

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI-12, TAMILNADU

B. Sc. FASHION TECHNOLOGY (2018-2019 onwards)

Sl.No	Category of Subjects	Contact Hrs/week	Credits
SEMESTER III			
1.	Core-History of Costume	5	4
2.	Core-Fashion Apparel Merchandising	4	4
3.	Core-Fabric structure and Design	4	4
4.	Major Practical III-Construction of Children's Wear	4	2
5.	Allied III-CAD in Textiles and Fashion	3	3
6.	Allied Practical III-Computer Aided Designing	4	2
7.	Skill Based Core-Embroidery and Surface working	4	4
8.	Non- Major Elective 1. Embroidery and Surface working 2.Fashion Concept	2	2
9.	Common-Yoga	0	2
Subtotal		30	27
SEMESTER IV			
10.	Core- Sewing Technology	5	4
11.	Core- Fashion Forecasting	4	4
12.	Core-Apparel Export Trade Documentation	4	4
13.	Major Practical IV- Construction of Women's wear	4	2
14.	Allied IV- Textile Wet Processing	3	3
15.	Allied Practical IV-Textile Wet Processing	4	2
16.	Common-Computers for Digital Era	4	2
17.	Skill Based Core-Art Portfolio	2	4
18.	Non- Major Elective 1.Fashion Illustration 2.Fibre to Fashion	0	2
19.	Extension Activity –NCC,NSS,YRC,YWF,PE-	0	1
Subtotal		30	28
SEMESTER V			
20.	Core- Clothing care	6	4
21.	Core-Fashion and clothing Psychology	5	4
22.	Core-Textile Testing and Quality Control	5	4
23.	Major Practical V- Construction of Men's wear	4	2
24.	Major Elective – Technical Textile	4	4
25.	Skill Based Common- Personality Development / Effective Communication/Youth Leadership	2	2
26.	Mini Project	4	6

Subtotal		30	26
SEMESTER VI			
27.	Core- Home Textiles	4	4
28.	Core- Quality control in Apparel Production	4	4
29.	Core- Fashion Marketing	4	4
30.	Core- Textile Finishing	4	4
31.	Major Practical VI- Art Portfolio	4	2
32.	Major Elective – Draping Technology	4	4
33.	Major Project	6	7
Subtotal		30	29
Total		110	

Total 140 credits- exclusive of Yoga and Computers for Digital Era

MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester – III / Ppr.-1/core-v

HISTROY OF COSTUME

L T P C

4 0 0 4

Preamble: This course facilitates an understanding of traditional costumes used in different states of India and orients the learners in the field of woven textiles of India. The learners are expected to know the costume of Asian costume in apparel industry.

Unit I: Origin of Clothing and Study of Indian Costumes

Origin of clothing : Definition of costumes – grouping of dress by painting – cutting and other methods – role of costumes ,Study of Indian costumes: Pre Vedic era – Vedic and post Vedic era – Maurya, Satvahana, Kush an and Gupta dynasty – Mughal period – costumes of the British period – traditional costumes and textiles of India – contemporary fashion scenario. **(14L)**

Unit II :Heritage Indian Costumes

Study of Dacca muslin – Jamdhani, Himrus and Amrus carpets – Kashmiri shawls-Kancheerpuram silk, Madurai chungadi and Balucheri sarees – Paithani, Bahdhani, Patola, Ikkat and Kalamkari printing and dyeing of textiles. **(11L)**

Unit III: Ancient Costumes and Asia and Europe

Asian Costumes: Origin of costumes of China, Japan and Sri Lanka, European Costumes: Origin of costume – development of costume – Greek, Roman and Egyptian costumes. **(12L)**

Unit IV: European and American Costumes of Earlier Centuries

Costumes of 16th to 18th Century: Costumes of men, women and children of UK, France and USA with accessories. Costumes of French revolution upto early 19th century: Revolutionary period (1789 – 1815) – Monarchy (1789 – 1792) – The Republic (1792 – 1795) – The Directory period (1795 – 1799) – Consulate and Empire (1799 – 1815). **(13L)**

Unit V: Concepts of Contemporary Fashion

Origin of fashion – fashion language – philosophy of design – fashion promotion – fashion merchandising – fashion photography – fashion shows – fashion forecasting – fashion trend – fashion jewelry and accessories. Study of leading fashion designers – Indian, French, Italian, English and American. **(10L)**

(Total:60L)

Reference:

1. Francois Boucher, Yvonne Deslandres “A History of Costume in the West”, Thames & Hudson Ltd., 1996.
2. Alice Mackrell, “ An Illustrated History of Fashion (500 Years of Fashion Illustration)”, Costume & Fashion Press, New York, 1997.

**MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester – III / Ppr.-2/core-VI**

FASHION APPAREL MERCHANDISING

L T P C

4 0 0 4

Preamble: This course facilitates an understanding of fashion apparel merchandising techniques and orients the learners in the field of costume design. The learners are expected to know the different types of merchandising techniques, retailing and supply chain management in apparel industry.

Unit I:Apparel Marketing:

Apparel marketing – definition, meaning scope functions – marketing strategies- market research – study of markets – textiles markets – retail and wholesale markets – domestic markets – international markets – factors influencing the domestic and international markets – designer labels – chain stores – brand marketing – advertising – types of advertising – different media in apparel marketing – sales promotion techniques. **(13L)**

Unit II:Apparel Merchandising:

Merchandising – definition – types of merchandising – fashion merchandising – apparel merchandising – retail merchandising – visual merchandising – principles of merchandising – role of merchandiser – types of buyers – communication with buyers and consumers; consumer demand – consumer behaviour in fashion. **(12L)**

Unit III :Product Development:

Product planning and development - product mix, factors influencing change in product mix – fashion life cycle – fashion flow theories – leaders of fashion - role of designer – fashion forecasting – trend forecasting and auxiliary services – how to use forecasting service – trade fairs and fashion shows. **(12L)**

Unit IV:Pricing and Sourcing:

Pricing theory – factors affecting price structure in apparels – make up and mark down – sourcing – definition – need for sourcing – method of sourcing – sourcing of accessories – linings – buttons – zippers – labels – manufacturing resource planning – supply chain management – demand chain analysis – just in time technology. **(13L)**

Unit V:Role of Merchandiser:

Time management in merchandising – production scheduling – route card format – yarn requirements (knitted garments) – accessories follow-up – various follow-up processes – practical check points – computer application in marketing and merchandising. **(10L)**

(Total : 60L)

Reference:

1. Jamow J., Dickerson K.G., “**Inside the Fashion Business**”, Prentice Hall, 1997.
2. Shivaramu S., “**Export Marketing**” – A Practical Guide to Exporters”, Wheeler Publishing (1996).
3. Stone Laine, Samples Jean A, “**Fashion Merchandising**”, McGraw Hill Books, 1995

**MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester – III / Ppr.-3/core practical-III**

CONSTRUCTION OF CHILDREN’S WEAR

**L T P C
0 0 4 2**

- Designing, drafting and constructing the following garments for the features prescribed.
 - List the required measurements and suitable materials.
 - Calculate the material required-Layout method and direct measurement method.
 - Calculate the cost of the garment.
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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 petticoat- double pointed dart, neck line and arm hole finished with facing (or) petticoat with gathered waist.
 6. Yoke frock- yoke at chest line, with open, puff sleeve, gathered skirt 9ORO frockwith collar, without sleeve, gathered/circular skirt at waist line (or) Princess frock
 7. Umbrella frock – Body, round skirt, no gathered, puff sleeve
 8. Summer Frock – with strap
 9. Knicker – elastic waist, side pockets
 10. Shirt- open collar, with pocket

**MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester – III / Ppr.-4/core-VII**

FABRIC STRUCTURE AND DESIGN

L T P C

4 0 0 4

Preamble: This course facilitates an understanding of fabric forming techniques and orients the learners in the field of fabric design .The learners are expected to know the classification of looms ,construction of elementary weaves in textile industry.

UNIT – I: Weaving:

Fabric forming techniques – weaving. Definition – sequencing of weaving preparation process – Terms related to woven fabric – Loom – Definition – Important motions of a loom – classifications of looms – parts of loom – passage of material through looms – shuttle loom – shuttle less loom. (14L)

UNIT – II: Woven Design:

Elements of woven design, methods of fabric representation, draft and lifting plan, construction of elementary weaves – plain , warp, rib, weft rib, twill, modification of twills, satin and sateen weaves – their derivatives . (11L)

UNIT – III: Fancy weave:

Ordinary and brighten honey comb, its modification, huck – a – back and its modifications, crepe weaves, mock leno. (12L)

UNIT – IV: Extra warp and weft figuring:

Extra warp and weft figuring – single and two colors, comparison between extra warp and extra weft figuring. (13L)

UNIT – V: Pile fabric and Double cloth:

Pile fabric – basic structure, Weft plush, terry pile. Double cloth – classification, self stitched – face to back, back to face, stitched double cloth – warp and centre stitched double cloth. (10L)

Reference:

(Total :60L)

1. Watson’s Textile Design and Colour., Grosichkli . Z. Newness
2. Textiles – fibre to fabric, Corbmann .B.P.,
3. Fabric structure and Design, N.Gokarneshan.

**MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester – III / Ppr.-5/Allied-3**

CAD IN TEXTILE AND FASHION

L T P C

4 0 0 4

Preamble: This course facilitates an understanding the role of computer in garment industry and orients the learners in the field of design .The learners are expected to know the application of computer in pattern making and grading in textile industry.

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. (14L)

UNIT – II: Role of computers:

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. (11L)

UNIT – III: CAD in Designing:

CAD in Designing

Textile designing – Weaving, knitting and printing.

Creating embroidery designs.

Garment designing -2D and 3D forms. (12L)

UNIT – IV: CAD in Pattern making and grading:

CAD in Pattern making and grading – system description – information flow – process involved pattern making, process involved in pattern grading. (13L)

UNIT – V: Computer application :

Computer application in fabric defect checking, laying / spreading, cutting marker planning, labelling –parts and functions. Computerized sewing machines. (10L)

References:

(Total :60L)

1. Clothing Technology – HanneloreEberle et – al, Verlaag Europa – Lehrmittel, Vollmer Gmbh&Co4287, Haan – Gruilen.
2. Computer Fundamentals – P K Sinha, BPB Publications, Delhi (1992)
3. The technology of clothing manufacture – Harold Carr ad Barbara Latham, Blackwell Ltd (1994)
4. Pattern Grading for Women’s Cloths The Technology of sizing – Gerry Cooklin, Blackwell Science Ltd (1990)

**MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester – III / Ppr.-6/Allied Practical-3**

COMPUTER AIDED APPAREL DESIGNING

**L T P C
0 0 4 2**

Create the following designs

1. Motifs / small designs.

Embroidery designs for kerchiefs, Neck lines

Chest Prints for T – shirts

2. Children's Garments

Jabla – different styles

Frocks –different styles

Middi and Tops – different styles

3. Women's Garments

Churidhar – different styles

Full gowns - different styles

Middi&Tops - different styles

Princess line Dress - different styles

House coats, Aprons, Nighties

4. Men's Wear

S B Vest

T- Shirt - different styles

Shirts - different styles

Kurtapyjama - different styles

5. Create logos for branded companies.

6. Create label for garments / companies

7. Prepare charts for production planning and scheduling.

**MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester – III / Ppr.-7/Skill based course - 1**

EMBROIDERY AND SURFACE WORKING

L T P C

4 0 0 4

Preamble: This course facilitates an understanding of fundamentals of embroidery and orients the learners in the field of fashion design .The learners are expected to know the hand embroidery stitches, machine embroidery and traditional embroidery in apparel industry.

UNIT – I: Fundamentals of Embroidery:

Fundamentals of Embroidery – General rules for hand and machine embroidery. Selection of material, thread, and needle Methods of tracing design. **(10L)**

UNIT – II: Hand Embroidery Stitches:

Hand embroidery Stitches – Running, stem, Blanket , Lazy daisy, chain, couching, Herringbone, Fish bone, Feather – single and double, Rumanian seeds, Cross, Fly, Satin , Long and Short, French knot, Bullion knot, Double knot, Lettering – Alphabets and Monogram work.

UNIT – III: Machine Embroidery stitches:

(14L)

Machine Embroidery stitches – Running, cording, Satin, Long and Short, Granite, Eyelet, Cutwork, Letters Monograms, appliqué on net. **(12L)**

UNIT – IV: Traditional Indian Embroidery:

Origin of Indian Embroidery .Embroidery stitches used – Kashida of Kashmir, kantha of Bengal, Phulkari of Punjab, Embroidery of Kutch and Kathiawar, Zari embroidery, Kasuti of Karnataka, Chikankari of Luck now – Types, Colours, Motiffs, Fabric used and their historical importance. **(12L)**

UNIT – V: Surface trimmings and Decorations:

Creating style through surface trimmings and Bias trimmings, Ric-Rac, Ruffles, Smocking, Faggoting, Drawn thread work, Cutwork, Belts and Bows, Quilting, Patch work, Appliqué work – velvet, plain, printed appliqué. Mirror work, Sequins, patch work, Bead work, Shadow work, Fabric painting –using fabric colors, glitters, pastes. **(12L)**

Reference:

(Total :60L)

1. Practical clothing construction Part I,II – Mary Mathews
2. Indian embroidery – Kamaladevi
3. Creative art of embroidery – Barbara snook.

**MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester – III / Ppr.-7/Skill based course - 1**

L T P C

4 0 0 4

COSTUME DEVELOPMENT

Preamble: This course facilitates an understanding of traditional costumes used in different states of India and orients the learners in the field of woven textiles of India. The learners are expected to know the costume of ancient civilization in apparel industry.

UNIT – I: Beginning of costume:

Beginning of costume – Growth of dress – Painting, cutting, scarring and tattooing.
Origin of clothing. Factors influencing costume changes. **(10L)**

UNIT – II: Costume of Ancient civilization:

Costume of Ancient civilization – Egypt, Greece and Rome. **(14L)**

UNIT – III: Costume of India:

Costume of India. Traditional costumes of different states of India. Accessories and Ornaments used in India. **(12L)**

UNIT – IV: Traditional woven textiles of India:

Traditional woven textiles of India. Dacca Muslin, Jamdani, Chanderi, Brocades, Baluchijar, Himrus and Amrus. **(12L)**

UNIT – V : Traditional dyed and printed textiles of India :

Traditional dyed and printed textiles of India.
IKat textiles –Bandhani, patola.
Printed textiles – Kalamkari, Block Printed fabrics. **(12L)**

Reference: **(Total :60L)**

- 1.Das.N ‘‘Costumes of India and Pakistan’’ Taraporevelason,
2. JamilaBrijBhusan’’Costumes and Textiles of India’’.
3. DorrisFlynn ‘‘Costume of India –’’
4. Lesla k.T . ‘‘Historic Costume’’

MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester – III / Ppr.-8/ Non Major Elective - 1

EMBROIDERY AND SURFACE WORKING

L T P C
2 0 0 2

Preamble: This course facilitates an understanding of traditional embroidery used in different states of India and orients the learners in the field of woven textiles of India. The learners are expected to know the hand embroidery stitches, machine embroidery stitches and surface trimmings.

UNIT – I: Fundamentals of Embroidery:

Fundamentals of Embroidery – General rules for hand and machine embroidery. Selection of material, thread, and needle. Methods of tracing design. **(6L)**

UNIT – II: Origin of Indian Embroidery :

Origin of Indian Embroidery. Embroidery stitches used – Kashida of Kashmir, kantha of Bengal, Phulkari of Punjab, Embroidery of Kutch and Kathiawar, Zari embroidery, kasuti of Karnataka, Chikankari of Luck now –Types, Colours, Motiffs, Fabric used and their historical importance. **(6L)**

UNIT – III: Hand embroidery stitches:

Hand embroidery stitches- Running Stem, Blanket, Lazy daisy, chain, Couching, Herringbone, Fish bone, Feather – single and double, Rumanian seeds, Cross, Fly, Satin, Long and short, French Knot, Bullion Knot, Double Knot, Lettering- Alphabets and Monogram work. **(6L)**

UNIT – IV: Machine Embroidery stitches:

Machine Embroidery stitches – Running, Cording, Satin, Long and short, Granite, Eyelet, Cutwork, Letters Monograms, appliqué on net. **(6L)**

UNIT – V: Surface trimmings and Decorations:

Creating style through surface *trimmings* and Bias trimmings, Ric –Rac, Ruffles, Smocking, Faggoting, Drawn thread work, Cut work, Lace, Lace motif, Belts and Bows, Quilting, Crocheting, Tatting, Hand Kitting – Elements and formation of Knit, Purl. Patch work, Appliqué work – Velvet, Plain, Printed appliqué. Mirror work, Sequins, Patchwork, Bead work, Shadow work, Fabric painting – using fabric colors, glitters, Pastes. **(6L)**

Reference:

(Total :30L)

1. Practical clothing construction Part I,II – Mary Mathews
2. Indian embroidery – Kamaladevi
3. Creative art of embroidery – Barbara snook

MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester – III / Ppr.-8/ Non Major Elective - 1

FASHION CONCEPT

L T P C

2 0 0 2

Preamble: This course facilitates an understanding of fashion design and orients the learners in the field of fashion design. The learners are expected to know the elements of design, principles of design, fashion designer and colors in fashion industry.

UNIT – I

Fashion – Style – Fad Definition – Sources of Fashion – Terms related to Fashion Industry – Boutique, Collection, Classic Chic Fashion Show, Fashion Trends and High Fashion. **(6L)**

UNIT – II

Role of designer – Researching the market. Design process, sample production. Sources of design inspiration. Types of designer – High fashion designer, Moderate designer, Stylist and free – lance designer. **(6L)**

UNIT – III

Colour – definition characters of colour, theory, colour schemes, colour psychology, visual and physical effect of colour, colour & texture, colour marketing systems. Value & intensity of colour. **(6L)**

UNIT – IV

Design and Principles of design, Definition, types of design – structural and decorative design, characteristics of a good design, elements of design, principles of design – Definition – Harmony – Proportion – Scale, balance – Rhythm – Emphasis - and its application in dresses. **(6L)**

UNIT – V

Components of fashion – Silhouette, Texture, colour, Acceptance change, environment of fashion – Economic factors, sociological factors, Physical factors Psychological factors. Movement of fashion – cycling of fashion, Stages of fashion cycle. **(6L)**

(Total: 30L)

Reference:

1. Goldstein and Goldstein. Art in Everyday life. Mac Millan and co. New York.
2. Mathews M. Practical clothing construction. Part – III cosmic Press, Madras.
3. Markstorm, Dorthy and Jane. Guide to Modern clothings, MC, Graw Hill Boom Company, New York.

**MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester – IV/ Ppr.-1/core-VIII**

SEWING TECHNOLOGY

**L T P C
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Preamble: This course facilitates an understanding of fabric forming techniques and orients the learners in the field of fabric design. The learners are expected to know the classification of looms, construction of elementary weaves in textile industry.

UNIT – I

Introduction to clothing manufacture – Brief study on Sequence of process. Spreading – Methods of spreading – Spreading machines. Marking – Methods of making – Types of markers and computer aided markers.

UNIT – II

Cutting technology – Definition, functions and scope. Cutting equipments and tools – vertical reciprocity cutting machine, straight knife machine, rotary knife cutting machine, and knife cutting machine, dia cutters, cutting drills and computerized cutting machine.

