M.Sc., Apparel and Fashion Design

(CBCS - Ay 2021 Onwards)

Regulation and Syllabus



TAMIL NADU OPEN UNIVERSITY

SCHOOL OF SCIENCE

DEPARTMENT OF APPAREL AND FASHION DESIGN

Saidapet, Chennai - 600 015

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Name of Programme M.Sc Apparel and Fashion Design

1. Progrmme Objectives

M.Sc., Apparel and Fashion Design is preparing the students for careers in the area of fashion. The Curriculum mainly focused on high tech areas of design development, production, marketing addressing to national and global issues of significance and also being interdisciplinary, the course offers diverse platform for research. The post graduate programme has been designed to designed to provide the student intensive theoretical and practical knowledge. It is visualized that the flexibility introduced in the curriculum and the multiple competencies and shall inculcated in the students will prepare them to be professionals in the area of Apparel and Fashion Design.

- Understand the current processes and trends, new developments, and technological changes in the field of Apparel and Fashion Design.
- Identify and appreciate the historic textiles and costumes of the world and draw inspiration for the present
- Apply creative, managerial and technical skills for careers and entrepreneurship in the field of apparel and textiles.
- Understand and apply tools and methods of research and statistics for conducting research in the subject area.
- Apply their knowledge and skills and reach out to the community for their capacity building.

2. Programme Outcomes

After successful completion of Under Graduate Degree in Apparel and Fashion Design, a student shall be able to:

- Demonstrate and Provide an understanding of major concepts in all disciplines of Apparel and Fashion Design.
- Think critically, systematically, independently to analyze the Fashion Designing concept.
- Familiarize with the emerging areas of Fashion and Apparel sectors and their applications in various spheres of Fabric sciences and to apprise the students of its relevance in future studies.

- Create an awareness of the impact of Fashion Design on the environment, society, and development.
- Design, carry out, record and analyze the results of Design experiments and are familiar with standard practices, equipment, procedures, and techniques common to most working laboratories.

3. Programme Specific Outcomes – M.Sc., Apparel and Fashion Design

- Understand the current processes and trends, new developments, and technological changes in the field of Apparel and Fashion Design.
- Identify and appreciate the historic textiles and costumes of the world and draw inspiration for the present
- Apply creative, managerial, and technical skills for careers and entrepreneurship in the field of apparel and textiles.
- Understand and apply tools and methods of research and statistics for conducting research in the subject area.
- Apply their knowledge and skills and reach out to the community for their capacity building.

4. Eligibility for Admission

A candidate who has passed a Degree in any Fashion or Textile related subject / a Basic Degree in any subject having Textiles or Fashion as a core course or open course/ any Degree plus a Diploma in Fashion or Textile related topic / Any Degree with Two Years of experience in Apparel and Textile Industry

5. **Medium:** English medium only

6. Duration of the Course:

The course for the degree of Master of Science (Apparel and Fashion Design) shall consist of Two academic years with four semester and the medium of instruction is English only.

7. Admission:

The candidate's admission for the degree of Master of Science in Apparel and Fashion Design will be taken in Academic year only.

8. Course of Study

The course of study shall comprise instruction in the following subjects according to the syllabus.

		1. Core Theory – I		
		2. Core Theory – II		
	Semester I	3. Core Theory -III		
		4. Core Theory- IV (Elective)		
I YEAR		5. Core Practical – I (SEC)		
		6. Core Theory -V		
		7. Core Theory - VI (DSE)		
	Semester II	8. Core Theory - VII (Elective)		
		9. Core Practical - II		
		10. Core Practical - III		
		11. Core Theory VIII		
		12. Core Theory IX		
	Semester III	13. Core Theory X		
		14 Core Theory XI (Elective)		
II YEAR		15. Core Practical - IV (SEC)		
		17. Core Theory XII		
		18. Core Theory XIII		
	Semester IV	19. Core Practical - V (CC)		
		20 Core Practical - VI(CC)		
		21. Project work XIV		

9. Examinations:

The examination for the M.Sc. Degree shall consist of theory and practical papers.

- (i) Theory Examinations: The theory examination shall be of three hours duration to each paper and conducted at the end of each year. The candidates who failing in any subject(s) will be permitted to appear for each failed subject(s) in the subsequent examinations.
- (ii) Practical Examinations: The practical examinations shall be of three hours duration to each practical and conducted at the end of each year. The candidates who failing in any practical(s) will be permitted to appear for each failed practical(s) in the subsequent examinations.

(Note: Those who fail in the practical examination should appear only for practical examinations not need to appear for the practical counseling classes again. The marks once awarded for records will remain the same and will be declared to have passed in that course.)

10. Scheme of Examinations:

The scheme of examinations of different year shall be as follows:

First Year

Course		Marks Distribution
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Code	Course Title	Credits	Spot Assignment (Internal)	Term End Exam (External)	Total	
Semester 1						
MSADS- 11	Research Methods and	4	30	70	100	
WOADO- 11	Statistics	7	30			
MSADS-12	World Textiles and	4	30	70	100	
WISADS-12	Costume	4	30	70		
MSADSE-	Elective 1:	2	30	70	100	
11	Indian Textile industry	2	30	70		
MSADS-13	Elective 1:	4	30	70	100	
WISADS-13	Fashion Design Concept	4	30	70		
MSADS-P1	Practical - Fashion	3	30	70	100	
WISADS-F I	illustration and Design	3	30			
Semester II		1				
MSADS-21	Textile Science and	4	30	70	100	
WIOADO-21	Manufacturing	_	30			
MSADSE-	DSE - Fashion					
21	Merchandising and	4	30	70	100	
21	Marketing					
MSADS-22	Elective 2: Advanced	4	30	70	100	
WOADO-ZZ	Garment Construction	_	30	70		
MSADS-P2	Advanced Garment	3	30	70	100	
	Construction Lab		30	70	100	
	Practical - Ornaments					
MSADS-P3	and Accessories	2	30	70	100	
	Designing					
1 st year	mark & credit Total	34	300	700	1000	

Second Year :

	Course Title		Marks Distribution		
Course Code		Credits	Spot Assign- ment (Internal)	Term End Exam (External)	Total
Semester-III					
MSADS- 31	Computer Application in	2	30	70	100
	Apparel Industry		30	70	
MSADS-32	Textile processing and	4	30	70	100

	Finishing				
MSADS- 33	Garment Manufacturing Technology	4	30	70	100
MSADSE -	Elective 3: Technical Textiles	4	30	70	100
MSADS-P4	Practical : Computer Aided Design Lab	2	30	70	100
Semester-IV					
MSADS- 41	Textile Quality Standards and Implementation	4	30	70	100
MSADSE- 41	Elective 4: Entrepreneurship management and Retailing	4	30	70	100
MSADS – P5	Dyeing and Printing	2			
MSADS- P6	Practical -Textile Testing Lab	2	30	70	100
MSADS- P7	Project Work*	4	50	150	200
2 nd year mark & credit Total		32	320	780	1100
Tota	I Mark and Credit	66	620	1480	2100

Project Dissertation submitted to the university and Viva Voce conducted

11. Question Pattern for Theory Examinations:

Max. Marks: 70 Time: 3 hours

PART - A
$$(5 \times 5 = 25 \text{ Marks})$$

Answer any Five questions out of Eight Questions in 300 words

All questions carry equal marks

- 1. From Block I
- 2. From Block II
- 3. From Block III
- 4. From Block IV
- 5. From Block V
- 6. From any Block
- 7. From any Block

8. From any Block

Answer any Three questions out of Five Questions in 1000 words.

All questions carry equal marks.

- 9. From Block I
- 10. From Block II
- 11. From Block III
- 12. From Block IV
- 13. From Block V

12. Passing Minimum:

<u>For theory examination</u>: The candidate shall be declared to have passed the examination if the candidate secures not less than 32 marks in the Term End Examinations (TEE) of each theory paper and secures not less than 13 marks in the Continuous Internal Assessment (CIA) and overall aggregated marks is 50 in both the external and internal taken together.

	Continuous Internal Assessment (CIA)		Term End Examination (TEE)		Maximum Marks
Minimum	Maximum	Minimum	Maximum	CIA + TEE	IVIAINS
Pass	Pass Mark	Pass Mark	Pass Mark		
Mark					
13	30	32	70	50	100

<u>For practical examination: The</u> candidate shall be declared to have passed the examination if the candidate secures not less than 50 marks in the University practical examination and the mark distributions on results, record notebook, procedure writing and Vivo-voce taken together is required to pass the examinations. There is no passing minimum for record notebook. However, submission of record notebook is a must,

13. Pattern of Question Paper for Practical Examinations.

Each set of question paper should contain questions from the syllabus and the candidate must choose one by lot.

14. Awarding of marks for Practical examinations.

Total Marks: 100 (Practical 70 Marks + Record 30 Marks)

15. Project: the following pattern for project work for M. Sc Apparel and Fashion Design The project work (MSADS - 15) will be evaluated for 200 marks. The 150 marks is awarded for Evaluation of the Project, 50 marks are awarded by the guide. The passing minimum in the project work is 50% of the total mark. i.e. the student should get minimum 100 marks out of 200 marks in the project evaluation and the viva-voce examination. The Qualification of Guide must be a regular faculty in the position of Assistant Professors/Associate Professors/Professors of Apparel and Fashion Design relevant faculty employed in Colleges/Universities/Higher Educational Institutions are eligible.

16. Classification of Successful Candidates:

- (i) The candidates who secured 60% and more of marks in the aggregate in the whole examination shall be declared to have passed the examination in First Class.
- (ii) The candidates who secured 50% and above but below 60% in the aggregate in the whole examination shall be declared to have passed the examination in Second Class.

17. Delivery of Programme:

M.Sc., Apparel and Fashion Design Programme will be offered through Learners Supporting Centers of Students Support Services Division, TNOU and the Assistant Professors/Associate Professors/Professors of Apparel and Fashion Design relevant faculty employed in Colleges/Universities/Higher Educational Institutions and Industrial Expert are eligible to handle Academic Counseling in TNOU for M.Sc., Apparel and Fashion Design.

Tamil Nadu Open University
School of Science
Department of Apparel and Fashion Design
Chennai -15

Name of the Progarmme – M.Sc (Apparel and Fashion Design

Syllabus – I Year Semester -1(Distance Mode)

COURSE TITLE : RESEARCH METHODS AND STATISTICS

COURSE CODE : MSADS -11

COURSE CREDIT: 4

COURSE OBJECTIVES

While studying the **Research Methods and Statistics** course, the student shall be able to:

- **CO1:** Enumerate the methodology of research, principles and techniques.
- CO2: Describe the detail of research method and tools
- CO3: Illustrate the Classification and Organization of Data
- **CO4:** Develop skills of statistics report writing.
- CO5: Apply statistical procedure to analyze numerical data and draw inferences

SYLLABUS

BLOCK - 1: FUNDAMENTAL CONCEPT OF RESEARCH

UNIT-1: Research Introduction - Meaning, Definition, objective, and characteristics of research

UNIT-2: Types of research - Types of research – basic research (fundamental research), applied research, action research, expost facto research, evaluation research, historical research, exploratory research, industrial research and developmental research.

