

## ANNEXURE 18B09

### V.V. VANNIAPERUMAL COLLEGE FOR WOMEN



(Belonging to Virudhunagar Hindu Nadars)

An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai

*Re-accredited with 'A' Grade (3<sup>rd</sup> Cycle) by NAAC*

VIRUDHUNAGAR - 626 001

#### CHOICE BASED CREDIT SYSTEM

#### B.Sc. COSTUME DESIGN AND FASHION (SEMESTER)

#### PROGRAMME CODE - 2030

#### REGULATIONS AND SYLLABUS

(with effect from Academic Year 2018 - 2019)

V.V.Vanniaperumal College for Women, Virudhunagar, established in 1962, offers 19 UG Programmes, 14 PG Programmes, 6 M.Phil. Programmes and 3 Ph.D. Programmes. All these programmes, except Ph.D. Programmes, have been framed as per the guidelines given by UGC under Choice Based Credit System (CBCS).

The Departments of Commerce, English and History upgraded as Research Centres offer Ph.D. Programmes as per the norms and regulations of Madurai Kamaraj University, Madurai and do not come under the purview of CBCS.

#### CHOICE BASED CREDIT SYSTEM (CBCS)

The CBCS provides an opportunity for the students to choose courses from the prescribed Courses. The CBCS is followed as per the guidelines formulated by the UGC. The Students' performance will be evaluated based on the uniform grading system. Computation of the Cumulative Grade Point Average (CGPA) is made to ensure uniformity in evaluation system.

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#### List of programmes in which CBCS/Elective Course System is implemented

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#### UG PROGRAMMES

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|--------------------------|---|--|
| Arts & Humanities        | : | History (E.M. & T.M.), English and Tamil   |
| Physical & Life Sciences | : | Mathematics, Zoology, Chemistry, Physics, Biochemistry, Home Science - Nutrition and Dietetics, Costume Design and Fashion, Microbiology, Biotechnology, Computer Science, Information Technology and Computer Applications. |
| Commerce & Management    | : | Commerce, Commerce with Computer Applications, Commerce with Professional Accounting<br>Business Administration  |

## **PG PROGRAMMES**

Arts & Humanities	:	History, English, Tamil
Physical & Life Sciences	:	Mathematics, Physics, Biochemistry, Food Processing & Quality Control, Chemistry, Zoology, Computer Science, Information Technology
Commerce & Management	:	Commerce, Business Administration

## **PRE-DOCTORAL PROGRAMMES (M.Phil.)**

Arts & Humanities	:	History, English, Tamil
Physical & Life Sciences	:	Mathematics, Biochemistry
Commerce & Management	:	Commerce

## **OUTLINE OF CHOICE BASED CREDIT SYSTEM**

1. Core Courses
2. Elective Courses
  - 2.1. Discipline Specific Elective Courses (DSEC)
  - 2.2. Dissertation / Project
3. Non Major Elective Courses (NMEC)
4. Generic Elective Courses (GEC)
5. Ability Enhancement Courses (AEC)
  - 5.1 Ability Enhancement Compulsory Courses (AECC)
  - 5.2. Skill Enhancement Courses (SEC)

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**List of Non Major Elective Courses (NMEC) Offered**


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**UG PROGRAMMES**

Name of the Course	Semester	Department
Indian National Movement (A.D 1885-1947)	III	History
Constitution of India	IV	
Communication Skills-I	III	English
Communication Skills-II	IV	
இக்காலநீதி இலக்கியம்	III	Tamil
உரைநடை இலக்கியம்	IV	
Practical Banking	III	Commerce
Basic Accounting Principles	IV	
Business Management	III	Business Administration
Entrepreneurship Development	IV	
Quantitative Aptitude – I	III	Mathematics
Quantitative Aptitude - II	IV	
Physics in Everyday life	III	Physics
Digital Electronics	IV	
Industrial Chemistry-I	III	Chemistry
Industrial Chemistry-II	IV	
Applied Zoology	III	Zoology
Animal Science	IV	
Basic Food Science	III	Home Science – Nutrition and Dietetics
Basic Nutrition and Dietetics	IV	
Women and Health	III	Biochemistry
Life style associated disorders	IV	
Medical Lab Technology	III	Microbiology
Applied Microbiology	IV	
Infectious Diseases	III	Biotechnology
Organic Farming	IV	
Basics of Fashion	III	Costume Design And Fashion
Interior Designing	IV	
Introduction to Computers and Office Automation	III	Computer Science
Introduction to Internet and HTML	IV	
Computer Fundamentals and E-mail	III	Information Technology
Introduction to HTML	IV	
Fundamentals of Computers	III	Computer Applications
Web Design with HTML	IV	
Horticulture – I	III	Botany
Horticulture – II	IV	
மருத்துவதாவரவியல் - I	III	
மருத்துவதாவரவியல் - II	IV	
Library and Information Science – I	III	Library Science
Library and Information Science – II	IV	

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## List of Generic Elective Courses (GEC) Offered

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### GENERIC ELECTIVE COURSES – 1 (Any one)

1. Human Rights
2. Women Studies

### GENERIC ELECTIVE COURSES – 2 (Any one)

1. Constitution of India
2. Modern Economics
3. Adolescent Psychology
4. Disaster Management

### ABILITY ENHANCEMENT COMPULSORY COURSES (AECC)

1. Environmental Studies
2. Value Education

மேல்நிலை கல்வி வரை தமிழை முதன்மை பாடமாக எடுத்து படிக்காத மாணவிகள் கீழ்க்கண்ட பாடங்களை கட்டாயம் படிக்க வேண்டும்

1. அடிப்படை தமிழ் -எழுத்தறிதல்
2. அடிப்படைத் தமிழ் -மொழித்திறனறிதல்

### QUALIFICATION FOR ADMISSION

Candidates should have passed the Higher Secondary Examination conducted by Board of Higher Secondary Education, Government of Tamil Nadu/ any other Examination accepted by Academic Council with +2 Academic / Vocational Stream.

Pass in any Fashion/ Costume/ Textile/ Apparel related Diploma Programme is eligible to admit in direct second year of this UG Programme.

### DURATION OF THE COURSE

The candidates shall undergo the prescribed course of study for a period of three academic years (six semesters).

### MEDIUM OF INSTRUCTION

English

**COURSES OFFERED**

- Part I : Tamil/Hindi
- Part II : English
- Part-III : Core Courses  
 Elective Courses Discipline Specific Electives Courses  
 Dissertation / Field Project  
 Allied Courses: 1. Home Furnishing and Marketing  
 2. Fashion Psychology
- Part IV : Non-Major Elective Courses (NMEC)  
 Generic Elective Courses (GEC)  
 Ability Enhancement Compulsory Courses (AECC)  
 Skill Enhancement Courses (SEC)
- Part V : National Service Scheme, Physical Education, Youth Red Cross Society, Red Ribbon Club, Science Forum, Eco Club, Library and Information Science, Consumer Forum, Health and Fitness Club

Study Tour/ Field visit is mandatory for UG students.

Internship / Field Project is compulsory for II year UG Science students

**Internship:** A designated activity that carries one credit involving more than 7 days of working in an organization under the guidance of an identified mentor

**Field Project:** Project students need to undertake that involve conducting surveys inside/outside the college premises and collection of data from designated communities or natural places.

**EVALUATION SCHEME****Core Courses, Discipline Specific Electives Courses & Allied Courses**

Components	Internal Assessment Marks	External Examination Marks	Total Marks
Theory	25	75	100
Practical	40	60	100
Project	40	60	100

**PART III - Core Courses, Discipline Specific Elective Courses & Allied Courses****INTERNAL ASSESSMENT****Distribution of Marks****Theory**

Mode of Evaluation		Marks
Periodic Test	:	15
Assignment	:	5
Quiz	:	5
<b>Total</b>	<b>:</b>	<b>25</b>

Three Periodic Tests - Average of the best two will be considered

Two Assignments - Best of the two will be considered

Three Quiz Tests - Best of the three will be considered

**Practical**

Mode of Evaluation		Marks
Model Test	:	30
Performance	:	10
<b>Total</b>	<b>:</b>	<b>40</b>

Two Model Tests - Best one will be considered

Performance - Attendance and Record

**Question Pattern for Periodic Assessment****Duration: 2 Hours**

Section	Types of Question	No. of Questions	No. of Questions to be answered	Marks for each Question	Total Marks
A Q.No.(1- 4)	Open Choice	4	2	2	4
B Q.No.(5- 7)	Either or Type	3	3	7	21
C Q.No.(8-10)	Open Choice	3	2	10	20
<b>Total</b>					<b>45</b>

**EXTERNAL EXAMINATION****Question Pattern****Duration: 3 Hours**

Section	Types of Question	No. of Questions	No. of Questions to be answered	Marks for each Question	Total Marks
A Q. No.(1- 8)	Open Choice (At least one question from each unit)	8	5	2	10
B Q. No.(9 -13)	Either or Type (one from each unit)	5	5	7	35
C Q. No.(14-19)	Open Choice (one from each unit)	5	3	10	30
<b>Total</b>					<b>75</b>

**CORE COURSES ASSESSMENT**

Online Test will be conducted for the Core Courses in V & VI Semester.