UNIT – III

Introduction to sewing machine – Sewing machine parts and functions – Sewing needle functions parts and their usage, metric and singer systems of needle size and their relationship to thread sizes, various cloth points and application needle problems. Machine attachments – Guides and Folders – Tools for clothing construction – Usage of different tools.

UNIT – IV

Use and care of sewing machine – Types of sewing machine – Chain stitch machine, Single Needle Lock Stitch (SNLS) machine, Bar tacking, Button holder, Button sewer, Blind stitching machine.

UNIT – V

Mending – Trimming and decoration. Darning and patch work – Structural and applied decorations – Sequence – Printing – Bias tubing, Lace work – Tassels – Fringes – Pompom – Drawn thread work – Quilting – Bow – Tie – Belt – Smocking – Applique – Garment finishing machine – Steam iron and stain remover.

Reference:

1. **“Reader’s Digest sewing guide – Complete guide to sewing, 13th Edition”**, The Reader’s Digest Association Inc. Pleasant Ville, New York.
2. Coes M. Sew, **“A Complete guide for sewing today”** Heinemann Professional Publishing, Singapore.
3. Mushero and Elizabeth. I, **“Sewing short cuts from A to Z”**, New York Nortrand Reonhold 1978

**MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester – IV/ Ppr.-2/core-IX**

FASHION FORECASTING

L T P C

4 0 0 4

Preamble: This course facilitates an understanding of fashion forecasting and orients the learners in the field of fashion design. The learners are expected to know about forecasting for designers and manufacturers in fashion industry.

Unit – I Introduction

The evolution of fashion – history of couture – 20th century influences of fashion, 1990 – 1990, highlights of famous fashion designers – segments of fashion industry – location of fashion markets – forecasting specialities – prediction of fashion – future of fashion. **(13L)**

Unit – II Powerful Consumer

Trendsetters and leaders – market segments, consumer research, socio-economic and psychological factors, buying motives, fashion and consumer research, quality movement in fashion industry. **(12L)**

Unit – III Women’s, Men’s and Children’s Apparel

Women’s wear markets, history and growth, classifications, price points, size specialization – selling seasons – promoting women’s wear – men’s wear markets, classification, size specialization – selling men’s wear – children’s wear classifications, size classifications, price lines – promoting children’s wear – fashion accessories and intimate apparel. **(12L)**

Unit – IV Forecasting for Designers and Manufacturers

The fashion forecasting process – steps in development a forecast – forecast reports – steps in textile development – fiber forecast report, fabric forecast report – steps in colour forecasting – colour forecast reports – specialized forecasting and its reports. **(12L)**

Unit – V Fashion Promotion

Auxiliary fashion enterprises – fashion information and advisory services, news media, advertising the publicity agencies fashion retailing in the past, current trend, classifying the retailers, retailer locations, organizational structures, services offered, purchasing, developing a fashion image. **(11L)**

(Total : 60L)

Reference:

1. Frings, Gini Stephens, “**Fashion : From Concepts of Consumer**”, Prentice – Hall of India, 8th edition, 2004.
2. Waddell, Gavin, “**How-to-Fashion Works Couture, Ready-to-Wear and Mass Production**”, Om Books Services, 2005.

CONSTRUCTION OF WOMEN'S WEAR

1. SIX GORE SAREE PETTICOAT

Feature:

- a) Six panel
- b) Frilled edge

2. FOUR GORE SAREE PETTICOAT

Features:

- a) Four Panel
- b) Frilled edge

3. BLOUSE:

Features:

- a) Front open
- b) Fashion neck
- c) Waist band
- d) Any sleeve

4. MIDDI

Features:

- a) Waist band or elastic
- b) Panel / circular / gathered / pleated

5. MIDDITOP

Features:

- a) Back (or) Front open
- b) Collar
- c) Fashioned sleeve.

6. NIGHT DRESS

Features:

- a) Front open
- b) With or without collar
- c) Elastic or cord Attached at waist

7. NIGHTY

Features:

- a) With yoke / without yoke
- b) With sleeve, With / without open
- c) Attaching trimmings

8. KURTA

Features:

- a) Fashioned neck
- b) Fashioned sleeve
- c) Side seam slit.

9. SALWAR

Features:

- a) Gathered waist with tape or elastic
- b) Bottom design

10. KAMEEZ

Features:

- a) With / without flare
- b) With / without panel
- c) Fashioned neck
- d) Fashioned sleeve

Reference:

- a. Practical Clothing Construction Part-I & II – Mary Mathew
- b. Zarpkar System of Cutting – K.R.Zarpkar
- c. Easy Cutting – Juvekar
- d. Commercial system of cutting- Juvekar
- e. Dress making – smt. Thangam Subramanian

**MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester – III / Ppr.-5/Major-X**

APPAREL EXPORT TRADE DOCUMENTATION

L T P C

4 0 0 4

Preamble: This course facilitates an understanding of export trade and orients the learners in the field of marketing. The learners are expected to know globalization features, export promotion and institutional finance in apparel industry.

UNIT – I: Export trade:

Export trade –definition and functions – benefits and problems of international trade – Global scenario of apparel industry, Prospects for Indian apparel in overseas market. **(14L)**

UNIT – II :Globalisation :

Globalisation – features and factors favouring globalization. Impact of Globalization in apparel industry. WTO – objectives, Principles and Functions. Role of WTO in Apparel Export.

GATT – objectives and functions, Agreements signed by India with importing countries. **(11L)**

UNIT –III: Export promotion measure :

Export promotion measure – market development assistance, Cash compensatory fund, duty drawback, free Trade Zone, 100% EOU, technology up gradation fund scheme, Export promotional activities of AEPC. **(12L)**

UNIT – IV: Institutional finance :

Institutional finance for export – Pre-shipment and Post – shipment finance. Export finance through finance – World Bank, EXIM bank, IFC, IFM. Policies – EXIM Policy, Marine insurance policy, ECGC. **(13L)**

UNIT- V: Export Procedures :

Export Procedures and documents – Export contracts – exchange control regulations – E – Commerce. Procedures to start garment Export Company. **(10L)**

Reference :

(Total :60L)

- a. Jeevanatham C – “ Foreign Trade” – Sultan Chand and Sons, 2005.
- b. Vairamani K “ Import Export Procedures” KMS University, 2004.
- c. Pradeep Joshi “ Apparel and Textile Exports” CBS Publishers, 2006.
- d. Rajesh Bheda “ Managing Productivity in the apparel Industry” CBS Publishers 2003.

MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester – IV / Ppr.-6/Allied-IV

TEXTILE WET PROCESSING

L T P C

3 0 0 3

Preamble: This course facilitates an understanding of dyeing and printing techniques and orients the learners in the field of wet processing. The learners are expected to know the dyeing machine, styles of printing and printing methods in textile industry.

Unit – I Study of Water

Water and quality required for wet processing – Softening process: ion exchange process and sequestering agent method – Terminology related to textile processing industry – Role of textile auxiliaries. **(8L)**

Unit II Preparatory Processes

Singeing – Objects and methods – Desizing – Objects and methods - Scouring – Objects, methods and changes taken place during scouring – Bleaching – Objects and types of bleaching agents – Bleaching process – Optical whiteners and blueing agents. Mercerization – Objects and methods of mercerizing yarns and fabrics. **(8L)**

Unit III Dyeing

Dyes – Classification – Various forms of dyeing of textile materials – Principle and application of various classes of dyes – Direct, Reactive, Vat, Sulphur, Acid, Basic and Disperse Dyes – Principle of dyeing of blended textile materials – After treatment – Classification and working principle of different dyeing machines – Yarn dyeing machines – Padding Mangle – Jigger – Winch – Soft Flow – Brief study on continuous processing range for woven and knitted goods. **(9L)**

Unit – IV Printing

Principles of printing – comparison of dyeing and printing – Printing styles and Methods – Screen Preparation – Printing ingredients and their role – Recipe for cotton and polyester fabric printing – After treatments – Detailed study of working principles of printing machines – Table screen, flat bed screen, rotary screen, roller printing and thermal transfer printing. Study on pigment printing. **(10L)**

Unit – V Finishing

Objects of finishing – Classification of finishing – Mechanical finishing – Calendering, stentering, compacting, raising, shearing and pseuding – Chemical finishing – Starching, softening, fragrance, wrinkle free, anti crease, anti microbial, anti fungal, anti bacterial, Ultra Violet protection, Flame retardant, water proof and water repellent. Study on garment washes – Silicone, enzyme, stone and sand washing. **(10L)**

(Total : 45L)

Reference:

- 1) Palmer John. W, “**Textile Processing and Finishing aids recent advance**”, Mahajan Book Distributor, 1996.
- 2) James Ronald. W, “**Printing and Dyeing of fabrics and Plastics**”, Mahajan Book Distributors 1996.
- 3) Marsh J.T., “**Mercerizing**”, Chapman and Hall Ltd., London, 1941.
- 4) Bhagwat R.S., “**Handbook of Textile Processing**”, Colour Publication, Mumbai, 1999.

**MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester – III / Ppr.-7/Allied Practical-3**

TEXTILE WET PROCESSING

**L T P C
0 0 4 2**

Preparation of samples for:

1. Desizing
2. Scouring
3. Bleaching
4. Dyeing of cotton with direct dyes, Reactive dyes, Vat dyes, sulphur dyes,
5. Dyeing of wool, silk with Acid and basic dyes.
6. Dyeing of polyester
7. Hand Screen Printing
8. Stencil Printing
9. Block Printing
10. Batik Printing
11. Tie and dye

**MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester – IV / Ppr.-8/Skill based course - 2**

ART PORTFOLIO

**L T P C
4 0 0 4**

Preamble: This course facilitates an understanding of portfolio presentation and orients the learners in the field of fashion .The learners are expected to know the concept of portfolio development in fashion industry.

UNIT –I: Concept of Portfolio Development:

Concept of Portfolio Development – Environment (Natural Factors), Season, Colour, Culture, Fabric design, Occasion, Presentation Technique. **(14L)**

UNIT –II

Study on Mood board, fabric Board, Theme Board, and Story Board **(11L)**

UNIT –III

Portfolio Presentation of Kid’s Wear

Mood board – Colour Paletter – Customer Profile – fabric development Chart – Design Development Chart – Specification Sheet. **(12L)**

UNIT –IV

Portfolio Presentation of Women’s Wear

Mood board – Colour Paletter – Customer Profile – fabric development Chart – Design Development Chart – Specification Sheet. **(13L)**

UNIT –V

Portfolio Presentation of Men’s Wear

Mood board – Colour Paletter – Customer Profile – fabric development Chart – Design Development Chart – Specification Sheet. **(10L)**

(Total:60L)

Reference:

1. NirupamaPundir – Fashion Technology Today and tomorrow Mittal Publication, 2007.
2. Jenny Devis – A Complete Guide to Fashion designing, Abishek, Publications, 2007

**MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester – IV / Ppr.-8/Skill based course - 2**

FASHION PHOTOGRAPHY

**L T P C
4 0 0 4**

Preamble: This course facilitates an understanding of fashion Photography and orients the learners in the field of fashion .The learners are expected to know about digital camera, techniques and developing of Photography in fashion industry.

UNIT – I: Photography:

Photography - Basics – General Principle – Rules – indoor Photography – Needs and methods lighting techniques for indoor photography – methods and equipment’s – advantage and disadvantages – out door photography –methods – lighting techniques – methods and equipments – comparison of outdoor photography with indoor. (14L)

UNIT – II: Camera definition:

Camera definition – parts of camera – classification ad types of camera – Applications Disadvantages. (11L)

UNIT – III: Photography techniques:

Photography techniques and equipment for different fields. Modelling, News paper, Magazines – occasions – Fashion shows. (12L)

UNIT – IV: Photography Developing:

Developing – Definition – Different techniques in developing. Printing – definitions – Methods of printing for black & White color. (13L)

UNIT – V: Digital cameras:

Photography using digital cameras – Video photography – image mixing – applications of computers in photography (10L)

Reference:

(Total:60L)

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

MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester – IV / Ppr.-9/ Non Major Elective - 2

FASHION ILLUSTRATION

L T P C
2 0 0 2

Preamble: This course facilitates an understanding of fashion illustration and orients the learners in the field of fashion design. The learners are expected to know the human anatomy and stylized drawing in fashion industry.

UNIT- I

Human anatomy – study of human anatomy in terms of shapes, size and movements. 8 head theory. **(6L)**

UNIT- II

Drawing the average figure, stick figure and fleshy figure. Basic figures of men, Women and children. **(6L)**

UNIT -III

Line drawings, head and face. Drawing the faces – proportions and placement of facial features. Drawing hair style and accessories. **(6L)**

UNIT –IV

Stylised drawing – drawing from photograph, pattern and textures. Drawing a range of fashion garments. **(6L)**

UNIT –V

Fashion designing for persons having unusual figures – stout figure, tall figure, short figure, long neck, large bust, small waist, large hip. **(6L)**

(Total: 30L)

Reference:

1. Grace Prakasan ‘‘ Figure drawing made easy’’ VikramP. Ubale Ltd, 2000
2. Julian Seaman ‘‘ Fashion Illustration ‘‘ B.T. Bats ford Ltd.,1996.
3. Patrick John Ireland, Fashion Design Illustration ‘‘ B.T. Bats ford Ltd.,1996.