UNIT-3: Research Design -- Meaning and purpose of a research design or proposal

UNIT-4: Research problem- definition, identification statement of research problem, criteria for selection, and definition of concepts (operational definition).

UNIT-5: Variables - types of variables, independent and dependent variables, control and intervening variables. Hypothesis- meaning and Importance, types, Finding related literature: Significance, sources, role taking.

BLOCK-2: RESEARCH METHOD AND TOOL

UNIT-6: Research Methods- Survey, observation, interview, experimentation, case study (clinical method).

UNIT-7: Research Tools -Questionnaire, schedule (for interview and

observation) rating scales, attitude scales. Development of tools - reliability, validity and item analysis. Other methods and tools of research in specialized areas.

UNIT-8: Sampling - Census and sample method-theoretical basis for sampling, methods of sampling, size of sample, merits and limitations of sampling, sampling and non sampling errors, reliability of sampling

BLOCK- 3: CLASSIFICATIONS OF DATA AND REPORT WRITING

UNIT-9: Classification and Organization of Data- Objectives of classification, types, discrete and continuous variables, tabulation of data, parts of a table, types of tables, general rules of tabulation.

UNIT-10: Representation of Data- Significance of diagrams, graphs, types of diagrams and graphs, limitations of diagrams and graphs.

UNIT-11: Research Report Writing-Principles of report writing, basic components-preliminaries, text of reports, bibliography, foot notes, spacing, margins, indentations, quotations, writing a scientific paper.

BLOCK-4: STATISTICS

UNIT-12: Statistics Introduction - Meaning and scope of statistics- Role of statistics in research

UNIT-13: Methods of Consolidation Of Data - Qualitative analysis- Descriptive grouping, Quantitative analysis- Discrete series- Continuous series

UNIT-14: Measures of central tendency and dispersion - Measures of variability-range, quartile deviation, mean deviation, standard deviation

UNIT-15: Co-relation, Co-efficient of Co-relation and its Interpretation, rank Co-relation, regression equation and predictions.

BLOCK- 5: STATISTICAL ANALYSIS

UNIT-16: Elements of testing of a statistical hypothesis, formulation of the problem.

UNIT-17: Definition of type -I and type-II errors, Levels of significance large sample test for proportions.

UNIT- 18: Difference in proportions for means and difference in means. Application of students test for small samples for single mean, difference in means- test for equality of variance.

UNIT- 19: T- test, F-test, z-test

UNIT- 20: Application of Chi-square test, ANOVA test.

REFERENCES:

- Introduction to research in education, Ary Hort Reinhart(1982)
- Research in education, best J N, Prentice hall, Delhi(1979)
- An introduction to statistical methods, P. Gupta, Vikas publishing House, New Delhi
- Research methodology by C. R Kothari, Published by Wiley Eastern Ltd, New Delhi.

WEB RESOURCES:

- https://www.researchgate.net/publication/325846733_INTRODUCTION_T
 O_RESEARCH
- https://www.euacademic.org/BookUpload/9.pdf
- https://www.lkouniv.ac.in/site/writereaddata/siteContent/2020042412162
 40370priyamka_SDS_COLLECTION_OF_DATA.pdf
- https://www.vedantu.com/commerce/introduction-essential-elements
- https://www.britannica.com/science/statistics
- https://www.simplilearn.com/what-is-statistical-analysis-article

COURSE LEARNING OUTCOMES

After completion of the **Research Methods and Statistics** course, the student will be able to:

- CLO1: Impart knowledge about Research methods and statistics
- CLO2: Acquire the details about data collection and its processing
- CLO3: Characterize classification of data and report writing
- **CLO4**: Perceptive about the meaning and scope of statistics
- CLO5: Insightful about the statistical analysis



Tamil Nadu Open University School of Science Department of Apparel and Fashion Design Chennai -15

Name of the Progarmme – M.Sc (Apparel and Fashion Design

Syllabus – I Year Semester -1 (Distance Mode)

COURSE TITLE : WORLD TEXTILES AND COSTUMES

COURSE CODE : MSADS -12

COURSE CREDIT : 4

COURSE OBJECTIVES

While studying the **World Textiles and Costumes** course, the student shall be able to:

- CO1: Enumerate the world textile and costume history and development
- **CO2**: Study the world Costume and Textile of Different country.
- CO3: Develop skills about the development of costume through the age
- CO4: Analyse the appearance of American and European countries costume
- CO5: Evaluate the detail of eastern countries and African countries costume

SYLLABUS

BLOCK -1: WORLD TEXTILES -1

UNIT-1: Introduction to Costume and textiles - Pre-historic, Development, Adoption of fibrous apparel, Initial manufacture of clothes

UNIT- 2: French Textiles - Linen in France, French Renaissance, Motifs- the Rococo Style- Toile de jouy.

UNIT- 3: English Textiles - English Chintz and linen - Motifs - Tapestries, Turkish Textiles - Motifs - Turkish embroidery

BLOCK - 2: WORLD TEXTILES -2

UNIT- 4: Far Eastern Textile - Chinese Textiles-Silk- Motifs and designs- Animal, motifs-The tiger-dragon, phoenix and unicorn, Japanese Textiles- Exploration of silk fiber- Plangi work, indonesian Textiles-Batik technique-.

UNIT-5: Indian Textiles – Indian brocades-motifs- Shawls of India - Indian embroideries- Chikankari, Phulkari, Chamba rumals – Kasuti - Kanthas - Indian dyed and Printed fabrics- Bandhini - Patola silks- Kalamkari works

UNIT-6: Middle East Textile - Textiles of Egypt- Motifs of Egyptian fabrics-Coptic -

textiles- Tapestry weaving. Textiles from ancient Persia- Sasanian Dynasty -Motifs-Fibers, the Safavid Dynasty- Motifs- Oriental Carpets - Symbolism - African Textiles-Kente- Adire- Adirera

BLOCK -3: ANCIENT PERIOD COSTUMES

UNIT-7: Costume of ancient - Egypt, Greece, Rome, African Tribal Costumes

UNIT-8: French costumes - During the period of renaissance 16th -18th Centuries.

UNIT-9: American costumes: American costumes from 18th to 20th Centuries

BLOCK- 4: AMERICAN AND EUROPEAN COUNTRIES COSTUME

UNIT-10: American Countries costume I -Inuit and Aleut, American Indians of the southwest, Plains and northwest, Amish costumes, Guatemala

UNIT-11: American Countries costume II - Mexico, Colombia, Peru and Bolivia, Chile and Brazil.

UNIT-12: European countries costume I –Russia, Finland, Italy, Norway, Sweden, Denmark, Scotland,

UNIT-13: European countries costume II - Austria, Germany, Spain, Belgium, Ireland Switzerland, Hungary, Poland and Ukraine

BLOCK- 5: EASTERN COUNTRIES AND AFRICAN COUNTRIES

UNIT-14: Middle Eastern Countries - Turkey and Iran, Costumes of Arab Peninsula, Mongolia, Pakistan

UNIT-15: Far Eastern Countries I - China, Japan, Korea, Taiwan Thailand and Philippines

UNIT-16: Far Eastern Countries II – Sri Lanka, Pakistan, Bhutan Nepal, Vietnam, Cambodia, Myanmar,

UNIT-17: African Countries I—Egypt, Libya, Nigeria, Angola, Gabon, Sudan, Ethiopia,

UNIT-18: African Countries II — Kenya, Uganda, Tanzania, Botswana, Congo, Namibia, Zambia, Zimbabwe, Nigeria and Cameroon

REFERENCES:

- History of Textile Design by Dr. V.A. Shenai, Sevak Publications, 1995
- Costumes of Indian and Pakistan, Das S N, D B Taraporevala Sons & Co, Bombay (1958)
- Historic Costume, Chas A, 'Bernard and Co, illinois (1961)
- Costume through the Ages, Laver, JamesSimon and Schuster, New York

(1968).

- Costumes throughout the Ages, Eoan C C, J B Limancott
- The History of Costume; Kemper, Rachel H
- Early Decorative Textiles by W.Fritz Volbach, The Hamlyn Publishing Group Ltd, Middlesex, 1969

WEB RESOURCES:

- (3) THE ULTIMATE FASHION HISTORY: Prehistoric Clothing YouTube
- (3) History of Indian and western costumes: ancient civilizations-1 YouTube
- (3) History of Indian and western costumes: ancient civilizations-2 YouTube
- https://www.iias.asia/the-newsletter/article/ancient-and-medieval-chinese-textilescotsen-textile-traces-study-collection
- https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SFDA1301.pdf
- https://www.mappr.co/thematic-maps/traditional-clothes-by-european-countries/
- https://americanindian.si.edu/nk360/informational/cultures-and-clothing

COURSE LEARNING OUTCOMES

After completion of the **World Textiles and Costumes** course, the student will be able to:

- **CLO1:** Impart knowledge about Historical development of Costume and Textile
- CLO2: Acquire the knowledge about world costumes of Egypt, Greek, Roman and French
- CLO3: Differentiate the costumes of ancient period
- CLO4: Appreciate the Various country American and European countries costue
- CLO5: Perceptive about the World Costumes of eastern countries and African countries



Tamil Nadu Open University School of Science

Department of Apparel and Fashion Design

Chennai -15

Name of the Progarmme – M.Sc (Apparel and Fashion Design

Syllabus – I Year Semester -1(Distance Mode)

COURSE TITLE : ELECTIVE 1: INDIAN TEXTILE INDUSTRY

COURSE CODE : MSADSE -11

COURSE CREDIT : 2

COURSE OBJECTIVES

While studying the **Indian Textile Industry course**, the student shall be able to:

- **CO1:** Study on overview of Indian textile industry.
- CO2: Familiarize the plans and organisation related to textile industry
- CO3: Understand the major promotion council and research association.
- **CO4:** Get knowledge on the textile sectors.
- CO5: Generalize the recent technology in textile industry

SYLLABUS

BLOCK-I OVERVIEW OF INDIAN TEXTILE INDUSTRY

UNIT-1: Overview of the textiles industry

UNIT-2: Origin, Growth and Development of Indian Textile Industry - Cotton, Wool, Silk,

UNIT-3: Origin, Growth and Development of Indian Textile Industry - Rayon, Man-Made Textiles

UNIT-4: Origin, Growth and Development of Indian Textile Industry - Readymade garments.

BLOCK- II PLANS AND ORGANISATION RELATED TO TEXTILE INDUSTRY

UNIT-5: Five year plans for the textile Industry - Recent plan and previous 5 five year plans

UNIT-6: Organizations related to the Textile and clothing Industry - Concept of GATT, MFA, WTO, ATC and Globalization.