Multiple Choice questions Pattern is followed.

**PART IV- Skill Enhancement Courses and Non Major Elective Courses****INTERNAL ASSESSMENT****Distribution of Marks****Theory**

Mode of Evaluation		Marks
Periodic Test	:	25
Assignment	:	10
Quiz	:	5
<b>Total</b>	<b>:</b>	<b>40</b>

Three Periodic tests - Average of the best two will be considered

Two Assignments - Best of the two will be considered

Three Quiz Tests - Best of the three will be considered

**Question Pattern****Duration 1 Hour**

Section	Types of Question	No. of Questions	No. of Questions to be answered	Marks for each Question	Total Marks
A Q. No.(1- 4)	Open Choice	4	3	5	15
B Q. No.(5- 6)	Open Choice	2	1	10	10
<b>Total</b>					<b>25</b>

**External Examination****Duration - 2 Hours**

Section	Types of Question	No. of Questions	No. of Questions to be answered	Marks for each Question	Total Marks
A Q. No.(1- 8)	Open Choice	8	6	5	30
B Q. No.(9- 13)	Open Choice	5	3	10	30
<b>Total</b>					<b>60</b>

**PART IV- Generic Elective Courses & Ability Enhancement Compulsory Courses**

- Assessment by Internal Examiner only
- Model Examination is conducted after two periodic tests.
- Book and Study Material prepared by the Faculty Members of the respective departments will be prescribed.

**ASSESSMENT PATTERN**

Mode of Evaluation		Marks
Periodic Test	:	30
Assignment	:	10
Model Examination	:	60
<b>Total</b>	<b>:</b>	<b>100</b>

Two Periodic tests - Best of the two will be considered

Two Assignments - Best of the two will be considered

**Question Pattern for Periodic Test****Duration: 1 Hour**

Section	Types of Question	No. of Questions	No. of Questions to be answered	Marks for each Question	Total Marks
A Q. No.(1- 4)	Open Choice	4	3	6	18
B Q. No.(5- 6)	Open Choice	2	1	12	12
<b>Total</b>					<b>30</b>



**Question Pattern for Model Examination****Duration: 2 Hours**

Section	Types of Question	No. of Questions	No. of Questions to be answered	Marks for each Question	Total Marks
A Q. No.(1- 8)	Open Choice	8	5	6	30
B Q. No.(9- 13)	Open Choice	5	3	10	30
<b>Total</b>					<b>60</b>

**ELIGIBILITY FOR THE DEGREE**

1. The candidate will not be eligible for degree without completing the prescribed Courses of study, lab work, *etc.*, and a minimum Pass marks in all the Courses.
2. Attendance, progress and conduct certification from the Head of the Institution will be required for the students to write the examination.
  - No Pass minimum for Internal Assessment.
  - Pass minimum for External Examination is 27 marks out of 75 for Core Courses, Discipline Elective Courses and Allied Courses.
  - Pass minimum for External Examination is 21 marks out of 60 for Skill Enhancement Courses, Non Major Elective Courses, Generic Elective Courses and Ability Enhancement Compulsory Courses.
  - The aggregate minimum pass percentage is 40
  - Pass minimum for External Practical Examination is 24 marks out of 60.

**ATTENDANCE**

- (a) The students who have attended the classes for 76 days (85%) and above are permitted to appear for the Summative Examinations without any condition.
- (b) The students who have attended the classes for 75 days and less - upto 70 days (78%) are permitted to appear for the Summative Examinations by paying a fine of Rs.250/-
- (c) The students who have attended the classes for 69 days and less - upto 60 days (66%) have to apply for condonation of attendance in the prescribed form to the Principal to

appear for the Summative Examinations. They have to produce medical certificate and pay a fine of Rs.500/-

- (d) The students who have attended the classes for 59 days and less - upto 45 days (50%) can appear for the Summative Examinations only after getting special permission from the Principal. To get special permission from the Principal, they should produce medical certificate and pay Rs.1000/- along with the application form for exemption.
- (e) The students who have attended the classes for 44 days and less (50%) cannot appear for the Summative Examinations and have to repeat the whole semester.
- These rules are applicable to UG, PG and M.Phil. Programmes and come into effect from 2018-2019 onwards.
- For Certificate, Diploma and Advanced Diploma and PGDCA Programmes, the students require 75% of attendance to appear for the Theory/Practical Examinations.

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### B.Sc. COSTUME DESIGN AND FASHION (SEMESTER)

PROGRAM CODE - 2030

#### PROGRAMME OUTCOMES

The students will be able to

- get an in-depth understanding of the subject.
- develop an effective oral and written communication.
- have wider social mobility into reality.
- outsource the acquired knowledge with social concern and responsibility.
- have a wholesome personality by imbibing ethical and traditional values.
- strengthen the passion for learning with vigour and self-motivation.

#### PROGRAMME SPECIFIC OUTCOMES

The students of B.Sc Costume Design and Fashion programme will be able to

- empower the blend of technical and professional knowledge with their skills in the field of fashion, textiles and apparel industry.
- make use of different fibers, looms, formation of fabric structure, dyeing, printing, finishes and advanced technology in textile field.
- attain skills required for designing, draping, pattern making, grading and constructing various model apparels for different age groups.
- familiarize with the essence of the traditional textiles, embroideries and costumes to develop new creations and innovations.
- hone their skills in designing, constructing, ornamenting and show-casing of design collection and accessories
- acquire knowledge and skills in illustrating, designing fashionable apparels with different textures, colours and suitable accessories for various persons using CAD and CAM.
- identify problems in the apparel and textile domain and to provide techno-economic solutions focusing on the need of the industry and society.

- gain knowledge in export and business etiquettes to be followed in textile and apparel industry
- explore sustainability in design development to become successful entrepreneurs.

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### PART - I

S.No.	Sem.	Code	Title of Paper	Credits	Marks
1.	I	18UTAG11	இக்கால இலக்கியம் - கவிதையும் சிறுகதையும்	3	100
2.	II	18UTAG21	பக்தி இலக்கியமும், புதினமும்	3	100
3.	III	18UTAG31	காப்பிய இலக்கியமும், நாடகமும்	3	100
4.	IV	18UTAG41	சங்க இலக்கியமும் உரைநடையும்	3	100
<b>TOTAL</b>				<b>12</b>	<b>400</b>

### PART II

S.No	Sem.	Code	Title of the Course	Credits	Marks
1.	I	18UENG11A	English for Advanced Learners I	3	100
		18UENG11B	English for Career Guidance - I		
		18UENG11C	English for Communicative Competence-I		
2.	II	18UENG21A	English for Advanced Learners II	3	100
		18UENG21B	English for Career Guidance - II		
		18UENG21C	English for Communicative Competence – II		
3.	III	18UENG31A	English for Advanced Learners III	3	100
		18UENG31B	English for Career Guidance – III		
		18UENG31C	English for Communicative Competence – III		
4.	IV	18UENG41A	English for Advanced Learners IV	3	100
		18UENG41B	English for Career Guidance – IV		
		18UENG41C	English for Communicative Competence – IV		
<b>TOTAL</b>				<b>12</b>	<b>400</b>

**PART III – CORE, DISCIPLINE SPECIFIC ELECTIVE COURSES**

S.No.	Sem.	Code	Title of Paper	Credits	Marks
1	I	18UCFC11	Fundamentals of Apparel Making	4	100
2	I	18UCFC12	Fibre and Yarn Science	4	100
3	II	18UCFC21	Pattern Making and Grading	4	100
4	II	18UCFC22	Sewing Technology	4	100
5	II	18UCFC21P	Apparel Making Lab	2	100
6	III	18UCFC31	Pattern Drafting and Construction for Kid's Wear	4	100
7	IV	18UCFC41	Fabric Structure and Design	4	100
8	IV	18UCFC41P	Kid's Wear Lab	4	100
9	V	18UCFC51	Pattern Drafting and Construction for Adult Wear I	4	100
10	V	18UCFC52	Draping Techniques	4	100
11	V	18UCFC53	Textile Wet Processing	4	100
12	V	18UCFE51\ 18UCFE52	Fashion and Apparel Marketing/Costumes and Textiles of the World	4	100
13	VI	18UCFO51	Core Courses Assessment - Online	1	50
14	VI	18UCFC61	Pattern Drafting and Construction for Adult Wear II	4	100
15	VI	18UCFC62	Computer Aided Designing	4	100
16	VI	18UCFC63	Traditional Costumes and Indian Textiles	4	100
17	VI	18UCFE61/ 18UCFE62	Apparel Quality and Management /Foreign Trade Techniques	4	100
18	VI	18UCFO61	Core Courses Assessment - Online	1	50
19	VI	18UCFC61P	Adult Wear Lab	3	100
20	VI	18UCFC62P	Draping Techniques and Computer Aided Designing Lab	3	100
21	VI	18UCFC63P	Textiles and Traditional Indian Embroideries Lab	2	100
<b>Total</b>				<b>72</b>	<b>2000</b>