**MSU/2016-2017/UG-Colleges/Part-IV/ (B.Sc. Fashion Technology)
Semester – IV / Ppr.-9/ Non Major Elective - 2**

FIBRE OF FASHION

**L T P C
2 0 0 2**

Preamble: This course facilitates an understanding of fibre to fabric and orients the learners in the field of textile. The learners are expected to know the Properties and uses of natural fibres, spinning and yarns in textile industry.

UNIT – I

Textile fiber – Definition – Properties of textile fiber – Classification of fibre, Brief Study and important properties of cotton, Silk, Wool rayon and polyester best fibres – Influences of fiber properties on fabric characteristics. **(6L)**

UNIT – II

Yarn definition, classification, types. **(6L)**

UNIT – III

Weave – Definition, classification, Study on basic weaves. **(6L)**

UNIT – IV

Fashion – Style – Fad Definition – Sources of Fashion – Terms related to Fashion Industry – Boutique, Collection, Classic Chic Fashion Shows, Fashion Trends and High Fashion. **(6L)**

UNIT – V

Role of designer – Researching the market. Design process, sample production, Sources of design inspiration. Types of designer – High fashion designer, Moderate designer, Stylist and freelance designer. **(6L)**

(Total: 30L)

References:

1. Textiles – fibre to fabric, Corbmann B.P, International student's edition, McGraw Hill 2. Book company, Singapore 1985.
2. Fabric Science 5th edition, Joseph J Pretal, Fairchild Publications, Newyork 1990.

**MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester –V / Ppr.-1/Core-XI**

CLOTHING CARE

**L T P C
4 0 0 4**

Preamble: This course facilitates an understanding care and maintenance of textiles and orients the learners in the field of clothing industry. The learners are expected to know the laundry soaps, Laundry equipment and dry cleaning in textile industry.

UNIT – I WATER AND CARE LABELLING:

Types of Water – Hard and soft water. Hardness of water – Temporary and permanent hardness.

Problems caused by hard water. Methods of softening water. Care labeling. **(13L)**

UNIT – II SOAPS AND DETERGENTS:

Definition, Manufacture, Properties and their cleansing action, Indigenous cleaning agents like Rita nut, Shikkakai and Bran. **(13L)**

UNIT – III – LAUNDERING AGENTS USED:

Stiffening agents – Natural and commercial starches. Bleaching agents, Bluing agents. Optical brighteners. Additional laundering agents – Acidic, Alkaline and Others. **(11L)**

UNIT – IV PRINCIPLES OF LAUNDERING:

Stain Removal. Methods of washing – Wet cleaning, Dry cleaning.

Wet Cleaning

1. Application of friction-Hand friction, Rubbing, Scrubbing.
2. Application of light pressure-Kneading, Squeezing.
3. Suction washing.
4. Washing by machine.

Dry Cleaning:

Methods of finishing-Damping, Ironing. **(13L)**

UNIT- V MATERIAL AND EQUIPMENTS IN LAUNDRY:

Laundering for different fabrics-Cotton, Wool, Rayon, Preservation and storage. Disinfection of cloths. **(10L)**

(Total : 60L)

Reference:

1. Noemia D' Souza, **Fabric Care**, New Age International Publishing House
2. Sushma Gupta, Neeru Garg, Renu Saini, **Text Book of clothing Textile and Laundry**, Kalyan Publishers, Chennai, 1989
3. Susheela Dantyagi, **Fundamentals of Textile and their care**, 5th edition, Orient Longman Ltd., New Delhi.

**MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester –V / Ppr.-2/Core-XII**

FASHION AND CLOTHING PSYCHOLOGY

L T P C

4 0 0 4

Preamble: This course facilitates an understanding of fashion accessories and orients the learners in the field of fashion design. The learners are expected to know the fashion psychology and fashion designer in fashion industry.

UNIT – I

Fashion Accessories – Shoes, handbags, jewelry, hats, ties and other. Prepare an album for accessories. **(13L)**

UNIT – II

Figure irregularities – stout figure, thin figure, slender figure, narrow shoulders, broad shoulders, round shoulders, large bust, flat chest, large hip, large abdomen, round face, large face, small face and broad face, prominent chin and jaw and prominent forehead. **(12L)**

UNIT – III

Factors affecting fashion changes – Psychological needs of fashion, psychology of fashion, Technology, Economical, Political, legal and seasonal. **(12L)**

UNIT – IV

Recurring silhouettes – changes in silhouettes; fashion cycle; Prediction fashion; Role of costumers as status symbol, clothes as sex appeal, self identity, cultural value. **(13L)**

UNIT – V

Understanding Fashion Designer: Designer types – Classicist, idealist, Influenced, Realist Thinking poet. **(10L)**

(Total : 60L)

Reference:

1. Benneett “ Femina Book of Fashion”, Coleman & Co., Ltd., Mumbai (1998).
2. Jeaneettee. A. Jarnow, Miriarn Guerrerio, “Inside the Fashion Business”, Mecomillion Publishing Company New York 1987.
3. Harriet T. Mcjimesey, “Art and Fashion in clothing selection”, The Iowa state University Press, Ames, Iowa 1973.

**MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester –V / Ppr.-3/Core-XIII**

TEXTILE TESTING AND QUALITY CONTROL

**L T P C
4 0 0 4**

Preamble: This course facilitates an understanding textile and quality control and Identification of Textile Fibre and orients the learners in the field of textile industry. The learners are expected to know the fibre analysis,yarn analysis and fabric analysis in textile industry.

UNIT – I

Introduction to Textile and Quality Control – Definition, General aspects of Textile testing and quality control, Routine tests performed in Textile Industry. Benefits of testing, International standards for textile and apparel testing.

(13L)

UNIT – II

FIBRE ANALYSIS:

Identification of Textile Fibre – Burning, Solvent , Longitudinal and cross sectional view of Cotton, Wool, Polyester, Nylon, Acrylic fibres. Cotton fibre length, Cotton fibre strength, Fibre fitness and Nep Potential –Trash.