BLOCK-III PROMOTION COUNCIL AND RESEARCH ASSOCIATION

UNIT-7: Overview of global and Indian textile industry - Nature, size, structure and

trade of various sectors of the industry

UNIT-8: Evolution and Growth - Employment prospects-supporting institutions and organizations

UNIT-9: Trade promotion services (AEPC, CMAI, PEXCIL)- Handloom and Handicrafts Development Corporation, Silk Board, KVIC, CCIC, NIFT, IIT, NID –

UNIT-10: Textile research associations- Textile Committee. Export Promotion Councils of India.

BLOCK-IV TEXTILE SECTORS

UNIT-11: Major segments of the Textile industry-Organized textile sector

UNIT-12: Decentralized sector- Handloom and powerloom sector- Cotton and man-made filament yarn industry-

UNIT-13: Woolen textile industry-Sericulture-Other fibers.

BLOCK- V RECENT TECHNOLOGY IN TEXTILE INDUSTRY

UNIT-14: Recent technological development in spinning, weaving knitting and non woven industry- Significance and uses.

UNIT-15: Recent technological development in allied industry like dyeing, printing and finishing industry..

REFERENCES:

- Textiles Fiber to fabric, Bernard P Corbman, 6th edition, McGraw Hill Book Co, Singapore
- Fabric forming systems, Peter Schwartz, Trevor Rhodes, Mansour Mohammed, Noyes' Publications, New Jersey, USA(1996).
- Fabric Care, Normia D'Souza, New Age International Pvt Ltd, New Delhi Journals:
- Indian Textile Journal- Business Press P. Ltd, Maker Tower B-18 floor,
 Cuffparade, Mumbai 400009.
- Indian Cotton Mills Federation ICM Textile Centre 34 P-d, Mello Road, Mumbai 400 009
- Indian Silk, Central Silk Board, Ministry of Textiles, M G Road, Bangalore -560 001.
- Man-made Textiles in India SASMIRA, Sasmiramarg, Worli, Mumbai
- Textile Magazine, Magazine House, 710 Mount Road, Chennai
- Textile trends, East land Publications Pvt Ltd, 44 Chittranjan Avenue,

Calcutta-12.

- Handloom Export Promotion Council 622 Mount Road Chennai
- Garments India, Garment India Press, 53 South West Road, Chennai-17
- Indian Jute Bulletin-Indian Regional office, 4K S Pay road, Calcutta -1.
- Hosiery and Textile Journal-International Magazine Home-164 Modi Street,
 Fort, Mumbail
- Textile Highlights, 396, Veerasavarkarmarg, Poabhadevi, Mumbai-25
- Clothing News Bulletin, Clothing Manufacturers Association of India House, Mumbai-26

WEBLINK:

- https://www.fibre2fashion.com/industry-article/2363/indian-textile-industry-anoverview
- http://texmin.nic.in/textile-data
- http://texmin.nic.in/about-us/export-promotion-councils
- https://www.fibre2fashion.com/industry-article/2363/indian-textile-industry-anoverview
- https://www.researchgate.net/publication/322487713 The clothing and textil
 e sectors preliminary comparison between France and the UK

COURSE LEARNING OUTCOMES

After completion of the **Indian Textile Industry** course, the student will be able to:

- **CLO1:**Identify the Major segments of the Textile industry
- **CLO2:**Enumerate about recent technological development of textile industry
- **CLO3:**Impart knowledge about the promotional services in textile industry
- **CLO4:**Acquire the knowledge about Major segments of the Textile industry
- CLO5:Adapt the recent technology in textile industry

Tamil Nadu Open University



School of Science Department of Apparel and Fashion Design

Chennai -15

Name of the Progarmme – M.Sc (Apparel and Fashion Design

Syllabus – I Year Semester -1(Distance Mode)

COURSE TITLE : FASHION DESIGN CONCEPT

COURSE CODE : MSADS - 13

COURSE CREDIT: 4

COURSE OBJECTIVES

While studying the **Fashion Design Concept** course, the student shall be able to:

- CO1: Identified about the concept of fashion industry terminology and industry concept.
- CO2: Make acquainted the Fashion Figure Drawing with color applications
- CO3: Get knowledge on the Fashion presentation and Technique
- CO4: Appraise the Colour schemes and combinations
- **CO5**: Develop the Design Development and Presentation

SYLLABUS

BLOCK I - FASHION INDUSTRY OVERVIEW

UNIT-1: Fashion design -Introduction to Fashion terminologies, concepts, its creation and analysis

UNIT-2: Features of fashion – style, acceptance, change. Factors affecting fashion – economic factors, sociological factors, psychological factors.

UNIT-3: Stages of the fashion, Adoption theories of fashion,

UNIT-4: Indian & international designers

BLOCK II - HUMAN PROPORTION & BODY TYPE

UNIT-5: Human proportion and figure construction. Methods of determining individual proportions, Heads theory.

UNIT-6: Evaluating the Body-Figure analysis- Different body type- designing for various figure types.

UNIT-7: Women's ensembles for pear, diamond, round, hourglass, inverted triangle, straight

body types.

BLOCK III - DESIGN CONCEPT

- UNIT-8: Elements of design- dot, line, checks, silhouettes, colour, texture, etc.-its effects,
- UNIT-9: Principles of design- repetition, gradation, dominance, unity, harmony, contrast, proportion, balance, rhythm- its effects
- UNIT-10: Classic and innovative fashion details- necklines, collars, sleeves, waistlines, cuffs, skirts, trousers, yokes, waistlines, pockets, etc- Illustration of garments.

BLOCK IV - COLOUR

- UNIT-11: Colour- Dimensions of colour- hue, intensity and value, Colour wheel, Colour mixing,
- UNIT-12: Colour schemes and combinations- complimentary, analogous, split complimentary, warm and cool colours, tints tones and shades, monochromatic, achromatic, pastels and dusty pastels. The effect of these colour schemes-
- UNIT-13: Effect of colours- red, green, blue, yellow, pink, orange, purple, black, white, grey, neutrals- Textural effects- Use of textures in fashion designing etc.

BLOCK 5 - DESIGN DEVELOPMENT AND PRESENTATION

- UNIT-14: Inspirational Fashion- Designing on themes like culture, environment, monuments, seasons etc.
- UNIT-15: Illustrating dresses made on innovative themes- Designing Clothes line for Kids wear using different themes and fabrics.
- UNIT-16: Designing clothesline for Women wear using different themes, fabrics, and surface ornamentations.
- UNIT-17: Different Presentation Techniques- its forms and purpose-Swatch board- and the use of swatches on the surface texture of the dresses illustrated,
- UNIT-18: Front and back illustration- the use and different illusion effect-Client board and its effective use in designing dresses for a particular client- Stylization of fashion figures, stylization of dresses. UNIT-19: Textural effects- effect of silk, velvet, net, chiffon, satin, brocade, etc- Survey board, mood board and theme board.

REFERENCES:

- Fashion from Concept to Consumer by Gini Stephens Frings, Prentice Hall,
 2002.
- Individuality, Suzanne Greene Marshall, Mary Kefgen, Prentice Hall, 2000.
- Comdex fashion design, Vol I, Fashion Concepts, Dr. Navneet Kaur, Dream Tech Press,2010.
- Comdex fashion design, Vol II, Ensembles for your body type, Dr. Navneet Kaur, Dream Tech Press,2010.
- Figure drawing for fashion design-Elizabetta Drudi, Tiziana Paci 2010.
- Fashion source book Kathryn McKelvey 2006.
- New Encyclopedia of fashion details : Over 1000 Fashion Details, Batsford,
 Patrick John Ireland 2009.
- Fashion Sketching, Alferd D. Dortennzio, Delmer Publishers, 1998.

WEBLINK:

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- https://ncert.nic.in/textbook/pdf/lehe202.pdf
- https://cbseacademic.nic.in/web_material/doc/fashion_studies/3_XII_Tex t_Book.pdf
- https://www.youtube.com/watch?v=U0Aaco8m2bk
- https://www.youtube.com/watch?v=VQRe6hpFbeA
- https://www.youtube.com/watch?v=R-WREU6bfcc

COURSE LEARNING OUTCOMESS

After completion of the **Fashion Design Concept** course, the student will be able to:

- **CLO1:** Analyses the Knowledge in Fashion industry terminology and concepts
- **CLO2**: Summarize the experience in Fashion Figure Drawing with color applications
- **CLO3**: Manipulate the design concept and its application
- CLO4: Organize the Colour schemes and combinations
- CLO5: Generalize the ability and express their design development and presentations

Tamil Nadu Open University School of Science Department of Apparel and Fashion Design Chennai -15

Name of the Progarmme – M.Sc (Apparel and Fashion Design

Syllabus – I Year Semester -1(Distance Mode)

COURSE TITLE : PRACTICAL - FASHION ILLUSTRATION AND DESIGN

COURSE CODE : MSADS -P1

COURSE CREDIT : 3

COURSE OBJECTIVES

While studying the **Fashion Illustration and Design** course, the student shall be able to:

- CO1: Introduce about fashion illustration and sketching and.
- CO2: Appraise the application of rendering techniques
- CO3: Construct the garment Illustration with the line effects
- CO4: Enable to work outward from a point of focus
- CO5: Inspire to develop a complete collection.

SYLLABUS

I. Prepare the following illustrations

- Different Lines Vertical, Horizontal, Diagonal, Wavy, zigzag, Dotted,
 Dashed, Spiral etc:-
- Free hand drawing techniques of brush and pencil and related exercises.
- Introduction to different mediums- Poster Color, Photo Color, Fuji Color, Water Color, Drawing Ink, Dry Crayons, Charcoal Pencil, Charcoal Stick, Pencil.

II. Prepare the following illustrations

- Different types of lines in a garment Illustrate the line effects in the same silhouette-any 5 types
- Creating Checked effects in a garment –one color and more than one color
- Creating printed effects in a garment –one color arid more than one color
- Drawing from Photographs –any 2 garment designs

III. Introduction to Design Development

- Inspiration Board, Mood Board, Story Board, Color Board and Swatch Board.
- Flat Sketches.
- Art Plates Collection of Croquis /Fashion Plates.
- Portfolio Presentation on Two garment

REFERENCES

- 1. Figure drawing for fashion design-Elizabetta Drudi, Tiziana Paci 2010.
- 2. Fashion source book Kathryn McKelvey 2006.
- 3. New Encyclopedia of fashion details: Over 1000 Fashion Details, Batsford,
 - Patrick John Ireland 2009.
- 4. Fashion Sketching, Alferd D. Dortennzio, Delmer Publishers, 1998.