**PART III – ALLIED COURSE I- HOME FURNISHING AND MARKETING**

S.No.	Sem.	Code	Title of Paper	Credits	Marks
1.	I	18UHSA11	Home Furnishing	4	100
2.	II	18UHSA21	Entrepreneurial Skill Development	4	100
		18UHSA21P	Home Textiles Lab	2	100
<b>Total</b>				<b>10</b>	<b>300</b>

**PART III - ALLIED COURSE II- FASHION PSYCHOLOGY**

S.No.	Sem.	Code	Title of Paper	Credits	Marks
1.	III	18UCFA31	Fashion Designing	4	100
2.	IV	18UCFA41	Fashion and Clothing Psychology	4	100
	IV	18UCFA41P	Illustration Lab	2	100
<b>Total</b>				<b>10</b>	<b>300</b>

**PART IV -SKILL ENHANCEMENT COURSES**

S.No.	Sem.	Code	Title of Paper	Credits	Marks
1.	II	18UCFS21	MS Office Lab	2	100
2.	III	18UCFS31	Fashion Merchandising	2	100
3.	IV	18UCFS41P	Surface Ornamentation Lab	2	100
4.	V	18UPHS51P	Fashion Accessories Lab	2	100
5.	V	18UCFS52	Technical Textiles	2	100
6.	VI	18UCFS61P	Fashion Portfolio	2	100
<b>Total</b>				<b>12</b>	<b>600</b>

**PART IV –NON MAJOR ELECTIVE COURSES**

S.No.	Sem.	Code	Title of Paper	Credits	Marks
1.	III	18UCFN31	Basics of Fashion	2	100
2.	IV	18UCFN41	Interior Designing	2	100
<b>Total</b>				<b>4</b>	<b>200</b>

**PARTIV–GENERIC ELECTIVE AND ABILITY ENHANCEMENT COMPUSORY COURSES**

S.No.	Sem.	Code	Title of Paper	Credits	Marks
1.	I	18UGVE11	Value Education	2	100
2	III	18UGHR31 18UGWS32	Human Rights Women studies	1	100
3.	IV	18UGEC41	Constitution of India	1	100
		18UGEM42	Modern Economics		
		18UGEA43	Adolescent psychology		
		18UGED44 18UGED44N	Disaster Management Disaster Management		
4		18UPHI41G	Internship/Field Project	1	100
			Extension Activities	1	-
5	V	18UGES51	Environmental Studies	2	100
	<b>Total</b>			<b>8</b>	<b>500</b>

**PART –V -EXTENSION ACTIVITIES**

S.No.	Sem.	Code	Title of Paper	Credit
1	I, II, III & IV	18UVNS1	National Service Scheme	1
2		18UVNS2	Physical Education	
3		18UVYR1 18UVYR2	Youth Red Cross Society	
		4	18UVRR1	
5		18UVSF1	Science Forum	
6		18UVEC1	Eco Club	
7		18UVLI1	Library and Information Science	
8		18UVCC1	Consumer Forum	
9		18UVHF1	Health and Fitness Club	



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### DEPARTMENT OF COSTUME DESIGN AND FASHION PROGRAMME STRUCTURE

Semester	Course Code	Courses	Hours per week	Credits	Total Marks		
					Int.	Ext.	
I	Part I	18UTAG11	Tamil/Hindi I	6	3	25	75
	Part II	18UENG11	English I	6	3	25	75
	Part III	18UCFC11	Core Course -1 Fundamentals of Apparel Making	4	4	25	75
		18UCFC12	Core Course - 2 Fibre and Yarn Science	4	4	25	75
		18UCFC21P	Core Practical – I Apparel Making Lab	2	-	-	-
		18UHSA11	Allied Course –I Home Furnishing	4	4	25	75
		18UHSA21P	Allied Practical 1 Home Textiles Lab	2	-	-	-
	Part IV	18UGVE11	Value Education	2	2	100	
<b>TOTAL</b>			<b>30</b>	<b>20</b>	<b>600</b>		

Semester	Course Code	Courses	Hours per week	Credits	Total Marks		
					Int.	Ext.	
II	Part I	18UTAG21	Tamil /Hindi II	6	3	25	75
	Part II	18UENG21	English II	6	3	25	75
	Part III	18UCFC21	Core Course - 3 Pattern Making and Grading	4	4	25	75
		18UCFC22	Core Course - 4 Sewing Technology	4	4	25	75
		18UCFC21P	Core Practical –I Apparel Making Lab II	2	2	40	60
		18UHSA21	Allied Course –I Entrepreneurial Skill Development	4	4	25	75
		18UHSA21P	Allied Practical- 1 Home Textiles Lab	2	2	40	60
	Part IV	18UCFS21	SEC -1 MS Office Lab	1T 1P	2	40	60
		<b>TOTAL</b>			<b>30</b>	<b>24</b>	<b>800</b>

Semester	Course Code	Courses	Hours per week	Credits	Total Marks		
					Int	Ext	
III	Part I	18UTAG31	Tamil/ Hindi III	6	3	25	75
	Part II	18UENG31	English III	6	3	25	75
	Part III	18UCFC31	Core Course -5 Pattern Drafting and Construction for Kid's Wear	5	5	25	75
		18UCFC41P	Core Practical – 2 Kid's Wear Lab	2	-	-	-
		18UCFA31 18UCFA41P	Allied Course - II Fashion Designing Allied Practical -2 Illustration Lab	4 2	4 -	25 -	75 -
	Part IV	18UCFS31	SEC -2 Fashion Merchandising	2	2	40	60
		18UCFN31	NMEC-1 Basics of Fashion	2	2	40	60
	Part IV	18UGHR31 18UGWS32	Generic Elective -1 1.Human Rights 2. Women studies	0	1	40	60
		18UGEC41	Generic Elective -2 Constitution of India	1	-	-	-
		18UGEM42	Modern Economics				
		18UGEA43	Adolescent psychology				
		18UGED44 18UGED44N	Disaster Management Disaster Management				
		<b>TOTAL</b>			<b>30</b>	<b>20</b>	<b>700</b>

Semester	Course Code	Courses	Hours per week	Credits	Total Marks		
					Int	Ext	
IV	Part I	18UTAG41	Tamil /Hindi IV	6	3	25	75
	Part II	18UENG41	English IV	6	3	25	75
	Part III	18UCFC41	Core Course - 6 Fabric Structure and Design	5	5	25	75
		18UCFC41P	Core Practical –2 Kid’s Wear Lab	2	2	40	60
		18UCFA41	Allied Course – II Fashion and Clothing Psychology	4	4	25	75
		18UCFA41P	Allied Practical -2 Illustration Lab	2	2	40	60
	Part IV	18UCFS41P	SEC -3 Surface Ornamentation Lab	1T 1P	2	40	60
		18UCFN41	NMEC-2 Interior Designing	2	2	40	60
		18UCFI41G	Internship/Field Project	0	1	100	-
			Generic Elective -2				
		18UGEC41	Constitution of India	1	1	40	60
		18UGEM42	Modern Economics				
		18UGEA43	Adolescent psychology				
		18UGED44 18UGED44N	Disaster Management Disaster Management				
	Part V		Extension Activities	-	1	-	-
			<b>TOTAL</b>	<b>30</b>	<b>26</b>	<b>1000</b>	

Semester	Course Code	Courses	Hours per week	Credits	Total Marks		
					Int.	Ext.	
V	Part III	18UCFC51	Core Course – 7 Pattern Drafting and Construction for Adult Wear I	4	4	25	75
		18UCFC52	Core Course - 8 Draping Techniques	4	4	25	75
		18UCFC53	Core Course – 9 Textile Wet Processing	4	4	25	75
		18UCFC61P	Core Practical - 3 Adult Wear Lab	3	-	-	-
		18UCFC62P	Core Practical - 4 Draping Techniques Lab	3	-	-	-
		18UCFC63P	Core Practical -5 Textiles Lab	2	-	-	-
		18UCFE51	DSEC -1 1.Fashion and Apparel Marketing 2.Costumes and Textiles of the World 3. Garment Costing	4	4	25	75
		18UCFE52					
		18UCFE53					
		18UCFOL51	Online Assessment	-	1	50	
	Part IV	18UCFS51	SEC -4 Fashion Accessories Lab	1T 1P	2	40	60
		18UCFS52	SEC -5 Technical Textiles	2	2	40	60
		18UGES51	Environmental Studies	2	2	100	
		<b>TOTAL</b>	<b>30</b>	<b>23</b>	<b>750</b>		

Semester	Course Code	Courses	Hours per week	Credits	Total Marks		
					Int.	Ext.	
VI	Part III	18UCFC61	Core Course -10 Pattern Drafting and Construction for Adult Wear II	5	4	25	75
		18UCFC62	Core Course -11 Computer Aided Designing	5	4	25	75
		18UCFC63	Core Course -12 Traditional Costumes and Indian Textiles	5	4	25	75
		18UCFC61P	Core Practical -6 Adult Wear Lab	3	3	40	60
		18UCFC62P	Core Practical -7 Draping Techniques and Computer Aided Designing Lab	3	3	40	60
		18UCFC63P	Core Practical -8 Textiles and Traditional Indian Embroideries Lab	2	2	40	60
		18UCFE61 18UCFE62 18UCFE63	DSEC -2 1.Apparel Quality and Management 2.Foreign Trade Techniques 3. Fashion Retailing and Merchandising	5	4	25	75
	18UCFOL61	Online Assessment	-	1	50		
	Part IV	18UCFS61	SEC -6 Fashion Portfolio	2	2	40	60
	<b>TOTAL</b>			<b>30</b>	<b>27</b>	<b>850</b>	

**DSEC : Discipline Specific Elective Course**

**SEC : Skill Enhancement Course**

## V.V. VANNIAPERUMAL COLLEGE FOR WOMEN



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VIRUDHUNAGAR - 626 001

### B.Sc. Costume Design and Fashion (SEMESTER) (2018 -19 onwards)

Semester V	<b>PATTERN DRAFTING AND CONSTRUCTION FOR ADULT WEAR I</b>	Hours/Week: 4	
Core Course – 7		Credits: 4	
Course Code <b>18UCFC51</b>		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, students will be able to

- formulate skills in fashion illustration and designing for adult wear.
- illustrate basic drafting and constructing methods for various garments.
- create various blocks using basic blocks for different measurements.
- make use of stitching procedure for the designed adult wear.
- estimate the required fabrics and its cost needed for the designed adult wear.
- generate skills to become an entrepreneur.