(12L)

UNIT – III

YARN ANALYSIS:

Yarn numbering, yarn strength, Twist testing, Additional test for fibres and yarn – Microscope, Weight method, Air flow method, Wet strength and elongation of filament yarn, Crimp.

(12L)

UNIT – IV

FABRIC ANALYSIS:

Length, Width, Bow, Skew ness, Weight, Thickness, Breaking Strength, Abrasion Resistance, Crease Recovery, Stiffness of fabrics and drapability.

(12L)

UNIT –V

Standards and specification in Textile Industry,Qualitycontrol aspects,colour fastness tests in Textiles-Crocking, perspiration, sunlight, laundering.

(11L)

Reference:

(Total:60L)

1. Booth J.E. Principles of Textile Testing, CBS Publishers,1996.
2. Elliot. B.Grover and Hamby. D.S. Textile Testing and Quality Control, Eastern Ltd.,
3. Satish K. Bhardwaj and Pradip, V. Metha, Managing Quality in Apparel Industry, New age International Publishers, 2000.

**MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester – V / Ppr.-4/core practical - V**

CONSTRUCTION OF MEN'S WEAR

**L T P C
0 0 4 2**

- **Designing, drafting and constructing the following garments for the features prescribed.**
 - **List the measurements required and materials suitable**
 - **Calculate the cost of materials.**
 - **Calculate the material require layout method and direct measurement method.**
1. **SLACK SHIRT** – Collar, patch pocket, Half sleeve.
 2. **T – SHIRTS** - Front half open, Zip attached, Collar.
 3. **FULL SLEEVE SHIRT** – Collar, Patch pockets, Full sleeve with cuff.
 4. **PLEATED TROUSERS** – Pleats in front, Draft at back, Side pockets, Fly with buttons (or) zip, Belt with adjustable strap
 5. **BELL BOTTOM** - Bell bottom, Pleatless, Side Pockets, Fly with Zip/button
 6. **KALIDAR KURTA** – Kali piece, Side pocket, round neck, Half open
 7. **NEHRU KURTA** – Half open, stand collar, With (or) without pockets, Full sleeve
 8. **JEANS** – Tight fitting, Jeans cut, Pockets
 9. **PYJAMA** –Tape (or) Elastic attach waist, Fly
 10. **SINGLE BREAST VEST** - With or without Collar, Sleeveless, Button attached
 11. **SINGLE BREAST COAT** – Coat collar, Coat sleeve, pockets
 12. **HOUSE COAT** – Round neck (or) collar attached, Overlap front, Tape attached

References:

Easy Cutting –JUVEKAR.
Commercial System of Cutting - JUVEKAR.
Zarapkar System of Cutting – K.R.ZARAPKAR.
Practical Clothing Construction Part I and II – MARY MATHEW.

**MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester –V / Ppr.-5/Core-XIV**

TECHNICAL TEXTILES

**L T P C
4 0 0 4**

Preamble: This course facilitates an understanding technical textiles and orients the learners in the field of textile industry. The learners are expected to know the medical textiles, geo textiles and protective textiles in garment industry.

UNIT – I

Technical Textiles – Definition and Scope. Categories of Technical Textiles (12L)

UNIT – II

Medical Textiles – Classification. Fibres used and their properties required. Medical textile Products – Properties, functions. (12L)

UNIT – III

Geo textiles – Definition, Fibers used in geo textiles –requirement of fibers. Functions of Geo Textiles – separation, Filtration, Drainage, Reinforcement. (13L)

UNIT - IV

Textiles for automotive industry. Suitable fibers for automotive industry
Safety devices –Airbags – Materials used- types of fabric – Seat belts – Types, Fabrics used. (11L)

UNIT - V

Brief study on Protective textiles – Bullet Proof fabrics –fire retarding fabrics- high temperature fabrics –High visibility clothing. Fibers used and Properties of fabrics, smart textiles and intelligent textiles. (12L)

Reference: (Total: 60L)

1. The design of Textiles for Industrial Application – P.W.Harrison
2. Protective Clothing – Bajaj. P. And Sengupta A.K
3. Textiles : Fibre to fabric – Corbmann. B.P.
4. Performance of Protective Clothing – Johnson. J.S. and Mansdork. S.Z.

**MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester –VI / Ppr.-6/Core-XV**

HOME TEXTILE

L T P C

4 0 0 4

Preamble: This course facilitates an understanding of furnishing materials and orients the learners in the field of home textile. The learners are expected to know the Floor coverings, Living room furnishing and doors and windows of textile industry.

UNIT – I: Different types of furnishing materials:

Definition – Different types of furnishing materials – Woven and Non-woven, Factors affecting selection of home furnishes. Recent Trends in Home Furnishing **(13L)**

UNIT – II: Floor coverings:

Floor coverings – Hard floor coverings, Resilient floor coverings. Soft floor coverings – Rugs and carpets, Use and care. Wall covering – Use and care. **(12L)**

UNIT – III: Doors and Windows:

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, tape rings and pins. **(12L)**

UNIT – IV: Living room furnishing:

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. **(12L)**

UNIT – V: Kitchen and Table Linens:

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. **(11L)**

(Total : 60L)

Reference :

1. Jay Diamond, Ellen Diamond – Fashion Apparel Accessories and Home Furnishings.
2. Premavathy Seetharaman, Praveen Pannu – Interior Design and Decoration.
3. Durga Delukar, House hold Textiles and laundry work.

**MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester –VI / Ppr.-8/Core-XV**

QUALITY CONTROL IN APPAREL PRODUCTION

**L T P C
4 0 0 4**

Preamble: This course facilitates an understanding quality control and orients the learners in the field of apparel industry. The learners are expected to know the Statistical quality control, Standards for quality and Production Control in apparel industry.

UNIT – I

Statistical quality control:

Quality definition – Quality and its importance – Meaning of Quality control – SQC – Control Charts. Sampling – Importance and types of sampling techniques. (14L)

UNIT – II

Standards for quality

Established Merchandising Standards – Standards for Quality – ISO implementation
Procedure ISO 9000 and ISO 14000 – six sigma (11L)

UNIT – III

Quality Systems:

Total Quality Management- Objective and phases of TQM, Quality Circle – AQL – Accepted Quality Level. (12L)

UNIT - IV

Production Control:

Types of Control forms –Basic Production systems, flow process grids for production – Control Scheduling Calculation – types of Schedule. (13L)

UNIT - V

Quality control in apparel industry

Quality control in designing, Pattern making. Warehousing. Quality Control Trims, Fasteners, Sewing thread, Needle and Accessories. Inspection – stages and systems of inspection. (10L)

Reference:

(Total: 60L)

1. Pradip V.Metha, Introduction to quality control for Apparel Industry ASQC Quality Press, Marcel Dekker, Inc. 1992
2. Chuter A.J. Introduction to clothing Production Management, Blackwell Publishing House, 1995
3. Pradip. V. Metha, Managing Quality the Apparel industry, Satish K. Bhardwaj, New age International (P) Ltd, Publishers, 2006.

**MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester –VI / Ppr.-9/Core-XVI**

FASHION MARKETING

**L T P C
4 0 0 4**

Preamble: This course facilitates an understanding fashion marketing and orients the learners in the field of fashion industry. The learners are expected to know the origin of fashion, domestic fashion market and role of merchandiser in apparel industry.

UNIT – I

Birth of Fashion – Source of design inspiration – Designer, manufacturers and Retailers role. Fashion influence and theories of adoption – implication for Merchandising – Fashion leaders and followers. **(14L)**

UNIT – II

Business of Fashion – Scope of Fashion Business – Forms of business ownership – Business growth and expansion. **(11L)**

UNIT – III

Children’s/Men’s/Women’s Apparel industries. Organisation and the operation of the industry. Merchandising and Marketing activities – industry trends. **(12L)**

UNIT – IV

Domestic fashion market – Market center. History and development of Fashion retailing – Types of Retailers of Fashion Merchandise. Fashion advertising – Visual Merchandising. **(13L)**

UNIT – V

Role of Merchandiser – Types of Merchandising. Export house – Manufacturer – Buying house. Trade fair participation and other methods of sales promotion. **(10L)**

(Total : 60L)

Reference:

1. Path for merchandising – a step by step approach – Moore Evelyn.C.
2. Inside the Fashion Business – J. Arnou and K.G. Dickerson.
3. Fashion Merchandising – Laine stone, Jean A Samples.

**MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)
Semester –VI / Ppr.-10/Major -XVII**

TEXTILE FINISHING

L T P C

4 0 0 4

Preamble: This course facilitates an understanding textile finishing in the field of textile industry. The learners are expected to know the chemical finishing, functional finishes and effluent plant in textile industry.

UNIT - I

Introduction to finishing – Definition, Importance, Classification.
Mechanical Finishing – Sanforising – calendaring – Brushing – Decating – Milling. (13L)

UNIT - II

Chemical finishing – wash and wear finishing. Anti – crease finish, durable finish, Stiff Finish, Denim Finish, stone wash finish.
Application of silicones in finishing processes. (12L)

UNIT - III

Functional finishes –water proof finishes – water repellent finish – flame retardant finish – soil release finish, antimicrobial finish.
Nano Technology in Textile finishing. (12L)

UNIT - IV

Eco – friendly processing – Definition and importance. Study of conventional processing with eco – friendly processing. Enzymes – characteristics, Types. Application of enzymes in textile (12L)

UNIT - V

Effluent plant – effects from various plants –various process for treating waste water. (11L)

Reference: (Total: 60L)

1. Shenai V.A. “ Technology of Finishing” Sevek Publications, Mumbai (1996)
2. Manivasaga. N. Treatment of Textile Processing Effluents”, Sakti Publications.
3. Bernard. P. Corbmann” Textile Fibre to Fabric” – McGraw Hill, 1983.

MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology) Semester – VI / Ppr.-11/core practical - VI

ART PORTFOLIO

L T P C
0 0 4 2

1. KIDS PROJECT

Mood Board - Colour Palette - Customer profile – Illustration - Specification sheet

2. WOMEN'S PROJECT

Mood Board - Colour Palette - Customer profile – Illustration - Specification sheet

3. MEN'S PROJECT

Mood Board - Colour Palette - Customer profile – Illustration - Specification sheet

Importance of fashion, Application of port folio on dresses

MSU/2018-19/UG-Colleges/Part-III (B.Sc. Fashion Technology)

Semester –VI / Ppr.-12/Major Elective-II

DRAPING TECHNOLOGY

L T P C

4 0 0 4

Preamble: This course facilitates an understanding draping and orients the learners in the field of fashion industry. The learners are expected to know the draping a bodice, skirts, slacks and knit garments in garment industry.

UNIT-I

Definition of draping – draping tools and equipments – draping principles. Preparation of muslin for draping – Seam allowance – Preparation of Dress form for Draping.

Draping of basic Bodice front – Preparation of Muslin – Draping Steps – Marking – Turing – draping of Basic Bodice Back – Draping of basic sleeves – Draping of basic Skirt (14L).

UNIT-II

Front Bodice with under arm dart – Back bodice with Neckline Dart – dart manipulation – waist line dart – dart at waistline and center front – French Dart –double French Dart – Double French Dart –flange Dart – Neckline Dart - Bust line Dart at center front – Armhole variations – Typical sleeveless – squared – Cutaway.

Waistline Variation – lowered – Empire –shortened – scalloped – pointed. The Princess Bodice – Cowls – yoke – Front – back –Square Cowl – under arm Cowl – Wrapped Neckline, Cowl Twists – butterfly Twist – Two piece Bins twist neck yoke twist – bust twist. (11L)

UNIT-III

Draping of skirts and slacks

Draping of one piece basic skirt – Gored skirt – Flared Skirt - Pleats in the Flared skirt – gathers in the Flared Skirt – Pleated Skirt – Side and Box Pleated Skirt – Kick Pleated and inverted Pleated Skirt

Draping of basic straight slacks – Fitted slacks –Tapered slacks – Pegged slacks – Divided skirts. (12L)

UNIT-IV

Draping of yokes, sleeves and collars

Draping of fitted yoke – Bodice yoke- Shirt yoke – Hip yoke. Draping of mandarin Collar – bank collar – Convertible collar – Peterpan collar. Draping of basic Dolman Sleeve – Long Fitted Dolman sleeve – semi mounted Sleeve – Ragion Sleeve – Kimono sleeve with gusset. (13L)

UNIT-V

Draping of knit garments

Draping of bias- cut slip dress – Bustier Designs – Basic Knit bodice dress – Knit Halter – Knit Leotard – Knit panties.

Draping of Flounces –circular flounce – shirred flounce – Draping of Ruffles –Variable ruffle finishes – draping of peplums. Draping of ‘A’ line shift – Draping of Princess dress – Draping of Princess dress – Draping of Basic Jacket. (10L)

Reference:

(Total:60L)

1. Draping for fashion Design – Hilde Jaffe, Nurie Relis, pearso Education 2012
2. Draping for Apparel design – Hellen Joseph.
3. The Art of fashion Draping – Fairchild Books