WEBLINK:

- http://www.gov.pe.ca/photos/original/4hsk_fashionRG.pdf
- https://ncert.nic.in/textbook/pdf/lehe202.pdf
- https://cbseacademic.nic.in/web_material/doc/fashion_studies/3_XII_Tex
 t_Book.pdf
- https://www.youtube.com/watch?v=U0Aaco8m2bk
- https://www.youtube.com/watch?v=VQRe6hpFbeA
- https://www.youtube.com/watch?v=R-WREU6bfcc

COURSE LEARNING OUTCOMES

After completion of the **Fashion Illustration and Design** course, the student will be able to:

- **CLO1:** Appreciate the hands-on experience in Figure Drawing and Figure Proportion
- CLO2: Comprehend the practical experience in rendering techniques in fashion drawing
- **CLO3:** Compose the Free hand drawing techniques
- **CLO4**: Understand the knowledge of Introduction to design development
- CLO5: create the ability and express their ideas through Sketching

Tamil Nadu Open University School of Science Department of Apparel and Fashion Design Chennai -15

Name of the Progarmme – M.Sc (Apparel and Fashion Design

Syllabus – I Year Semester -2 (Distance Mode)

COURSE TITLE : TEXTILE SCIENCE AND MANUFACTURING

COURSE CODE : MSADS – 21

COURSE CREDIT: 4

COURSE OBJECTIVES

While studying the **Textile Science and Manufacturing** course, the student shall be able to:

- CO1: Describe the understanding of characteristics, uses and importance of Textile fibers
- CO2: Explain the Manufacturing process, properties and uses of man-made fibres
- CO3: Demonstrate the concept of Yarn Making process involved in the production of fibers and yarns
- CO4: Analyse the weaving, weaving mechanism and types of weaving
- CO5: Evaluate the fabric manufacturing process and methods by non woven

SYLLABUS

BLOCK I – TEXTILE FIBER

UNIT-1: Introduction to the Textile Fibres: Definition- Classification of Textile Fibres -

UNIT-2: General Properties of Natural Fibres and Manmade Fibres-Related to Durability, Comfort & Appearance.

UNIT-3: Manufacturing process, properties and uses of natural fibres – cotton ,linen, minor fibers

UNIT-4: Manufacturing process, properties and uses of silk, wool, Minor hair fibers

BLOCK II: MAN MADE FIBER

UNIT-5: Manufacturing process, properties and uses of man-made fibres –Viscose rayon ,acetate rayon ,

UNIT-6: Manufacturing process, properties and uses of nylon, polyester, acrylic.

UNIT-7: New Generation Fibers: Definition - List of new fibers - Spandex, Lyocel, Modal and Micro Denier Polyester fibers

BLOCK III: YARN MAKING

UNIT-8: Spinning – Definition, Classification – Chemical and mechanical spinning – blending, opening, cleaning, doubling, carding, combing, drawing, roving, spinning.

UNIT-9: Yarn classification – Definition, Classification – simple and fancy yarns, Sewing threads and its properties.

BLOCK IV: WEAVING

UNIT-10: Weaving—weaving mechanism, parts of a loom and basic process,

UNIT-11: Basic weaves -plain, twill, satin.

UNIT-12: Fancy weaves- pile, double cloth, leno, swivel, dobby and jacquard.

BLOCK V: KNITTING AND NON WOVEN

UNIT-13: Knitting-Definition, classification and history,

UNIT-14: Types of knitting- hand and machine, characteristics of knitted goods.

UNIT-15: Terms-Weft knitting & Warp knitting.

UNIT-16: Non-Woven - felting, fusing, bonding, lamination, netting, braiding and calico, tatting and crocheting

REFERENCES:

- 1. Fibre Science and Technology S.P.Mishra.
- 2. New Millennium fibres Tatsuya Hongu, Gly O.Phillips
- 3. Hand Book of Textile Fibres Vol I &II J.Gordon Cook
- 4. Textiles –Fibre to fabric, Corbmann B.P, International student's edition, Mc Graw Hill 2. Book company, Singapore 1985.

WEB RESOURSES:

- https://cbseacademic.nic.in/web_material/Curriculum/Vocational/2018/Textile
 %20DesignT&P_XI_829.pdf
- https://www.texcoms.com/wp-content/uploads/2019/06/Textile-Fibres.pdf
- https://www.youtube.com/watch?v=CNDtsSWDIS0
- https://www.youtube.com/watch?v=JsHv7qYJlsc
- https://www.youtube.com/watch?v=1Pqnkwg2jbg

COURSE LEARNING OUTCOMES

After completion of the **Textile Science and Manufacturing** course, the student will be able to:

- CLO1: Identify the Textile fibers and Knowing their Importance in clothing
- CLO2: Impart the knowledge of Manmade fibers and its Classification
- CLO3: Illustrate the Method of Fiber and Yarn Making technique
- CLO4: Summarize to differentiate the types of Fabric Manufacturing
- CLO5: Develop the non woven fabric manufacturing

Tamil Nadu Open University School of Science

Department of Apparel and Fashion Design

Chennai -15

Name of the Progarmme – M.Sc (Apparel and Fashion Design

Syllabus – I Year Semester -2 (Distance Mode)

COURSE TITLE : ELECTIVE 2 - FASHION MERCHADISING AND

MARKETING (DSE)

COURSE CODE : MSADSE - 21

COURSE CREDIT : 4

COURSE OBJECTIVES

While studying the **Fashion Merchandising and Marketing** course, the student shall be able to:

- CO1: Recognize the aspects of fashion and textile marketing and merchandising
- CO2: Predict the product development process of textile and Apparel
- CO3: Demonstrate the pricing and sourcing strategies
- CO4: Impart knowledge about various product standards and product specifications
- CO5: Design process of Fashion product planning and development.

SYLLABUS

BLOCK -I MERCHANDISING

UNIT-1: Introduction to Merchandising -Understanding fashion merchandising - Scope of merchandising –

UNIT-2: Fashion merchandising terminology -Role of merchandiser.

UNIT-3: Types of merchandising – Export house- Manufacturer-Buying house, Buying agency-Selection of buyers and buying agency.

BLOCK -II PRODUCT DEVELOPMENT

UNIT-4: Product development – definition – objective - product design and manufacturing - use of merchandising calendar.

UNIT-5: Pre-Buying activity, Fabric types, Properties and Behavior, Selection of fabric, Garment Construction, Quality requirements, Quality problems,

UNIT-6: Merchandisers role after production, Delivery date extension, Transport delays-Natural calamities, Importance of LC amendments

BLOCK -III PRICING AND SOURCING

UNIT-7: Pricing- Specific pricing strategies- New product pricing, demand oriented pricing, cost oriented pricing, value based pricing, competition oriented pricing- Markups and markdowns

UNIT-8: Sourcing- Types of sourcing- factors affecting sourcing decision Knowledge of fashion trends, brands and Designers, Business opportunities and awareness, Interdepartmental relationship for merchandisers,

BLOCK -IV FASHION MARKETING

UNIT-9: Fashion Marketing Research, definition – purpose – types – research design

UNIT-10: Consumer Behavior in Fashion and Retail Industry

UNIT-11: Fashion consumer decision making – market segmentation – Target marketing –

UNIT-12: Fashion marketing mix - Marketing management — Responsibilities of a marketing manager

BLOCK -V FASHION MARKETING PLANNING

UNIT-13: Fashion marketing planning – introduction – planning process and objectives – definition of SWOT analysis

UNIT-14: Marketing strategy – fashion marketing plan Designing and marketing fashion products – introduction

UNIT-15: New product development – product mix and Range planning.

UNIT-16: Marketing analysis -Advertising and media planning, Fashion shows and other events

UNIT-17: Industry tour and project, Role play, Survey and organizing of Exhibitions.

REFERENCES:

Fashion Marketing, Third Edition by Mike Easey, Blackwell Publishing, 2009

- Marketing The Basics by Karl Moore and Niketh Pareek, Routledge Publications, 2010
- Merchandising Theory, Principles and Practices by Grace I Kunz ,Fairchild Publications, 2009
- Fashion from Concept to Consumer by Gini Stephens Frings, Pearson Prentice Hall, 2007
- Inside the fashion Business by Jeannette A. Jarrow, Prentice Hall, 2002.

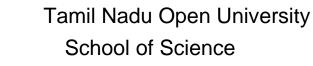
WEBLINK:

- https://ncert.nic.in/textbook/pdf/lehe202.pdf
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 2
 %20visual%20merchandising%20(importance,components,%20rules,%20elements)%
- https://www.textiletoday.com.bd/introduction-to-fashion-merchandising/
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- https://techpacker.com/blog/manufacturing/what-is-a-purchase-order-sheet-in-garment-manufacturing/

COURSE LEARNING OUTCOMES

After completion of the **Fashion Merchandising and Marketing** course, the student will be able to:

- **CLO1:** Create the fundamental concept of Merchandising and its functions
- **CLO1**: Analyze various Merchandising strategies involved in Apparel Sector
- CLO1: Impart the knowledge of product development and pricing
- CLO1: Apply knowledge of Fashion Marketing research.
- CLO1: Develop the ability to Fashion Market Planning



Department of Apparel and Fashion Design

Chennai -15

Name of the Progarmme – M.Sc (Apparel and Fashion Design

Syllabus – I Year Semester -2 (Distance Mode)

COURSE TITLE : ADVANCED GARMENT CONSTRUCTION

COURSE CODE : MSADS - 22

COURSE CREDIT : 4

COURSE OBJECTIVES

While studying the **Advanced Garment Construction** course, the student shall be able to:

- CO1: Develop and implement advanced techniques in body measurement techniques
- CO2: Explain the Methods of Pattern making technique.
- CO3: Understand the various pattern Garment details
- CO4: Develop skills in creating recent garment styles.
- **CO5**: Appraise the garment for special needs

SYLLABUS

BLOCK -I: BODY MEASUREMENT

- UNIT-1: Introduction- Taking measurements- three styles of taking measurement, areas of measurements.
- UNIT-2: Standard measurement charts for children, Standard measurement charts for adults- male and female,
- UNIT-3: Drafting tools, Basic grain lines-straight, off and bias.

BLOCK II: PATTERN MAKIBNG

- UNIT-4: Methods of Pattern making- Drafting, Flat Pattern- Principles and Rules, Draping. Developing Commercial Paper Pattern- Decoding the commercial paper pattern
- UNIT-5: Marker development-Layouts on different fabric widths and types, Preparation of guide sheet and envelope, Calculation of material required Figure

types and sizes of ready to wear garments.

UNIT-6: Evaluating the figure, Methods of figure evaluation, Standard, ideal, symmetrical figure, Symmetrical variations from the standard figure

UNIT-7: The asymmetrical figure, Posture evaluation-Fitting-Common problems encountered and remedies for fitting defects.