### UNIT I

Illustrating, drafting, pattern making, lay out preparation, stitching procedure and material calculation for – apron, six panel petticoat, cape and house coat with half sleeve and full open. (11 Hours)

### UNIT II

Illustrating, drafting, pattern making, lay out preparation, stitching procedure and material calculation for - plain skirt, pleated skirt, umbrella skirt, ghagra and choli with hole shoulder sleeve. (13 Hours)

### UNIT- III

Illustrating, drafting, pattern making, lay out preparation, stitching procedure and material calculation for - off shoulder tops, cowl neck tops, halter neck line tops, stand collar with tie and bow tops. (13 Hours)

#### UNIT IV

Illustrating, drafting, pattern making, lay out preparation, stitching procedure and material calculation for - plain salwar, Patiala, churidar and butter fly pant. (13 Hours)

#### UNIT V

Illustrating, drafting, pattern making, lay out preparation, stitching procedure and material calculation for - Punjabi kameez, umbrella cut, anarkali cut and panel cut kameez. (11 Hours)

#### TEXT BOOK

1. Joseph Armstrong, H. (2013). *Pattern Drafting for Fashion Design. 5<sup>th</sup> Edition.* India: Pearson Education.
2. Zarakar, S. K. (2009). *Zarakar System of Cutting.* India: Navneet Publications Ltd.

#### REFERENCE BOOKS

1. Digest, R. (1976). *Complete Guide to Sewing.* New York: The Reader's Digest Association, The Pleasant Ville.
2. Mathews, M. (1985). *Practical Clothing Construction.* Chennai: (Part I) Basic Sewing Processes.
3. Rosalie, P., & Giles, P. (1978). *Needle Work.* London: Methuen Educational.
4. Virginia Stolpe, L. (1973). *Comparative Clothing Construction Techniques.* Delhi: Surjeeth Publications.

Mrs.J.Athirstam  
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### B.Sc. Costume Design and Fashion (SEMESTER) (2018 -19 onwards)

Semester V	<b>DRAPING TECHNIQUES</b>	Hours/Week: 4	
Core Course – 8		Credits: 4	
Course Code <b>18UCFC52</b>		Internal 25	External 75

#### COURSE OUTCOMES

On completion of the course, students will be able to

- understand the human body proportion and apply its principles in designing the garments.
- attain skills in basic and advanced techniques involved in draping.
- create design development for various body proportions.
- obtain skills to create various blocks in draping.
- gain knowledge about the factors involved for the proper shape and fit of the garment.
- acquire skills of draping a garment from conception to final construction.

#### UNIT I

##### **Draping and its Preparation**

Draping – meaning and stages – draping, marking and tracing. Dress form and its preparation. Preparation of muslin cloth – grain, seam allowance. Equipments needed for draping. (10 Hours)

#### UNIT II

##### **Basic Patterns**

Basic bodice front and back. Dart variations – waist line dart, center front dart, french dart, neck line dart and armhole dart. Fullness pleats, darts, tucks and gathers. (12Hours)

### UNIT III

#### Neckline Variations

Front neck, back neck, cowl neckline and halter neck line. Armhole variation – under arm cowl. Yoke variations - bodice yoke, midriff yoke, shirt yoke and hip yoke. (13Hours)

### UNIT IV

#### Collar and Sleeve Variations

Collars - mandarin collar, band collar, convertible collar, shawl collar and Peter Pan collar.

Sleeves – dolman sleeve, puff sleeve, bell sleeve, kimono sleeve and raglan sleeve.

(12 Hours)

### UNIT V

#### Skirt and Bodice Variations

Skirts - basic skirt, gored skirt, flared skirt, umbrella a skirt and pleated skirt – bodice variations – swap rice front and butter fly twist. (13 Hours)

### TEXT BOOK

Kiisel, K. (2013). *Draping: The Complete Course*. U.S.A: Thames & Hudson Publisher.

### REFERENCE BOOKS

1. Alexander, N.G. Mascourt, (1972). *Designing Interior Environment*. New York: Bizu Covanorich, Inc.
2. Amadan Crawford, C. (2005). *The Art of Fashion Draping*. New York: Fair Child Publications.
3. Crawford, C. (2005). *The Art of Fashion Draping*. 3<sup>rd</sup> Edition. U.S.A: Laurence King Publishing.
4. Emeritus, N., & Jaffe, H. (2011). *Draping for Fashion Design*. 5<sup>th</sup> Edition. U.S.A: Prentice Hall.

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### B.Sc. Costume Design and Fashion (SEMESTER) (2018 -19 onwards)

Semester V	<b>TEXTILE WET PROCESSING</b>	Hours/Week: 4	
Core Course – 9		Credits: 4	
Course Code <b>18UCFC53</b>		Internal 25	External 75

#### COURSE OUTCOMES

On completion of the course, students will be able to

- acquire knowledge on preparatory and pre preparatory process of wet processing.
- attain knowledge on bleaching, dyeing and printing processes.
- know the various dyeing machineries and printing machineries.
- understand the different methods and styles of printing techniques.
- understand the importance and applications of various finishes needed for fabric ornamentation.
- acquire the finishing skills needed to work in textile industries.

#### UNIT I

##### Preparatory process

Production sequence of textile fabrics - flow chart – Fabric preparation- singeing, desizing, scouring, bleaching and mercerizing- different methods. (9 Hours)

#### UNIT II

##### Dyeing

Dyes- classification and properties of dyes. Direct, vat, reactive, sulphur and naphthol dyes for cotton fabrics. Acid and basic dyes for wool, silk, nylon and acrylic fabrics. Disperse dyes for polyester fabrics. Vegetable dyes- types and colours, applications of natural dyes, advantages and limitations. (10 Hours)

### UNIT III

#### Dyeing Machines

Methods of dyeing - direct, stock, top, yarn, piece, garment and dope dyeing. Dyeing machines - winch, jigger, pigment padding and jet. (14 Hours)

### UNIT IV

#### Printing and Printing Paste Preparation

Printing- meaning, styles of printing and differences between printing and dyeing, printing paste preparation.

#### Printing Styles

Direct printing

Block printing- preparation of block and techniques. Stencil printing- preparation of stencils, process and techniques. Screen printing- flat screen and rotary screen printing, preparation of screen printing paste, screen printing process.

Resist printing

Batik printing- process and techniques. Tie and dye - process and techniques.

Discharge printing - chemicals used, process involved.

Modern printing techniques- inkjet printing, heat transfer printing, digital printing.

(13 Hours)

### UNIT V

#### Finishing Process

Textile finishing – mechanical finishing – calendaring, compacting, embossing, sueding, raising, wool glazing, shearing, stabilization, decatizing, steaming and heat setting, sanforizing and fulling.

Chemical finishing –softening, elastomeric finish, crease resistant, soil release, flame retardant treatment, peach finish anti pilling, stain and soil resistant, oil and water proofing, water-repellent, anti static, anti mildew, moth proofing, antibacterial. Enzyme finishing – sewing thread finishing. (14Hours)

### TEXT BOOK

1. Sekhri, S. (2016). *Text Book of Fabric Science*. 2<sup>nd</sup> Edition. India: Prentice Hall Learning Private Limited.

## REFERENCE BOOKS

1. Carbmán, B.P. (2000). *Fibre to Fabric*. International Students Edition. Singapore: MC Graw Hill Book Co.
2. Gulrajani, M.L., & Gupta, D. (1992). *Natural Dyes and Their Application to Textiles*. New Delhi: Indian Institute of Technology.
3. Gunner, J. (2006). *Shibori for Textile Artist*. London: Batsford.
4. Manivsakam, N. (1995). *Treatment of Textile processing Effluents*. Coimbatore: Sakthi Publications.
5. Murphy, W.S. (2000). *Textile Finishing*. Chandigarh: Abhishek Publication.
6. Lewis, D.M. (1990). *Wool Dyeing*. England: SDC Publications.

