R, Ronald Press company, New York 1970
3. Mike Easey Fashion Marketing(1995), Black well Science Ltd
4. C N Sonatakki ,Advertising -(1989), Klyani Publishers New Delhi,
5. Dr B K Chatterjee Jaico Marketing; management (1982) Jaico, Juice Publishing house, Bombay
6. Philip C V and Duncon ,Marketing Principles and methods -, Irwin Publications
7. Backman T N, Munard H H and Davidson W R Principles of marketing -(1970), Ronald Press company, New York

## UTCP63 COMPUTER AIDED DESIGNING-PRACTICAL'S 5 Hours/4Credits

1. Application of Colour Harmony in DesignMonochromatic colour harmony

- Analogous colour harmony
- Complementary colour harmony
- Double complementary colour harmony
- Split complementary colour harmony
- Triad colour harmony .
- Tetrad colour harmony
- Neutral colour harmony

2. Applications of Principles of Design in dress design

- Balance - formal and informal
- Rhythm -by line movement; gradation, repetition
- Emphasis
- Proportion
- Harmony

3. Design garments for the following

- Party wear - women, men, children
- Sports wear - tennis, basketball / football ( men and women ), golf, any other
- Fashion show-children, men and women
- Winter wear- children, men and women
- Summer wear - children, men and women
- Spring wear-children,, men and women
- School uniforms - preschool, school, higher secondary and college going students -boys and girls

4. Prepare pattern for the following

- Bib
- Jabla
- Kicker


## UTCP64 FASHION ACCESSORY DESIGNING PRACTICALS 5 Hours/4Credits

- Prepare the following Samples using the available raw materials / any base material (Example - on top o a bangle or slipper)

1. Purses / Wallets / Cell phone covers -4 varieties
2. Chains / Necklaces
3. Bangles / Bracelets / Watches
4. Ear rings
5. Finger rings / toe rings
6. Belt
7. Hair bands
8. Anklets
9. A set of Bridal Ornaments - select a Bridal costume

- A set of Ornaments for a Dress designed for a Fashion Show


## Objectives

To learn about types of weaves and its derivatives
To learn the drafting and peg plan of extra wrap, extra weft pile and double cloth fabric.
To Understand about pile fabrics and double cloth
To understand the structure and design formation of fabrics

## UNIT -I : Woven Design

Elements 6 f Woven design, Methods of Fabric representation, draft and lifting plan, construction of elementary weaves - plain, warp rib, well rib, twill, modification of twills, satin and sateen weaves - their derivatives

## UNIT II: Honey comb and Huck a buck

Ordinary and brighten honey comb, its modification, huck-a-buck and its modifications, crepe weaves, mock leno

## UNIT III: Extra warp and extra weft figuring

Extra warp and extra weft figuring - single and two colours, planting, backed fabrics, warp and weft backed fabrics

## UNIT IV: Pile fabrics

Pile fabric - basic structure, twill back and sateen back, weft plush, terry pile - 3 pile, 4 pile, 5 pile and 6 pile, length density and fastness of pile

## UNIT V: Double Cloth

Double cloth - classification, soil stitched - face to back, back to lace, stitched double cloth - warp, weft and centre stitched double cloth

## REFERENCES BOOKS

1. Watson's textile design and colour, (1980)Grosichkli Z Newness, Butler worths, London
2. Watson's advanced textile design(1989). .Grosichkli Z Newness, Butter worths, London
3. Corbmann B P Textiles - Fibre to Fabric,(1960), International Students edition, Me draw Hill.

## Objectives:

To understand the basic concepts of Portfolio Development
To learn the portfolio presentation techniques
To produce a portfolio of design techniques and their ideas
To develop creative skills in illustrating styles and formats

## UNIT -I : Portfolio Development

Concept of Portfolio Development - Environment (Natural Factors), Season, Colour, Culture, Fabric design, Occasion, Presentation Technique.

UNIT -II : Mood Board
Study on Mood board, fabric Board, Theme Board, and Story Board
UNIT -III : Portfolio Presentation of Kid's Wear
Mood board - Colour Paletter - Customer Profile - fabric development Chart - Design
Development Chart - Specification Sheet.
UNIT -IV: Portfolio Presentation of Women's Wear Mood board - Colour Paletter Customer Profile - fabric development Chart - Design Development Chart - Specification Sheet.

UNIT -V: Portfolio Presentation of Men's Wear
Mood board - Colour Paletter - Customer Profile - fabric development Chart - Design
Development Chart - Specification Sheet.

## REFERENCE BOOKS

1. Judith Miller - The style Source Book(1996), Judith Miller, Tabari and chang, Newyork.
2. NirupamaPundir - Fashion Technology Today and tomorrow(2007) Mittal Publication, .
3. Jenny Devis - A Complete Guide to Fashion designing,(2007) Abishek, Publications,
4. Tony Hines and Margaret Bruce - Fashion Marketing - contemporary (2002) Issues, Butterworth Heinemann Ltd.,
5. Mether Castelino -Fashion Kaleidoscope(1994), Rupa Publications,
6. Doris Pooser - An India Women"s Guide to success, (2004) AIS International.