BLOCK -III : GARMENT DETAILS

UNIT-8: Drafting of sleeves- plain, puffed, flare, leg o' mutton, ruffle, cap, raglan, drop shoulder, epaulette, tulip, hanky, Bushirt, Magyar, kimono, Dolmon, shirred, bell, bishop, lantern. Drafting of Collars – Peter pan, cape, bias, flat tennis, sailors, Chelsea, bishop, shawl, wing, shirt, rippled, Chinese, coat, cowl

UNIT-9: Drafting and construction of Kids -slip and panty and romper-Drafting and construction of frocks(A line, circular, frock with yoke, frock with empire, normal and low waist line).

UNIT-10: Drafting and construction of skirts- gathered, novelty gathered, two tied, pleated (knife, box, inverted, sunray, kick), straight, a- line, pegged, tulip, circular, gored, handkerchief, hip rider, slashed.

BLOCK -IV: DESIGN AND DEVELOPMENT OF GARMENTS

UNIT-11: Designing and Drafting and construction of a Jumpsuit, Designing of all kinds of casual and formal wear garments for children (romper, frock, skirt, night suit, sundress, and jumpsuit)

UNIT-12: Designing and Drafting of an Adult bodice block-Drafting of adult sleeve and its alterations. Drafting and construction of Women's saree blouse and choli blouse, salwar kameez, churidaar pajama

UNIT-13: Designing and Drafting and construction of kalidaar kurta, Drafting and construction of trousers, Shorts, full sleeve shirt and night gown for men.

BLOCK V: GARMENTS FOR SPECIAL NEEDS

UNIT-14: Clothing for people with special needs- Maternity and lactation period, Old Age, Physically Challenged.

REFERENCES:

- 1. Singer Sewing Essentials Cy De Cosse Incorporated, Minnesota (1997)
- 2. Practical Clothing Construction I and II Mary Mathews, Cosmic Press, Chennai (1986)
- 3. The Complete book of Sewing Dorling Kindersley, Dorling Kindersley limited, London (1996)
- 4. Practical clothing construction part I & II; Mary Mathews; (1997)
- 5. Pattern grading (or women's clothes, the technology of sizing; gerry cooklin; Back well science Ltd;(1980)
- 6. Creative clothing constructions; Bane, A: MC Grew Hill Book company, New York

WEB RESOURCES:

- https://ncert.nic.in/vocational/pdf/ivsm103.pdf
- https://cbseacademic.nic.in/web_material/publication/cbse/39GarmentConstruction-II-XII.pdf
- https://cbseacademic.nic.in/web_material/publication/cbse/26GarmentConstru
 ction-XI.pdf
- https://www.youtube.com/watch?v=T8XEWi7ySDs

COURSE LEARNING OUTCOMES

After completion of the **Advanced Garment Construction** course, the student will be able to:

- CLO1: Recall the styles of taking measurement
- CLO2: Explain the Methods of Pattern making
- **CLO3**: Perception related to garment details of apparel and its construction analysis.
- CLO4: Provide the comprehensive knowledge about Designing and Drafting and construction
- CLO5: Acquainted the Drafting of Clothing for people with special needs Apparel
 construction



Tamil Nadu Open University School of Science

Department of Apparel and Fashion Design

Chennai -15

Name of the Progarmme – M.Sc (Apparel and Fashion Design

Syllabus – I Year Semester -2(Distance Mode)

COURSE TITLE : PRACTICAL: ADVANCED GARMENT CONSTRUCTION

COURSE CODE : MSADS – P2

COURSE CREDIT : 3

COURSE OBJECTIVES

While studying the **Advanced Garment Construction** course, the student shall be able to:

- CO1: Develop and implement advanced techniques in garment construction.
- CO2: Identify the technique of children's garment in current trends
- CO3: Discuss the Pattern-laying, marking, cutting & Construction of Women's garment
- CO4: Experiment the Pattern-laying, marking, cutting & Construction of Women's garment
- CO5: Develop skills in creating recent garment styles.

SYLLABUS

Choose the material for your design – prepare the Pattern-laying, marking, cutting & Construct the **Any Three** Of the following children's garment in current trends-Calculate the cost of the garment.

- 1. Bib
- 2. Panty
- 3. Jabla
- 4. Babasuit or romper
- 5. A-line petticoat or Summer Frock
- 6. Yoke Frock
- 7. Knicker, Shirt.

Choose the material for your design – prepare the Pattern-laying, marking, cutting & Construct the **Any Three** Of the following Womens's garment in current trends - Calculate the cost of the garment.

Saree Petticoat

- 2. Middi,
- 3. Middi top
- 4. Saree blouse
- 5. Salwar
- 6. Kameez
- 7. Nightie
- 8. Ladies pant

Choose the material for your design – prepare the Pattern-laying ,marking, cutting & Construct the **Any Three** Of the following Men's garment in current trends - Calculate the cost of the garment

- 1. Slack shirt
- 2. Nehru kurtha
- 3. churidhar
- 4. Pyjama
- 5. Pleated trousers
- 6. T-Shirt
- 7. Bermudas

WEBLINK:

- https://ncert.nic.in/vocational/pdf/ivsm103.pdf
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COURSE LEARNING OUTCOMES

After completion of the **Advanced Garment Construction** course, the student will be able to:

- CLO1: Impart the Hands-on Experience in Garment details Constructions
- **CLO2:** Experience to handle the tools, equipment and machinery used in Apparel Designing
- CLO3: Summarize the Pattern-laying, marking, cutting & Construction technique
- CLO4: Explain the cost and material calculation of the garment
- CLO5: Perception related to Children's Women's and Men's Apparel and its construction.



Tamil Nadu Open University

School of Science Department of Apparel and Fashion Design

Chennai -15

Name of the Progarmme – M.Sc (Apparel and Fashion Design

Syllabus – I Year Semester -2(Distance Mode)

COURSE TITLE : PRACTICAL - ORNAMENTS AND ACCESSORIES

DESIGNING

COURSE CODE : MSADS - P3

COURSE CREDIT : 2

COURSE OBJECTIVES

While studying the **Ornament and Accessories Designing** course, the student shall be able to:

- CO1: Create and develop set of ornaments and accessories
- CO2: Illustrate the technique of handbag making
- CO3: Choose a set of ornaments and accessories for a Function /occasional wear
- CO4: Analyze the techniques of various accessories and ornaments
- CO5: Design Bridal Ornaments and accessories for various occasion.

SYLLABUS

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

- Create the set of ornaments and accessories to match a garment. It should include
- Handbag / cellphone pouch (for any two categories listed above
- Ornaments for hair ,ear, neck, hand and finger and legs (for all categories)
- Slipper or shoe (for any three categories)
- Belt (with or without bows/roses) or Ornaments for waist (for anyone category listed above))
- File/ / Diaries / Office notebooks (for office wear)
- A set of ornaments and accessories for a Function /occasional wear.
- A set of Bridal Ornaments and accessories select a Bridal costume.

A set of Ornaments and accessories for a Fashion Show to suit a garment.

Record Note Book – Fix photographs and explain the details of materials used and the method of construction.

REFERENCE:

- Fashion Jewellery, made in Italy by Deanna farnati Cera.,2012.
- Basics Fashion Design 10: Jewellery Design., From Fashion to Fine Jewellery, By <u>Elizabeth Galton</u>., 2012.
- Vintage Fashion Accessories By <u>Stacy LoAlbo</u> · 2009

WEBLINK:

- https://www.wikihow.com/Make-Handmade-Jewelry
- https://www.skillshare.com/classes/Jewelry-Making-Lets-make-a-Memory-Wire-Beaded-Bracelet/234183021?via=blog-internal&coupon=blog1month
- https://www.fashiola.in/women/accessories/s_ornaments/
- https://www.youtube.com/watch?v=3pKczolYKL8
- https://www.youtube.com/watch?v=BTp1bW0FM_g
- https://www.kernowcraft.com/blog/jewellery-making-trends-inspiration/making-your-own-wedding-jewellery
- https://www.youtube.com/watch?v=wHGp-0N5yzl
- https://www.thesprucecrafts.com/learn-how-to-make-jewelry-4118372
- https://www.youtube.com/watch?v=mlt7oX-x6ul
- www.littlestitchstudionorfolk.com/blog/2019/8/26/the-best-fabrics-for-bag-making
- https://sewguide.com/bag-material-list/
- https://www.lifehack.org/articles/lifestyle/8-diy-fashion-accessories-make.html

COURSE LEARNING OUTCOMES

After completion of the **Ornament and Accessories Designing** course, the student will be able to:

- CLO1: Develop the creative ability in designing ornaments and accessories.
- CLO2: Discover the Bridal Ornaments and accessories of various state
- CLO3: Enumerate the Ornaments and accessories for a Fashion Show to suit a garment
- CLO4: Illustrate the concept of ornaments and accessories for a Function /occasional wear
- CLO5: Familiar with ornaments and accessories to suit the occasion.



Tamil Nadu Open University School of Science

Department of Apparel and Fashion Design

Chennai -15

Name of the Progarmme – M.Sc (Apparel and Fashion Design

Syllabus – II Year Semester -3 (Distance Mode)

COURSE TITLE : COMPUTER APPLICATION IN APPAREL INDUSTRY

COURSE CODE : MSADS – 8

COURSE CREDIT : 2

COURSE OBJECTIVES

While studying the **Computer Application in Apparel Industry** course, the student shall be able to:

- CO1: Impart the basic knowledge required for handling the computer in Apparel Industry
- CO2: Introduce the role of Computer in pattern making, grading and Marker planning Apparel Sector
- CO3: Create the awareness about the integration of computer in Machinery and tools
- CO4: Describe the process sequence involved in computer aided Color matching
- CO5: Develop the ability to maintain computer integrated fabric Manufacturing

SYLLABUS

BLOCK-I COMPUTER

- UNIT- 1: Introduction to computer , Computer basics-Computer specifications Input/Output devices
- UNIT- 2: Concept of CIM-Computer aided fashion-Computer aided garment manufacturer-Corel draw. Development of designs for Surface decorations.

BLOCK-II COMPUTER PATTERN MAKING AND PLANNING

- UNIT- 3: Computer pattern making, grading and Marker planning. Draping on mannequins to check the fitting and texture mapping. Study of Lectra, Gerber and other Softwares.
- UNIT- 4: Enterprise resource planning, supply chain management.

BLOCK-III SEWING AND TRANPORTATION

UNIT- 5: Computer application in Sewing and Embroidery-Computer aided colour matching-

UNIT- 6: Computer controlled overhead transport and ware house storage systems.

BLOCK -IV COLOR GRAFIC DESIGNING

UNIT- 7: The Impact of colour graphics of clothing design-CAD in fabric design-

UNIT- 8: CAD in clothing design-Computer colour graphics-Creating visual images.

BLOCK-V FABRIC DESIGN

UNIT- 9: Computer applications in fabric design, Create weave design, Creating jacquard designs.