Mrs.R.Subha  
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VIRUDHUNAGAR - 626 001

### B.Sc. Costume Design and Fashion (SEMESTER) (2018 -19 onwards)

Semester V	<b>FASHION AND APPAREL MARKETING</b>	Hours/Week: 4	
DSEC – 1		Credits: 4	
Course Code <b>18UCFE51</b>		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, students will be able to

- understand the concept of marketing and behavior of consumer in an apparel industry.
- gain knowledge about the types and trends in marketing environment.
- attain knowledge about the functions and process involved in marketing.
- impart knowledge about fashion advertising and its types and techniques followed in an apparel marketing.
- Understand the fundamentals of basic advertising agencies and budgeting techniques in apparel marketing.

### UNIT I

#### Fashion Marketing

Marketing – definition, classification. Fashion marketing- definition, types. Fashion market – size and structure. Analysis of consumer markets and buyer behavior. (10 Hours)

### UNIT II

#### Marketing Environment

Introduction – micro marketing environment – designers, international sourcing, manufactures, marketing intermediaries, fashion predictors, consumers, competition within the fashion market, direct and indirect competition for fashion products and public. Macro marketing – political and legal, technological, demographics, social and cultural environments, green issues and economy. Trends in marketing environment. (12 Hours)

### **UNIT III**

#### **Marketing Functions**

Meaning and classification of marketing functions, functions of exchange, functions of physical supply. Marketing assembling-advantages of assembling, problems in assembling. Standardization – meaning. Stranded – meaning and types. Grading – meaning, need and types. Standardization and grading – differentiation and benefits. Packaging – meaning, growth, functions, materials and types. (12 Hours)

### **UNIT IV**

#### **Fashion Advertising**

Definition and methods of advertising. Advertising media used in apparel market – indoor advertising – types, merits and demerits. Outdoor advertising - types, merits and demerits. Direct advertising – types, merits and demerits. Promotional advertising – types, merits and demerits. (13 Hours)

### **UNIT V**

#### **Advertising Agency**

Advertising agency – selection of an advertising agency. Structure and functions of advertising agency – interest of advertising agency. Advertising budget- affordable method, percentage of sales methods. Advantages to manufactures, advantages to salesman, advantages to whole sellers and retailers, advantages of customers and advantages of community. Limitations of advertising – economic objection, social objection and ethical objection. Structure and functions of advertising department – advertising function, managerial function and general set-up of advertising department. (13 Hours)

### **TEXT BOOK**

1. Easey, M. (2008). *Fashion Marketing*. 3<sup>rd</sup> Edition. Singapore: John Wiley and Black Well Publisher.

### **REFERENCE BOOKS**

1. Backman, T.N., Davidson, W.R., & Maynard, H.H. (1970). *Principles of Marketing*. New York: W.R. Ronald Press Company.

2. Haroldcars John Pomeroy, S.T. (1992). *Fashion Design and Product Development*. Cambridge: Black Well Science Inc.
3. Kotler, K., Kolter, B., & Keller, K. (2009). *Marketing Management*. 13<sup>th</sup> Edition. India: Dorling Kindersley Publishing Inc.
4. Pillai, R.S.N., & Bagavathi, S. (1987). *Marketing*. New Delhi: R.S.N. S. Chand and Co Ltd.
5. Sodha, M., & Chatley, S. (2008). *Fashion Marketing and Merchandising*. New Delhi: Kalyani Publication.

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VIRUDHUNAGAR - 626 001

### B.Sc. Costume Design and Fashion (SEMESTER)

(2018 -19 onwards)

Semester V	<b>COSTUMES AND TEXTILES OF THE WORLD</b>	Hours/Week: 4	
DSEC – 1		Credits: 4	
Course Code <b>18UCFE52</b>		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, students will be able to

- indicate the cultural, social and psychological aspects of textiles and costumes.
- show the world fashion art.
- categorize the styles of apparel and its accessories pertaining to various countries.
- locate the significance of historical background of textiles and fashion.

### UNIT I

#### Costumes of North and Central America

North America – Inuits and Aleuts, American Indians of southwest, American Indians of plains and North West and Amish costumes.

Central America – Men and women costumes of Guatemala, Mexico, Andean countries –

Colombia, Ecuador, Peru and Bolivia, Chile, Argentina. North East- Brazil, Venezuela Paraguay and Uruguay. (13 Hours)

### UNIT II

#### Costumes of European Countries

European countries – Egypt, Greece, Roman, Norway, Sweden, Denmark, Scotland Austria,

Germany, Hungary, Poland, Ukraine, Belarus and Netherlands. (13 Hours)

### **UNIT III**

#### **Costumes of Far Eastern Countries**

Far Eastern Countries – Mangolia, China, Taiwan, Hong Kong, Japan, North and South Korea, Srilanka, Pakistan, Burma, Thailand, Philippines, Malaysia, and Singapore. (12 Hours)

### **UNIT IV**

#### **Costumes of Africa**

Africa – costumes of North- Algeria, Egypt and Morocco. East- Kenya, Ethiopia, Madagascar. West- Nigeria and Gambia. and South – Zimbabwe and Zambia. (11 Hours)

### **UNIT V**

#### **Costumes of Middle East Countries**

Middle East Countries-Turkey and Iran, Pakistan, Kuwait, Oman, Saudi Arabia and costumes of Arab Peninsula. (11 Hours)

### **TEXT BOOK**

Phyllis, G. (2015). *Survey of Historic Costume*. 6<sup>th</sup> Edition. U.S.A: Bloomsbury Publishing.

### **REFERENCE BOOKS**

1. Chas, A. (1961). *Historic Costume*. London: Bernard and Co.
2. Das, S. N. (1958). *Costumes of Indian and Pakistan*. Bombay: D B Taraporevala Sons and Co.
3. James, L., & Simon, S. (1968). *Costume through the Ages*. New York: *Laver*.
4. Kemper Rache, H. (2010-11). *The History of Costume*. New York: Public Art Encyclopedia of Architecture.

Mrs. J. Athirstam  
Course Designer



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### B.Sc. Costume Design and Fashion (SEMESTER)

(2018 -19 onwards)

Semester V	<b>GARMENT COSTING</b>	Hours/Week: 4	
DSEC – 1		Credits: 4	
Course Code <b>18UCFE53</b>		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, students will be able to

- impart knowledge among the students with the requirements and the types of garment costing.
- gain knowledge about the principles of costing in an apparel industry.
- attain knowledge about the cost estimation of raw materials and production cost involved in an apparel industry.
- acquire knowledge about the importance of cost control system and preparation of cost sheet.
- understand the theory of garment costing in an apparel industry.

### UNIT I

#### Principles of Costing

Requirements of good costing system –cost unit-Types of costs, fixed cost, variable cost, semi variable cost, conversion cost, replacement cost, differential cost, imputed cost, sunk cost, research cost, development cost, policy cost, shutdown cost-cost sheet and its components-cost sheet format. (13 Hours)

### UNIT II

#### Elements of Cost

Direct material cost, direct expenses, direct wages, indirect material , indirect expenses, labour cost, production overhead, administrative overhead, selling and distribution overhead , total cost. (13 Hours)

### **UNIT III**

#### **Cost Estimation**

Cost estimation of fiber, yarn, fabric knitting, dyeing, printing and Finishing- cost estimation for cutting, stitching, pressing, packing shipping , forwarding and etc. Cost control measures in apparel industry. (12 Hours)

### **UNIT IV**

#### **Cost Control**

Function of cost , cost of product development-product cost, analysis of design cost, development cost, profit of design, apparel manufacturing cost control, sales cost control, purchasing cost control, production cost control, administration cost control, cost ratio policy, manufacturing budget ,cash flow control, standard cost sheet , break even chart, cash break even chart, analysis and detailed break even chart. (11 Hours)

### **UNIT V**

#### **Costing of Apparels**

Estimation of cost for various garment styles in children's wear, estimation of cost for various garments styles in women's wear, estimation of cost for various garment styles in men's wear- frock, skirt and school uniform. (11Hours)

### **TEXT BOOK**

Krishnakumar, M. (2010). *Apparel Costing*. Chandigarh: Abhishek Publication.

### **REFERENCE BOOKS**

1. Angappan, P., & Gopalakrishnan, R. (1997). *Textile Testing*. Valayakkaranoor: SSM Institute of Textile.
2. Booth, J.E. (1964). *Principles of Textile Testing*. New York: CBS Publishers & Distributors.
3. Grover, B., & Hamby, D.S. (1961). *Hand Book of Textile Testing & Quality Control*. New York: Textile Book Publishers.
4. Pradeep, V. (2006). *Managing Quality in Apparel Industries*. New York: Satish Bhardwaj, K. CBS Publishers.