REFERENCE:

- Clothing Technology Hannelore Eberle et –al, Verlaag Europa Lehrmittel,
 Vollmer Gmbh & Co 4287, Haan Gruilen.
- Computer Fundamentals P K Sinha , BPB Publications, Delhi (1992)
- The technology of clothing manufacture Harold Carr and Barbara Latham,
 Blackwell Ltd (1994)
- Pattern Grading for Women's Cloths The Technology of sizing Gerry Cooklin, Blackwell Science Ltd

WEBLINK:

- https://www.researchgate.net/publication/322385968 Computer in Textile Industries
- https://vetfgc.edu.in/downloads/ict-learning/ambily.pdf
- https://www.brainkart.com/article/Role-of-Computer-in-Garment-Industry_37552/
- https://textilelearner.net/application-of-computer-in-textile-industry/
- https://www.youtube.com/watch?v=W6d_b8iSrLU
- https://www.youtube.com/watch?v=vpC8 XWjfDs

COURSE LEARNING OUTCOMES

After completion of the **Computer Application in Apparel Industry** course, the student will be able to:

- **CLO1:** Illustrate about computers its parts and functions and its role in garment industry.
- CLO2: Demonstrate the computer application in production planning

scheduling and administration

- CLO3: Enumerate the computer aided manufacturing (CAM) for all production process right from spreading to sewing
- **CLO4:** Learn computer aided designing (CAD) for garment designing, textile designing, pattern making and grading and marker planning.
- CLO5: Summarize the colour matching concept of computer fabric manufacturing



Tamil Nadu Open University

School of Science Department of Apparel and Fashion Design

Chennai -15

Name of the Progarmme – M.Sc (Apparel and Fashion Design

Syllabus – II Year Semester -3 (Distance Mode)

COURSE TITLE : TEXTILE PROCESSING AND FINISHING

COURSE CODE : MSADS - 32

COURSE CREDIT : 2

COURSE OBJECTIVES

While studying the **Textile Processing and Finishing** course, the student shall be able to:

- CO1: Impart the basic knowledge required for handling the computer in Apparel Industry
- CO2: Introduce the role of Computer in Apparel Sector
- CO3: Create the awareness about the integration of computer in Machinery and tools
- CO4:Describe the process sequence involved in computer aided
 Manufacturing
- CO5: Develop the ability to maintain computer integrated Manufacturing

SYLLABUS

BLOCK - I TEXTILE PROCESSING

- UNIT-1: Typical sequence of processes. Object and methods Singeing, Desizing, Scouring,
- UNIT-2: Synthetic Fiber Heat setting, Wool carbonizing, Weighting of silk.
- UNIT-3: Wet processing equipment kier J box pad roll U box Roller bed Conveyor steamer stenter.

BLOCK -II MERCERIZATION AND BLEACHING

- UNIT-4: Mercerization Theory process Methods Chemicals effects.
- UNIT-5: Bleaching Hypo chlorites Hydrogen peroxide sodium chlorite.
- UNIT-6: Equipments and chemicals for bleaching of cotton, viscose, cotton/ viscose Polyester/ cotton.

UNIT-7: Evaluation of bleached fabric – whiteness – absorbency – chemical damage - residues.

BLOCK -III DYEING

UNIT-8: Dyeing - Classification of colorants - fastness properties of dyes Dyeing

UNIT-9: Classification of colorants – Natural and Synthetic fastness properties of dyes.

UNIT-10: Dyeing machines – fiber, yarn and fabric dyeing machines – loose stock fiber bale – hank package – jigger – winch – HT Beam jet – padding mangles. Garment dyeing machines.

BLOCK - IV PRINTING

UNIT-11: Printing styles of printing –Direct printing:

UNIT-12: Block printing – Brief history, preparation of fabric, process involved and techniques used

UNIT-13: Stencil printing – Brief history, preparation of fabric, stencils (For one or more colour) Materials used for preparing stencils, process involved and techniques used.

UNIT-14: Resist printing: Batik printing- Brief history, Equipments required, process sequence and techniques used.

UNIT-15: Tie and dye – Brief history, Equipments required, process sequence and techniques used. Other printing methods:

UNIT-16: Screen Printing Ink jet printing, Heat transfer printing, photo printing.

BLOCK -V FABRIC FINISHES

UNIT-17: Finishes – Classification of finishes, application and mechanism of mechanical (all routine finish)

UNIT-18: chemical & specialty Finishes –like – (wrinkle free, durable press, flame retardant, water proof, soil & satin release, antibacterial)

UNIT-19:.Introduction to Post Treatment of dyed, printed and finished fabrics. (Soaping, rinsing, washing and fixation)

UNIT-20: Brief Introduction to Woven and Knitted Garment Processing.

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- Paters R.H.Textile Chemistry" Vol. I,II Textile institute, Manchester 1970.
- Shenai V.A." Technology of textile processing" Vol. III, V,Vii,VII Sevale publications, Bombay 1981.

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- https://www.youtube.com/watch?v=aihs123cfvo
- https://www.youtube.com/watch?v=9pwBFDCnJgk
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- https://textilelearner.net/textile-finishing-process/
- https://textileapex.blogspot.com/2019/01/textile-finishing-types.html

COURSE LEARNING OUTCOMES

After completion of the **Textile Processing and Finishing** course, the student will be able to:

- **CLO1**: Identify the Basic Textile processing sequences
- CLO2: Learn the importance of fabric finishing technique
- CLO3: Evaluate the knowledge of Dyeing and its Classification
- CLO4: Apply knowledge of printing and its Techniques
- CLO5: Compare the machine knowledge and Various fabric processing



Tamil Nadu Open University School of Science

Department of Apparel and Fashion Design

Chennai -15

Name of the Progarmme - M.Sc (Apparel and Fashion Design

Syllabus – II Year Semester -3 (Distance Mode)

COURSE TITLE : GARMENT MANUFACTURING TECHNOLOGY

COURSE CODE : MSADS - 33

COURSE CREDIT : 4

COURSE OBJECTIVES

While studying the **Garment Manufacturing Technology** course, the student shall be able to:

- CO1: Impart the basic knowledge Garment Manufacturing Techniques
- CO2: Identify the different type pre production processes
- CO3: Know the relationship spreading and marker planning
- CO4: Describe the process cutting and sewing sequence involved in Apparel Manufacturing
- CO5: Demonstrate the finishing and packing process of apparel production

SYLLABUS

BLOCK I: GARMENT MANUFACTURING

UNIT- 1: Organization structure of a garment manufacturing unit. Work flow in a garment-manufacturing unit (Fabric Inspection to Finishing).

UNIT- 2: Designers role in producing functional and production friendly designs - Process involved in designing a design sheet - Analysis and evaluation of sample

BLOCK II: PRE PRODUCTION PROCESS

UNIT- 3: Pre Production Process - Various types of fabrics used - Development of Fabric. UNIT- 4: Analysis of desk loom and strike offs - Placement of orders - Corelation of all processes before placement of orders

UNIT- 5: Trims - Complete trim details-types, significance of each, sourcing, etc. - Types of trim -shoulder pads, buttons, thread, labels, hang tags, size disc, hanger, hook and bar, zippers, pocketing etc. - Trim calculation based on cutting tickets.

UNIT- 6: Interlinings/ Lining - Types/Uses/Methods of Application - Various types of

resins used and their Wash instructions -

UNIT- 7: Equipment used for Fusing/ Operation of Fusing machine - Quality Problems associated with fusible interlinings

BLOCK III: SPREADING AND MARKER PLANING

UNIT- 8: Fabric & Cutting Room - Inspection of fabric and it's control-4 point fabric inspection system

UNIT- 9: Various methods of spreading fabric-requirements of spreading process, different type of fabric spreads. Concept of Splicing and Stepped Lay - Different Types of Spreading Equipment.

UNIT- 10: Use and importance of marker-calculation of marker efficiency. Advantages of CAD marker vs manual marker. - Understanding of pattern & methods if laying patterns.

BLOCK IV: CUTTING AND SEWING

UNIT- 11: Cutting- Types of cutting machines and advantage of each-Straight Knife, Round Knife, Band Knife, Die Cutter, End cutters, Notches. Different types of blades of cutting knives. Reasons for Quality problems in cutting process.

UNIT- 12: Sewing room - Machines-Types, uses and applications - Use of attachments - Sewing-Stitch types and Properties -

UNIT- 13: Various techniques of production in sewing room - Make through - Modular manufacturing - Assembly Line - Advantages and disadvantages of each

BLOCK V: FINISHING AND PACKING

UNIT- 14: Finishing Room - Equipment-Form Finisher, Steam Press, Steam Tunnel, Dolly press, heat Chamber - Processes involved-Under pressing, Top pressing

UNIT- 15: Packing Quality Control & Garment Costing - Fabric to Ware house-Definition of Quality, Importance of testing in quality,

UNIT- 16: Stages of QC in Apparel manufacturing company, Purpose of Pilot, Mid and final inspections.

REFERENCES

- Technology of Clothing Manufacture Carr and Latham
- Garment Technology for Fashion Designers Gerry Cooklin
- Apparel Sewn Product Analysis Glock and kunz

WEB RESOURCES:

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- https://www.onlineclothingstudy.com/2017/07/garment-manufacturingprocess-fabric-to-fashion.html
- https://ncert.nic.in/vocational/pdf/ivsm102.pdf
- https://cosmatechnology.com/news/the-spreading-and-cutting-department-in-garment-industry-48
- https://monad.edu.in/img/media/uploads/cutting%20department%20work%20f
 low.pdf
- https://textilestudycenter.com/garment-finishing-pressing-flow-chart-of-garment-finishing/

COURSE LEARNING OUTCOMES

After completion of the **Garment Manufacturing Technology** course, the student will be able to:

- **CLO1**: Explain about Organization structure of a garment manufacturing unit.
- CLO2: Summarize Pre-Production Process planning scheduling and administration
- **CLO3**: Describe the process of garment designing, pattern making and grading and marker planning to finish.
- **CLO4**: Analyses Machinery involved in production process right from sampling to packing
- CLO5: Develop the ability to maintain quality control and Garment costing



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Name of the Progarmme – M.Sc (Apparel and Fashion Design

Syllabus – II Year Semester -3 (Distance Mode)

COURSE TITLE : ELECTIVE 3: TECHNICAL TEXTILES

COURSE CODE : MSADSE - 31

COURSE CREDIT : 4

COURSE OBJECTIVES

While studying the **Technical Textiles** course, the student shall be able to:

- CO1: Acquire knowledge in technical textile and High-performance fibers
- CO2: Develop an understanding of fiber in technical fabric structures.
- CO3: Associate the various usage of technical textile finishing and coating.
- CO4: Demonstrate the types of technical textile definition and areas of application
- CO5: Explain the Smart textiles, components, and classification

SYLLABUS

BLOCK I – TECHNICAL TEXTILE AND FIBER

- UNIT-1: Introduction, Definition & Scope-Milestones-Types-Application Chart-Globalization of technical textiles,
- UNIT-2: Developments in fibers-natural fibers, polyamide, polyester, viscose rayon, polyolefin,
- UNIT- 3: High performance fibers and glass and ceramics, Classification and Application of technical textiles.
- UNIT- 4: Technical Yarns Staple yarns Filament yarns- Definition- Types of yarns

BLOCK II – TECHNICAL FABRIC STRUCTURE

- UNIT- 5: Technical Fabric Structures- Knitted- Weft knitted and warp knitted structures
- UNIT- 6: Non-Woven-Types of laying-Chemical bonding- Thermal bonding-Solvent bonding- Hydro entanglement

BLOCK III: FINISHING AND COATING

UNIT- 7: Brief introduction to Textile Reinforced – Composite Material –

- UNIT- 8: Finishing of Technical Textiles Introduction, Processes, Mechanical, Heat setting and Chemical process
- UNIT- 9: Coating of Technical textiles- Introduction, methods of coating, fusible interlining and laminating.