Ms.S.Dhivya

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### B.Sc. Costume Design and Fashion (SEMESTER)

(2018 -19 onwards)

Semester V	<b>FASHION ACCESSORIES LAB</b>	Hours/Week: 1T 1P	
SEC – 4		Credits: 2	
Course Code <b>18UCFS51P</b>		Internal 40	External 60

#### MAKING OF FASHIONABLE ACCESSORIES

- different types of wallets, belts and footwear
- different types bracelets, bangles, anklets and earrings
- different types hip chains, chains, head and hair bands
- different types of hand bags and pouches
- different types full bridal jewellery set

Industrial Visit.

#### REFERENCE BOOKS

1. Beazley, M. (2002). *Easy to Make Book* vol: 1-vol:18. New York: Octopus Publishing Group.
2. Campbell Harding, V. (2004). *Machine Embroidery – Stitch Patterns*. Singapore: Kyodo Printing Co. Pvt. Ltd.
3. Octopus, H. (2001). *Professional Skills Made Easy*. New York: Octopus Publishing Group.

Ms. L.Devimuthumari  
Course Designer

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### B.Sc. Costume Design and Fashion (SEMESTER) (2018 -19 onwards)

Semester V	<b>TECHNICAL TEXTILES</b>	Hours/Week: 2	
SEC-5		Credits: 2	
Course Code <b>18UCFS52</b>		Internal 40	External 60

### COURSE OUTCOMES

On completion of the course, students will be able to

- understand the different forms of technical textiles.
- acquire knowledge about the new trends of fibers used in technical textiles.
- obtain knowledge about the types of fibers and its applications used in the field of smart textiles and medical textiles.
- impart knowledge about the application of textiles in geo-field.
- familiarize with high performance textiles.

### UNIT I

#### Technical Textiles

Definition, types and classification of technical textiles in different fields, growth and development of technical textiles, new trends in fibers, eco friendly and organic fibers.

(6 Hours)

### UNIT II

#### Smart Textiles

Definition, classification, types and fibers used in smart textiles, applications. Intelligent textiles – definition, classification, types and fibers used in intelligent textiles, applications.

(6 Hours)

### UNIT III

#### Medical Textiles

Definition, classification, types- implantable, non-implantable, health and hygiene, fibers used and their applications. (6Hours)

### UNIT IV

#### Protective Textiles

Definition, classification, types- bullet proof fabrics, fire retardant fabrics, high temperature fabrics, UV protective fabrics, electrical protective fabric and mechanical protective fabric, fibers used and its applications (6 Hours)

### UNIT V

#### Automotive and Geo Textiles

Textiles for automotive industry- definition, fibers used and its applications. Safety textiles – definition, types of safety devices – air bags and seat belts.

Geo textiles – definition, fibers used and its applications. (6 Hours)

### TEXT BOOK

Carbman, B.P. (2000). *Fiber to Fabric*. International Students Edition. Singapore: MC Graw Hill Book Co.

### REFERENCE BOOKS

1. Adanur, S. (2001). *Handbook of Industrial Textiles*. Lancaster: Technomic Publication.
2. Horrocks, A. R., & Anand S.C. (2000). *Handbook of Technical Textiles*. Cambridge: Wood Head Publishing.
3. Kanna, M.C., & Hearle Hear, O. (2004). *Design and Manufacture of Textile Composites: Textile Process*. Manchester: Textile Institute.
4. Scott, R.A (2005). *Textile for Production: Textile Process*. Manchester: Textile Institute.
5. Shishoo, R. (2005). *Textile in Spot: Textile Process*. Manchester: Textile Institute.

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### B.Sc. Costume Design and Fashion (SEMESTER) (2018 -19 onwards)

Semester VI	<b>PATTERN DRAFTING AND CONSTRUCTION FOR ADULT WEAR II</b>	Hours/Week: 5	
Core Course – 10		Credits: 4	
Course Code <b>18UCFC61</b>		Internal 25	External 75

#### COURSE OUTCOMES

On completion of the course, students will be able to

- formulate skills in fashion illustration and designing for adult wear.
- generalize the drafting procedure for garment construction.
- prepare basic blocks to create various styles by using different measurements.
- estimate the required fabrics needed for the designed adult wear.
- calculate the cost for the designed adult wear.
- generate skills to become an entrepreneur.

#### UNIT I

Illustrating, drafting, pattern making, lay out preparation, stitching procedure and material calculation for – maxi, nighty, cut blouse and boat neck blouse with back open model. (13 Hours)

#### UNIT II

Illustrating, drafting, pattern making, lay out preparation, stitching procedure and material calculation for - princess cut blouse, high neck blouse, raglan sleeve blouse and katori blouse. (16 Hours)

#### UNIT III

Illustrating, drafting, pattern making, lay out preparation, stitching procedure and material calculation for - jamaica shorts, pedal pusher, ladies flared pant and dungarees. (14 Hours)



#### UNIT IV

Illustrating, drafting, pattern making, lay out preparation, stitching procedure and material calculation for – full hand shirt, waist coat, pyjama and kurta, shrug and sharwani.  
(15 Hours)

#### UNIT V

Illustrating, drafting, pattern making, lay out preparation, stitching procedure and material calculation for – shorts, Bermudas, trousers and jeans.  
(17 Hours)

#### TEXT BOOK

1. Joseph Armstrong, H. (2013) *Pattern Making For Fashion Design*. 5<sup>th</sup> Edition. India: Pearson Education.
2. Zarpkar, S. K. (2009). *Zarpkar System of Cutting*. India: Navneet Publications Ltd.

#### REFERENCE BOOKS

1. Mathews, M. (1985). *Practical Clothing Construction*. Chennai: (Part I) Basic Sewing Processes.
2. Digest, R. (1976). *Complete Guide to Sewing*. New York: The Reader's Digest Association.
3. Rosalie, P., & Giles, p. (1978). *Needle work*. London: Methuen Educational.
4. Zarpkar, S.K. (2009). *Zarpkar System of Cutting*. India: Navneet Publications Ltd.
5. Virginia Stolpe, L. (1973). *Comparative Clothing Construction Techniques*. Delhi: Surjeeth Publications.

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 VIRUDHUNAGAR - 626 001

### B.Sc. Costume Design and Fashion (SEMESTER) (2018 -19 onwards)

Semester VI	<b>COMPUTER AIDED DESIGNING</b>	Hours/Week: 5	
Core Course – 11		Credits: 4	
Course Code <b>18UCFC62</b>		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, students will be able to

- understand the basic concept of CIM, and its applications in a garment industry.
- extend knowledge about the pattern making, cutting, spreading and grading by using CAM.
- interpret the knowledge of tools and colour graphics in coral draw software.
- impart knowledge about the usage of technological software used in textile and apparel industry.
- utilize the different applications of software like CAD and CAM used for fabric designing and surface enrichment.
- attain the abilities and capabilities in design development and applying computer software in the field of garment manufacturing.

### UNIT I

#### Basics of Computer and Computer Integrated Manufacturing

Computer- internal part. Organization of computers- input and output units, central processing unit and memory unit. Computer integrated manufacturing- introduction, definitions, nature and role of the elements of CIM, benefits of CIM in apparel industry.

(12 Hours)

## UNIT II

### Computer Aided Designing

CAD – introduction – CAD - in fashion and clothing Designing - idea, sketching, visualizing the design before production of apparels. Essential fashion designing softwares. Computer aided garment manufacturing – plotting, spreading, cutting, sewing and assembling.

Surface ornamentation. Computerized pattern making, grading and marker planning- pattern making- types- 2D pattern making, 3Dpattern making, computer pattern making and its advantages. Computerized pattern grading – data collection, data processing, data presentation and system requirement. Computerized marker planning. Relevant software packages. (18 Hours)

## UNIT III

### Software in Fashion Designing

Corel draw – meaning, corel draw terms, Application window. Standard tool bars. Application of tools in designing - pick tool, Shape edits tools, Crop tools, Zoom tools, Curve tools, smart tools, rectangle tools, ellipse tools, object tools, basic shapes tools, text tool, table tool, dimension tools, connecter tools, interactive tools, eye dropper tools, outline tool, fill tool and interactive fill tool.

Colour graphics in clothing design – meaning, colour theory, psychology of colour in design, importance of colour choice, use of colours in graphic design. (15 Hours)

## UNIT IV

### Software in Pattern Designing

Introduction - Gerber in apparel and retail - product design - product life cycle management software - pattern design software - advantages of accumark software. Marker making - plotting and digitizing - material spreading - support and service. Gerber in upholstery. Gerber in technical textiles. Gerber in transportation interiors. (15 Hours)

## UNIT V

### Software in Embroidery and Fabric Designing

Embroidery – meaning, types of embroidery machines – free motion embroidery and computerizes embroidery. Benefits of using computerized embroidery machines. Steps to create computerized embroidery.

Fabric design - introduction–CAD andCAM Software for fabric designing-application areas-system requirements.CAD and CAM module for dobby design.CAD/CAM module for jacquard design. CAD and CAM module for fabric printing. (15 Hours)

### **TEXT BOOK**

Stott, M. (2012). *Pattern Cutting for Clothing using CAD*. United Kingdom: Wood Head Publishing.

### **REFERENCE BOOKS**

1. Carr, H., & Latham, B. (1994). *The Technology of Clothing Manufacture*. Victoria: Black Well Ltd, Carlton.
2. Cooklin, G. (1990). *Pattern Grading for Women's Cloth*. England: The Technology of Sizing Black Well Science Ltd.
3. Sinha, P. K. (1992). *Computer Fundamentals*. Delhi: BPB Publications.

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VIRUDHUNAGAR - 626 001

### B.Sc. Costume Design and Fashion (SEMESTER) (2018 -19 onwards)

Semester VI	<b>TRADITIONAL COSTUMES AND INDIAN TEXTILES</b>	Hours/Week: 5	
Core Course – 12		Credits: 4	
Course Code <b>18UCFC63</b>		Internal 25	External 75

#### COURSE OUTCOMES

On completion of the course, students will be able to

- recognize the historical textiles and costumes in India.
- identify the different textiles and costumes of various states in India.
- indicate the traditional Indian textile design of printing and dyeing of each region to contemporary form.
- analyze the various traditional embroideries of India.
- relate the cultural heritage of India with the traditional costumes and textiles.
- create global design products with new technology and traditional craft.

#### UNIT I

##### History of Textile and Costume Production

Indus valley, Vedic, Mauryan and Sunga period.

(12Hours)

#### UNIT II

##### Textiles of India

**Cotton Weaves** - Dacca muslin - East Bengal. Jamdani - Uttar Pradesh. Paithani – Maharashtra. Chanderi, maheswari - Madhya Pradesh. Sambalpuri – Orissa. Gadwal, vanaparti, nander , venkatagiri, ikat- Andhra Pradesh. Cotton – Tamil Nadu

### **Silk Weaves**

Brocades – Varanasi (Uttar Pradesh). Baluchar – West Bengal. Himru and Amrus – Maharashtra. Tarchoi – Gujarat. Kancheepuram – Tamil Nadu

(18 Hours)

### **UNIT III**

#### **Traditional Printed and Dyed Textiles**

Printed Textiles - block printing, stencil printing, batik printing, roghan printing and other printed and painted textiles - Kalamkari, ajrakh, Mata ni pachedi, Pabuji-ka-pad, varak gold leaf printing, dabu print, bagru print, gold and silver khari print and bagh print. Dyed Textiles - ikat, patola, bandhani, laharria, mashru, tie and dye.

(14 Hours)

### **UNIT IV**

#### **Embroideries of India**

Kantha of Bengal, kashida of Bihar, kutch and Kathiawar of Gujarat embroidery, kasuti of Karnataka, kashida of Kashmir, banjara embroidery of Andhra Pradesh, gota and rabari of Rajasthan, pipli of Orissa, camba rumal of Himachal Pradesh, Pulkari of Punjab, chikankari of Uttar Pradesh.

(16 Hours)

### **UNIT V**

#### **Costumes of India**

Introduction to Traditional Indian dress, costumes of Uttar Pradesh, Madhya Pradesh, Rajasthan, Gujarat, Maharashtra, Punjab, Jammu and Kashmir, Himachal Pradesh, Andhra Pradesh, Karnataka, Kerala and Tamil Nadu.

(15 Hours)

### **TEXT BOOK**

1. Shailaja D., Naik, D. (1996). *Traditional Embroideries of India*. South Asia: A.P.H. Publishing Corporation.
2. Tyagi, A. (2016). *Traditional Indian Textiles*. New Delhi: Sonali Publications.

### **REFERENCE BOOKS**

1. Dr. Bhatnagar, P. (2004). *Traditional Indian and Textiles*. Chandigarh: Published by Abishek Publications.

2. Dhamija, J., & Jyotindra, J. (2002). *Hand Wove Fabrics of India*. Ahmadabad: Mapin Publishing Pvt. Ltd.
3. Laver, J., & Cancise, P. (2002). *Costume and Fashion*. London: History Published by Thames and Hudson.
4. Mehta, R.J. (1960). *Master Pieces of Indian Textiles*. Mumbai: Taraporevala Sons and Co Pvt. Ltd.
5. Ritu, K. (1999). *Costumes and Textiles of Royal India*. London: Christies Book Ltd.
6. Sodhia, M. (2000). *History of Fashion*, New Delhi: Kalyani Publishers.

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### B.Sc. Costume Design and Fashion (SEMESTER) (2018 -19 onwards)

Semester VI	<b>ADULT WEAR LAB</b>	Hours/Week: 3	
Core Practical – 6		Credits: 3	
Course Code <b>18UCFC61P</b>		Internal 40	External 60

#### Women's Apparel Making

- Apron
- Cape
- Six panel petticoat
- Ghagra / skirt variations
- Choli/ tops variations
- Salwar variations
- Kameez variations

Industrial Visit.

#### Women's Apparel Making

- Maxi variations
- Nighty variations
- Blouse variations
- Full hand shirt variations
- Dungarees
- Shorts or Bermudas.

Industrial Visit.

#### REFERENCE BOOKS

1. Digest, R. (1976). *Complete Guide to Sewing*. New York: The Reader's Digest Association.



2. Mathews, M. (1985). *Practical Clothing Construction*. Chennai: (Part I) Basic Sewing Processes.
3. Rosalie, P., & Giles, P (1978). *Needle Work*. London: Methuen Educational.
4. Virginia Stolpe, L. (1973). *Comparative Clothing Construction Techniques*. Delhi: Surjeeth Publications.
5. Zarpkar S.K. (2009). *Zarpkar System of Cutting*. India: Navneet Publications

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### B.Sc. Costume Design and Fashion (SEMESTER) (2018 -19 onwards)

Semester VI	<b>DRAPING TECHNIQUES AND COMPUTER AIDED DESIGNING LAB</b>	Hours/Week: 3	
Core Practical – 7		Credits: 3	
Course Code <b>18UCFC62P</b>		Internal 40	External 60

#### List of Draping

- Draping of basic bodice back.
- Draping of basic bodice front.
- Draping of dart variations - waistline dart and French dart.
- Draping of fullness - pleats and gathers.
- Draping of neckline variations - front neck, back neck, cowl neckline and halter neckline.
- Draping of yoke variations - bodice yoke and hip yoke.
- Draping of collar variations - convertible, peter pan and stand collar.
- Draping of sleeve variations – plain sleeve and raglan sleeve.
- Draping of skirt variations - basic skirt and pleated skirt.
- Draping of bodice blocks variations - asymmetric bodice, off shoulder design and butterfly twist.
- Draping of applications- flounces and ruffles.

Industrial visit.

#### Create the Following Designs

1. Motifs / small designs
  - Embroidery designs for kerchiefs, necklines
  - Chest prints for T-Shirt
2. Children's Garments
  - Zabla – different styles
  - Frocks - different styles
  - Middi and tops - different styles

### 3. Women's Garments

- Churidhar - different styles
- Full gowns - different styles
- Middi and tops - different styles
- Princess line Dress - different styles
- House coats, aprons, nighties

Industrial Visit.

### REFERENCE BOOKS

1. Connie Amaden, C. (2005). *The Art of Fashion Draping*. 3<sup>rd</sup> Edition. U.S.A: Laurence King Publishing.
2. Kiisel Karolyn, H. (2013). *Draping: The Complete Course*. U.S.A: Laurence King Publishing.
3. Taylor, P. (1990). *Computer in Fashion Industry*. New York: Heinemaun Pub.
4. Veisinet, D.D. (1987). *Computer Aided Drafting and Design*. India: Concept and Application.
5. Winfred, A. (1994). *CAD in Clothing and Textile*. South Australia: Blackwell Science.

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### B.Sc. Costume Design and Fashion (SEMESTER) (2018 -19 onwards)

Semester VI	<b>TEXTILES AND TRADITIONAL INDIAN EMBROIDERIES LAB</b>	Hours/Week: 2	
Core Practical – 8		Credits: 2	
Course Code <b>18UCFC63P</b>		Internal 40	External 60

#### List of Experiments

Identify the types of fibre by microscopic test and burning test – cotton, silk, polyester, rayon.

Geometrical properties of yarn – count using beesley balance.

Identification of different types of yarn by using wrap reel.

Analysis of different weaves by pick glass - plain, twill, sateen, and honey comb.

Identify the physical properties by fabric by using tearing strength tester and stiffness tester.

Printing of fabric - stencil, screen and block using different dyes.

Dyeing of a fabric by tie and dye method.

Batik printing of cotton fabric.

Industrial Visit.

#### Traditional Indian Embroideries

- Kantha of Bengal
- Kashida of Bihar and Kashmir
- Kutch and mirror of Gujarat
- Kasuthi of Karnataka
- Chikankari of Uttar Pradesh
- Phulkari of Punjab

Industrial Visit.

## REFERENCE BOOKS

1. Bhatnagar, P. (2004). *Traditional Indian and Textiles*. Chandigarh: Published by Abhisek Publications.
2. Haxell, K., & Charles, D. (2012). *A Comprehensive Guide to 225 Embroidery Stitches and Techniques*. U.K: The Stitch Bible.
3. Jayaprakasam, S. (1997). *Fibre Science and Technology*. KomaraPalayam: S.S.M.I.I.T. Staff and Student's co operatives stores Ltd.
4. Kooler, D. (2000). *Donna Encyclopedia of Needlework*. U.S.A: Leisure Art Inc.
5. Lewin, M., & Peare, E.M. (1985). *Fibre Science and Technology*. Singapore: Vol.IV, Book Company.
6. Shailaja, D., & Naik, D. (1996). *Traditional Embroideries of India*. New Delhi: South Asia Books.
7. Smith, J.L. (2003). *Textile processing*. Chandigarh: Abhishek publications.
8. Sodhia, M. (2000). *History of Fashion*. New Delhi: Kalyani Publishers.