BLOCK IV: TYPES OF TECHNICAL TEXTILES

- UNIT- 10: Mobile Tech definition and areas of application (road vehicles, aircraft, marine). Visible components upholstery, seat belt, airbags and carpets;
- UNIT- 11: Sport Tech definition and scope, properties of sports tech textiles, Areas of application, Moisture management. Special fibers used.
- UNIT- 12: Agro Tech definition and scope, General Property Requirement of Agro textiles, Fibers used for Agro-Textiles, Areas of application.
- UNIT- 13: Pack Tech definition and scope, types of products Polyolefin Woven Sacks, FIBC, Leno bags, Wrapping fabric, Jute sacks, Tea-bags, Soft luggage products.
- UNIT- 14: Geo Tech definition and scope, Fibers used and its properties, application,
- UNIT- 15: Med Tech-fibers used-commodity and specialty fibers: non implantable materials-wound care and bandages, extracorporeal devices: implantable materials-sutures, soft tissue implants, orthopedic implants, cardiovascular implants and healthcare and hygiene products.

BLOCK V: SMART TEXTILES

- UNIT- 16: Smart textiles-components, classification-active smart, passive smart and very smart textiles and intelligent textiles-phase change materials, shape memory polymers, chromic and conductive materials and its applications.
- UNIT- 17: Clothing for extreme climatic conditions wearable technology for snow clothing, high altitude clothing.
- UNIT- 18: Electromagnetic radiation protective clothing. Textiles- for survival-short term survival and long term survival.

REFERENCES:

 Hand book of Technical textiles - A R Horrocks and S C Anand, Wood head publishing ltd, England 2000

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- https://www.academia.edu/9808019/TECHNICAL_TEXTILES
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- https://www.grid.uns.ac.rs/symposium/download/2018/grid_18_p1.pdf

COURSE LEARNING OUTCOMES

After completion of the **Technical Textiles** course, the student will be able to:

- CLO1: Identify the Technical Textile and fiber its application.
- **CLO2:** Analyse the concept of various technical textile Fabric Structures
- CLO3: Implement the application of Finishing and coating in the field of technical textile.
- CLO4: Determine the types technical textile
- CLO5: Generalize the concept of Smart textiles



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Chennai -15

Name of the Progarmme – M.Sc (Apparel and Fashion Design

Syllabus – II Year Semester - 3 (Distance Mode)

COURSE TITLE : SEC: COMPUTER AIDED DESIGN

COURSE CODE : MSADS - P4

COURSE CREDIT : 2

COURSE OBJECTIVES

While studying the **Computer Aided Design** course, the student shall be able to:

- CO1: Expose the broad array of coral draw and Photoshop in textile and fashion.
- CO2:Illustrate the design idea and application of textiles
- CO3:Express the designing of logos & label for branded companies
- CO4:Summarize the design for Hand bag, Hat and Footwear design
- CO5:Develop skills on computerized designing and learning all techniques for graphic designs

SYLLABUS

Create the following designs using coral draw and Photoshop

- 1. Motifs / small designs. Embroidery designs for Kerchiefs, Neck lines Chest prints for T-shirts and its colour separation
- 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 Garments S B vest T- Shirt different styles Shirts different styles Kurta pyjama - different styles
- 5. Create logos & label for branded companies.
- 6. Create design for Hand bag, Hat and Footwear

REFERENCE:

1. Clothing Technology - Hannelore Eberle et -al, Verlaag Europa - Lehrmittel,

Vollmer Gmbh & Co 4287, Haan - Gruilen.

- 2. Computer Fundamentals P K Sinha, BPB Publications, Delhi (1992)
- 3. The technology of clothing manufacture Harold Carr and Barbara Latham, Blackwell Ltd (1994)
- 4. Pattern Grading for Women's Cloths The Technology of sizing Gerry Cooklin, Blackwell Science Ltd.

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- https://www.youtube.com/watch?v=ASQgge2qXA4
- https://www.youtube.com/watch?v=20gO3UIsSaQ
- https://www.youtube.com/watch?v=EKbGAuaCmX4
- https://www.youtube.com/watch?v=fbBPao_EU-I

COURSE LEARNING OUTCOMES

After completion of the **Computer Aided Design** course, the student will be able to:

- **CLO1:** Examine the diversified usage of Corel draw and Photoshop
- CLO2: Design motif, children's, women's and men's garment
- **CLO3**: Develop logo and label for industries
- CLO4: Classify the trendy women's garment using illustration and coral draw
- **CLO5**: Explain the concept and all techniques for graphic designs



Tamil Nadu Open University School of Science Department of Apparel and Fashion Design

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Name of the Progarmme – M.Sc (Apparel and Fashion Design

Syllabus – II Year Semester -4 (Distance Mode)

COURSE TITLE: TEXTILE QUALITY STANDARDS AND IMPLEMENTATION

COURSE CODE : MSADS - 41

COURSE CREDIT: 4

COURSE OBJECTIVES

While studying the **Textile Quality standards and Implementation** course, the student shall be able to:

- CO1: Develop of quality and quality specifications for manufacturing.
- CO2: Identification of Critical Inspections Points for Quality standard.
- CO3: Analysis of Eco specification and management of textile and apparel.
- CO4: Implement the techniques of quality standards
- CO5: Develop measurements of Quality costs and customer returns.

SYLLABUS

BLOCK I: QUALITY AND QUALITY INSPECTION

UNIT-1: Introduction to quality and, importance. Standards-introduction, benefits, levels and sources of standards- Selection of inspectors- Standards in garment construction

UNIT-2: Inspection - Raw materials – Fabric inspection systems-4 point, 10 point system, Sewing threads-construction and sew ability. Trims inspection-zippers waist band, buttons, Interlining.

UNIT-3: In process inspection - spreading, cutting, sewing quality parameter and types of defects occurring, assembly defects.

UNIT-4: Final inspection- finishing defects, no inspection, 100% inspection, spot checking, and arbitrary `sampling.

UNIT-5: Specifications -Importance of Specs and its role in maintaining quality, Process of spec sheet development, Concept of Tolerances - Maximum, minimum, zero tolerance.

BLOCK II: QUALITY STANDARDS

UNIT-6: Introduction to quality standards – Importance –Benefits-Levels and sources of quality standards

UNIT-7: British standards and ISO standards, ISO 9000, ISO 1400 - ASTN Standards- Total management system -Eco-labeling -Okeo Tex Standard 100

BLOCK III: ECO SPECIFICATION AND MANAGEMENT

UNIT-8: Sensitizing dye stuffs - Allergic dyes - Carcinogenic amines -Red listed as per eco specifications

UNIT-9:Eco-management of textile and apparel - Global scenario- Eco mark & environment friendly textiles –

UNIT-10:Garment defects - Cutting defects - Sewing defects - Assembly defects - Pressing -Finishing and packing defects

UNIT-11: Eco specification & restrictions in apparel &textiles - Dry cleaning using ozone depleting chemicals - PH values - Formaldehyde contents -Heavy metal contents -

UNIT-12: Pesticides and Herbicides- Azo dye stuffs –Nickel –Pentachlorophenol - Color fastness – Brightness -Softening agents.

BLOCK IV: QUALITY IMPLEMENTATION

UNIT-13: Starting a quality control program -Implementation of quality system in production line

UNIT-14: Product specification and analysis using analytical tools -Quality management through inspection -Testing and sewing quality tools.

BLOCK V: QUALITY COST

UNIT-15: Quality costs and customer returns - Inspection procedures - AQL and quality control.

UNIT-16: Terminology of textile testing -R H and temperature for testing - Measurement of moisture regain- conditioning oven, Shirley moisture meter.

REFERENCES

- An introduction to quality control for the apparel industry By Pradip V. Mehta J.S.N. International, 1985
- Managing quality in the apparel industry By Pradip V. Mehta, Satish K.
 Bhardwaj
- Apparel Manufacturing: Sewn Product Analysis, 4/E By Glock Ruth E., Glock

- Principles of Textile Testing J.E.Booth, Newness Butterworth, London
- Textile Testing and Analysis Billie J. Collier and Helen E. Epps, Prentice Hall, New Jersey
- Textile Testing John H. Skinkle, Brooklyn, New York
- Handbook of Textile Testing and Quality Control Groover and Hamby

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- https://www.woolwise.com/wp-content/uploads/2017/05/07.2-Textile-Quality-Management-Notes.pdf
- https://egyankosh.ac.in/bitstream/123456789/39209/1/Unit-4.pdf
- https://egyankosh.ac.in/bitstream/123456789/84021/1/Unit-2.pdf
- https://www.kngac.ac.in/elearningportal/ec/admin/contents/5_18KP3COELCO4_2020101610563491.pdf

COURSE LEARNING OUTCOMES

After completion of the **Textile Quality standards and Implementation** course, the student will be able to:

- **CLO1**: Discuss the different types of Quality standard and its implementations
- CLO2:Compare Quality standards of Textile testing process involved in Apparel industry
- CLO3:Associate the importance of Eco specification and management of textile and apparel
- CLO4:Experiment the Quality control process and its implementation in Apparel
- CLO5:Illustrate the procedure and process involved in quality checking

Tamil Nadu Open University School of Science

Department of Apparel and Fashion Design

Chennai -15

Name of the Progarmme – M.Sc (Apparel and Fashion Design

Syllabus – II Year Semester -4 (Distance Mode)

COURSE TITLE : ENTERPRENEURSHIP MANAGEMENT AND RETAILING

COURSE CODE : MSADSE - 41

COURSE CREDIT : 4

COURSE OBJECTIVES

While studying the **Entrepreneurship Management and Retailing** course, the student shall be able to:

- **CO1:** Define knowledge on the importance of Entrepreneurships
- CO2: Develop an understanding retailing Customer relationship management.
- **CO3:** Discuss the knowledge about retail store location
- CO4: Enumerate the Customer Relationship Management and retail pricing
- CO5: Identify to Managing the Boutique.