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### B.Sc. Costume Design and Fashion (SEMESTER) (2018 -19 onwards)

Semester VI	<b>APPAREL QUALITY AND MANAGEMENT</b>	Hours/Week: 5	
DSEC – 2		Credits: 4	
Course Code <b>18UCFE61</b>		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, students will be able to

- acquire knowledge about the benefits and functions of quality control in apparel industries.
- obtain knowledge about the merchandising standards and specifications involved in apparel industry.
- familiarize with inspection of quality control from raw materials to finished garments.
- understand the quality control for packaging, warehousing and shipping in apparel industries.
- analyze the functions of production control, analysis and cost control management.

### UNIT I

#### Quality Management

Definition of quality and quality control. Quality control department. Scope of quality control – establishing merchandising standards – establishing raw material quality.

(12 Hours)

### UNIT II

#### Quality Control Specifications

Establishing processing quality specification, training quality control personnel, the quality standard control – quality control inspection, procedures for processing – quality control of finished garments.

(15 Hours)

### UNIT III

#### Quality Control for Packaging, Warehousing and Shipping

Quality control and government contacts. Quality control for packaging, warehousing and shipping. Statistical quality control. Sampling plans. (14 Hours)

### UNIT IV

#### Production Plan and Control

Functions of production control, production analysis – quality specifications, qualitative specification and quantitative production. Scope of apparel manufacturing activity, coordinating departmental activities, distribution of document and records. Production system – introduction, types of control forms basic production system, principles for choosing a production system and evaluating production system. (16 Hours)

### UNIT V

#### Cost Control and Quality Control Management

Functions of cost control, types of costs and expenses – apparel manufacturing cost categories, sales cost control, purchasing cost control, production cost control and administration cost control. Cost control and ISO in quality control management - cost ration policies, manufacturing budget, cash flow control, standard cost sheet and break even charts. ISO 9000, 14000 and SA 8000. (18 Hours)

### TEXT BOOK

Mehta Pradip, V. (2001). *Quality Control in Apparel Industry*. New Delhi: NIFT Pub.

### REFERENCE BOOKS

1. Chulter, A.J. (1998). *Introduction to Clothing Production Management*. UK: Blackwell Science.
2. Gibson Vedomani, G. (2003) *Retail Management*. Bangalore: Jaico Publishing House.
3. Solinger, J. (1961). *Apparel Manufacturing Analysis*. New York: Textiles Books.
4. Solinger, J. (1988). *Apparel Manufacturing Hand Book*. Columbia: Analysis Principles and Practice.

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**B.Sc. Costume Design and Fashion (SEMESTER)**

**(2018 -19 onwards)**

Semester VI	<b>FOREIGN TRADE TECHNIQUES</b>	Hours/Week: 5	
DSEC-2		Credits: 4	
Course Code <b>18UCFE62</b>		Internal 25	External 75

## COURSE OUTCOMES

On completion of the course, students will be able to

- understand the procedures, rules and documentation related to export business.
- demonstrate the methods of payment used in foreign trade.
- become familiar in the pre shipment inspection and post shipment formalities in shipment.
- gain skills to start an export business and understand the policies of the government.
- acquire knowledge on export correspondence and negotiation.

## UNIT I

### Basics of International Trade

Introduction to international trade, global scene, prospects for Indian apparel in overseas market, globalization, GATT and WTO.

(12 Hours)

## UNIT II

### Foreign Trade Documentation

Foreign trade document – need – types of documents related to goods, invoice to goods, invoice packing note and list, certificate relating to shipments, shipping bill, caret ticket, certificate of measurement, bill of lading, airway bill, documents related to payment, letter of credit, bill of exchange, bank certificate for payment, document related to inspection.

(18Hours)

## UNIT III

### Shipment

Import procedure and shipment, import license, procedure , special schemes replenishment license, advance, license, split up license, spares for after sales service license, code number,



bill entry, pre shipment inspection and quality control, post shipment formalities and procedures. (14 Hours)

#### **UNIT IV**

##### **Export Procedure**

Export - definition. Export procedures - preliminaries for starting export business, registration, specimen copy of agreement, export license and recent policies of the government. (16 Hours)

#### **UNIT V**

##### **Port Procedures**

Customs – meaning, definition, types, exercise and customs, clearance of export cargo shipment of goods and port procedures – claiming duty, draw backs and other benefits. (15 Hours)

#### **TEXT BOOK**

1. Koshy, D. (1996). *Effective Export Marketing of Apparel*. New Delhi: Global business Press.

#### **REFERENCE BOOKS**

1. Dickerson, G. (1998). *Textiles and Apparel in the Global Economy*. 3rd Edition. U.S.A: Prentice Hall.
2. Jeannette, J. & Dickerson G. (1996). *Inside the Fashion Business*. U.S.A: Prentice Hall.
3. Kotler, P., & Hall, P. (2000). *Marketing Management*. New Delhi: Prentice Hall Business Publishing.
4. Richard Hill M., Ralph, S., & James, S. (1998). *Industrial Marketing*. New Delhi: AITBS Pub.
5. Streamline, A. (1965). *Export Paper*. Netherland: International Trade.

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### B.Sc. Costume Design and Fashion (SEMESTER) (2018 -19 onwards)

Semester VI	<b>FASHION RETAILING AND MERCHANDISING</b>	Hours/Week: 5	
DSEC-2		Credits: 4	
Course Code <b>18UCFE63</b>		Internal 25	External 75

#### COURSE OUTCOMES

On completion of the course, students will be able to

- analyze the concept of retail merchandising from basic to advance level.
- recognize and identify the retail locations at global market.
- impart knowledge about the brands and private labels used in the market sectors.
- familiarize with the financial aspects of merchandising
- plan to design the store layout.

#### UNIT I

##### Retailing Merchandising

The Marketing Channel , retail organization structures , retail merchandising , retailing formats – department stores speciality stores , hard-to-classify stores , depth and breadth, discounting , other retailing formats- non store retailers. (12 Hours)

#### UNIT II

##### Retail Locations

Unplanned shopping districts, planned shopping centers, the mix of stores in a shopping center. Retail growth and expansion – retail ownership, international retailing, retailing advertising. (18 Hours)

### UNIT III

#### Brand and Private Labels

Branded merchandising , licensing ,private labels, and private labels as brands.merchandise resources- manufacturers, merchant wholesaler- distributors. Trade shows. (14 Hours)

### UNIT IV

#### The Financial Aspects of Merchandising

Measures of Productivity-Productivity, turnover, stock-to-sales ratio, sales per square foot, space management. Retail pricing-mark-up, markdowns, residue merchandise, maintain mark-up.Tactical price changes, managing markdowns, promotional pricing, deceptive pricing, resale price maintenance. (16 Hours)

### UNIT V

#### Store Layout and Merchandise Presentation

Store planning and design, visual merchandising, store layout, fixtures, merchandise presentation, signs. (15 Hours)

### TEXT BOOK

1. Krishan Kumar, M. (2010), *Apparel Merchandising* .Chandigarh: Abhishek Publications.

### REFERENCE BOOKS

1. Diamond,J., & Diamond, E. (1999).*Fashion Advertising and Promotion*. New York: Fair Child Publishers.
2. Diamond,J., & Diamond, E. (2015). *Fashion Retailing*.3<sup>rd</sup> Edition. New York: Bloomsbury Publishing.
3. Gamans Poloian, L.(2003).*Retailing Principles*. New York: Fair Child Publishers Inc.

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Semester VI	<b>FASHION PORTFOLIO AND DESIGN COLLECTION LAB</b>	Hours/Week: 1T 1P	
SEC-6		Credits: 2	
Course Code <b>18UCFS61P</b>		Internal 40	External 60

1. An individual Portfolio presentation based on a theme
  - a. Portfolio should have minimum 2 collections of 5 ensembles (3 wearable-children, women, men and 1 non wearable)
  - b. Portfolio should include development of story board, mood board, theme board, colour board, texture board, swatch board, logo, design development board–costing, customer profile, specification sheet, development of garments by drafting.
  - c. Produce one collection from the portfolio and to be presented as fashion show.
2. Preparation of concept boards for four seasons of three ensembles each.  
Industrial Visit.

#### REFERENCE BOOKS

1. Anne, A., & Julian, S. (2000). *Fashion Drawing*. London: The Basic Principles, BT Batsford.
2. Drudi, E. (2011). *Figure Drawing for Fashion Design*. Amsterdam: The Pepin Press.
3. John, P. (1996). *Fashion Design Drawing and Presentation*. London: BT Bats Ford.
- Tain, L. (2010). *Portfolio Presentation for Fashion Designers*. New York: Fair Child Books.

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