SYLLABUS

BLOCK -I ENTERPRENEURSHIP

UNIT-1: Concept of Entrepreneurship: Definition Nature and Characteristics of Entrepreneurship - Functions and types of Entrepreneurship phases of EDP.

UNIT-2: Development of women Entrepreneur and rural Entrepreneur – including self employment of women council scheme.

BLOCK -II RETAILING

UNIT-3: Introduction to Retailing – Definition – Functions performed by retailers

UNIT-4: Multi channel Retailing - Store channel - Catalog channel - Internet channel

UNIT-5: Customer Buying Behavior – The buying process – Types of buying decisions – Social factors influencing the buying process –Family, Reference groups, Culture

BLOCK -III RETAIL STORE

UNIT-6: Retail locations - Types of locations - Free standing sites, City or Town

locations

UNIT-7: Evaluating a site for locating a retail store – Traffic flow and accessibility – location characteristics

UNIT-8: Negotiating a lease – types of Leases – Terms of Lease

BLOCK - IV RETAIL PRICING

UNIT-9: Customer Relationship Management – Collecting customer data – Analyzing customer data and identifying target customers – converting good customers into best customers – dealing with unprofitable customers

UNIT-10: Retail Pricing – Considerations in setting retail prices – Price adjustments – Markdowns, Variable pricing and price discrimination

UNIT-11: Pricing Strategies – High / Low Pricing, Everyday low pricing – Pricing Techniques for increasing sales –Leader pricing, Price lining, Odd pricing

BLOCK - V BOUTIQUE MANAGEMENT

UNIT-12: Managing the Boutique- Store management responsibilities - Controlling costs

-Labour scheduling, store maintenance - Reducing inventory shrinkage

UNIT-13: Boutique Design – Layouts – signage and Graphics – Feature Areas – Space management –

UNIT-14: Visual Merchandising –, Design strategy, fashion styling, publication design, prop design, set design, Fixtures, Presentation techniques traditional folk media, and fashion journalism for new media

UNIT-15: Customer Service strategies – Service recovery –Listening to customers, Providing a fair solution, Resolving problems quickly

References

- Retailing Management by Michael Levy, Barton A Weitz, Ajay Pandit
- The Business of Fashion designing, Manufacturing and Marketing by Leslie Davis Burns, Nancy O Bryant
- Inside fashion Business by Dickerson Kitty G

WEB RESOURCES:

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- https://startupbizglobal.com/starting-clothing-boutique-business-planpdf/

COURSE LEARNING OUTCOMES

After completion of the **Entrepreneurship Management and Retailing** course, the student will be able to:

- **CLO1:** Summarize the knowledge about Entrepreneurship and Retailing
- **CLO2:** Learn the importance of Retailing and Customer Buying Behavior
- CLO3: Evaluation a site for locating a retail store and Retail locations
- **CLO4:** Generalize knowledge of process in Retail Pricing Strategies
- **CLO5**: Appraise the exposure about boutique management

Tamil Nadu Open University

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Chennai -15

Name of the Progarmme – M.Sc (Apparel and Fashion Design

Syllabus – I Year Semester -4 (Distance Mode)

COURSE TITLE : PRACTICAL: DYEING AND PRINTING

COURSE CODE : MSADS - P5

COURSE CREDIT : 2

COURSE OBJECTIVES

While studying the **Dyeing and Printing** course, the student shall be able to:

- CO1: Understand the various method in Dyeing
- CO2: Demonstrate the various technique involved in Printing
- CO3: Develop skills in creating design using Dyeing and Printing
- CO4: Experiment the different ingredient used for Dyeing and Printing
- CO5: Classify the usage of tool and equipment used for Dyeing and Printing

SYLLABUS

I. Prepare the sample for the following

- Acid desizing
- Scouring of grey cotton material
- Bleaching of grey cotton material
- Dyeing of cotton material with direct dye, vat dye, sulphur dye, azoic dye
- Dyeing of silk material with acid dye, basic dye
- Dyeing of polyester material

II. Prepare the sample for the following

- Preparation of printing paste for printing
- Block printing- wooden block printing, vegetable block printing
- Screen printing

- Batik –splashed and dripped, crackled, T-janting, block printed batik
- Tie and dye-knotting, marbling, clipping, stripes, tritik and various folding methods

REFERENCE BOOKS:

- Paters R.H.Textile Chemistry" Vol. I,II Textile institute, Manchester 1970.
- Shenai V.A." Technology of textile processing" Vol. III, V,Vii,VII Sevale publications, Bombay 1981.
- Textiles Ninth edition ,Sara J Radolph and Anna L Langford, Prentice hall, New Jersey (2002).
- Textile processing J L Smith, Abhishek publications, Chandigarh (2003).
- Textile Chemistry Peters R H, Vol I, & II, Textile Institute Manchester (1970)

WEB RESOURCES:

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COURSE LEARNING OUTCOMES

After completion of the **Dyeing and Printing** course, the student will be able to:

- **CLO1:** Familiarize the students to develop and implement the dyeing and printing techniques
- CLO2: Illustrate the preparatory process of dyeing and printing
- CLO3: Create the skills in dyeing and printing on various garments.
- **CLO4:** Perception related to application of dyeing and Printing on different cloth.
- CLO5: Provide with the complete knowledge about the fabric designing with printing technique.



Tamil Nadu Open University School of Science

Department of Apparel and Fashion Design

Chennai -15

Name of the Progarmme – M.Sc (Apparel and Fashion Design

Syllabus – II Year Semester -4 (Distance Mode)

COURSE TITLE : PRACTICAL: TEXTILE TESTING

COURSE CODE : MSADS - P6

COURSE CREDIT : 2

COURSE OBJECTIVES

While studying the **Textile testing** course, the student shall be able to:

- **CO1:** Acquire knowledge on the importance of testing equipments.
- CO2: Develop an understanding of utility of different physical testing equipment.
- CO3: Identify an understanding of the principles involved in different testing method of textiles.
- CO4: Discover the techniques involved in textile testing procedure
- CO5: Demonstrate the usage of textile testing machines

SYLLABUS

Measurement of tensile strength using tensile strength tester

- Measurement of fabric stiffness using shirley stiffness tester
- Measurement of abrasion resistance of the given fabric using martindale abrasion tester
- Measurement of crease recovery of the given fabric.

Measurement of drape using ammonia drape meter

- Measurement of bursting strength using ammonia drape meter
- Measurement of color fastness using Crock meter
- Measurement of color fastness of the given fabric using Perspirometer
- Measurement of color fastness of the given fabric using Launderometer
- Measurement of shrinkage of the given fabric.

REFERENCES:

- Principles of Textile Testing J.E.Booth, Newness Butterworth, London
- Textile Testing and Analysis Billie J. Collier and Helen E. Epps,

Prentice Hall, New Jersey

• Textile Testing – John H. Skinkle, Brooklyn, New York

WEB RESOURCES:

https://www.youtube.com/watch?v=pKvhnL95y_s

https://www.youtube.com/watch?v=-UBR19OR7u0

https://www.youtube.com/watch?v=uQJdBE2yANQ

https://www.youtube.com/watch?v=OzMDF4YXIVo

https://www.youtube.com/watch?v=ICF0twxemqk

https://www.youtube.com/watch?v=Oir4vqZrUpw

COURSE LEARNING OUTCOMES

After completion of the **Textile testing** course, the student will be able to:

- CLO1: Express the hands-on experience in Textile testing
- CLO2: State the practical experience in Fiber, yarn testing
- **CLO3**: Summarize the steps of fabric testing procedure
- CLO4: Understand the knowledge of Test methods and standards
- **CLO5:** Practice the usage of testing Machineries and its components.



Tamil Nadu Open University School of Science Department of Apparel and Fashion Design

Chennai -15

Name of the Progarmme - M.Sc (Apparel and Fashion Design

Syllabus – II Year Semester -4(Distance Mode)

COURSE TITLE : PROJECT WORK

COURSE CODE : MSADS -P7

COURSE CREDIT : 4

PROJECT WORK

Choose a Specialized Field Required to be attached to a Fashion &Textile industry. Prepare a report for the work. The work will be based upon the study of Research/Case study/Product Development/ Report of particular field.

Mapping of curriculum for M.Sc., Apparel and Fashion Design

Sl.no		MSADS-11	MSADS-12	MSADSE-11	MSADS-13	MSADS-P1	MSADS-21	MSADSE-21	MSADS-22	MSADS-P2	MSADS-P3	MSADS-31	MSADS-32	MSADS-33	MSADSE-31	MSADS-P4	MSADS-41	MSADSE-41	MSADS-P5	MSADS-P6	MSADS-P7
1	Fundamental understanding of the field	V	√	V	√	√	1	1	√	V	V	V	√	√	V	√	V	V	1	V	√
2	Application of Basic Apparel and Fashion design Concepts		√		V	√	V	V	V	√	V	√	√	V	√	√	√	V	1	V	√
3	Linkages with related disciplines	√	√	V	√	√	1	1	√	√	1	√	√	√	√	√	√	1	1	1	√
4	Procedural knowledge for professional subjects	√	√		√	√	V	V	√	√	V	√	√	√	√	√	1	1	1	V	√
5	Skills in related field of specialization		√		V	V	V	V	V	V	V	V	V	V	√	V	V	V	1	V	√
6	Ability to use of industry Knowledge	V	√	√	V	√	V	V	V	V	V	√	V	V	√	√	√	V	V	1	V
7	Skills in model developing										√	\checkmark				$\sqrt{}$			√		√
8	Research Skills	√		V	V		1	1	V		V			√	√	√		1		V	V
9	Skills in performing analysis and interpretation of data	V	√		V	√															

10	Develop investigative Skills	V	V	√	V	V	V	V	V	√	V	√	V	√							
	Skills in problem solving in fashion and related Discipline		1	V	1	V		1	V	1	V	V	V	V		V	V	V	V	V	V
12	Develop Technical Communication skills	1	√		√	√		1		√		√			√	√	√	√	√	$\sqrt{}$	√
13	Developing Analytical skills and popular communication	V	V	V	1	1	V	V	V	V	√	V	1								
14	Developing ICT skills	V	V	√		V		V		1		V			V	√		√	√		√
15	Demonstrate Professional behaviour with respect to attribute like objectivity, ethical values, self reading, etc	1	V	√	V	1	√	1	√	1	√	V	√	√	√	√	V	V	√	√	V
Rele	Relevance of curricula to the Local, National, Regional and Global Needs																				
	Local	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	√	V	1
	National	V			V	V	V	V	V	√	V	V	V	V							
	Regional	V	V	√	V	V	V	V	V			V	V	V	V	√	V	√	V	V	V
	Global	V			V	V	V	V	V	V	V	V	V	√							