



**PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)**  
(Estd. under the Panjab University Act VII of 1947—enacted by the Govt. of India)

**F ACULTY OF SCIENCE**

**SYLLABI**

**FOR**

**M.Sc. Home Science (Clothing & Textiles)**

**(Semester System)**

**Examinations, 2020-21**

**PANJAB UNIVERSITY, CHANDIGARH**

Outlines of tests, syllabi & courses of reading for M.Sc. Home Science (Clothing & Textile)

**1<sup>st</sup> & 2<sup>nd</sup> Semester System Examinations  
SEMESTER-I**

Code	Paper/ Subject	Credit Hours			Theory Marks			Practical Marks			Total
		Th.	Pr.	Total	Paper	Int. Ass	Total	Paper	Int. Ass	Total	
	<b>Courses</b>										
1	Pattern Development	-	04	04	-	-	-	80	20	100	100
2	Fashion Illustration	-	03	03	-	-	-	60	15	75	75
3	Fabric Science	03	02	05	65	10	75	40	10	50	125
4	Apparel Designing and Construction-I	-	04	04	-	-	-	80	20	100	100
5	Research Methodology and Statistics	03	02	05	65	10	75	40	10	50	125
	<b>TOTAL</b>	<b>06</b>	<b>15</b>	<b>21</b>							<b>525</b>

**SEMESTER-II**

Code	Paper/ Subject	Credit Hours			Theory Marks			Practical Marks			Total
		Th.	Pr.	Total	Paper	Int. Ass	Total	Paper	Int. Ass	Total	
	<b>Courses</b>										
1	Textile Testing	03	03	06	65	10	75	60	15	75	150
2	Fashion Communication	02	02	04	45	05	50	40	10	50	100
3	Apparel Designing and Construction- II	-	04	04	-	-	-	80	20	100	100
4	Quality Control in Apparel and Textiles	02	-	02	45	05	50	-	-	-	50
5	Computer Applications in Clothing and Textiles	-	02	02	-	-	-	40	10	50	50
6	Entrepreneurship	02	-	02	45	05	50	-	-	-	50
7	Dissertation	-	02	02	-	-	-	-	-	50	50 *
	<b>TOTAL</b>	<b>09</b>	<b>13</b>	<b>22</b>							<b>550</b>

\* Marks will be awarded by the supervisor internally on the basis of synopsis/ continuous evaluation.

## M.Sc. (Clothing and Textiles) SEMESTER-III

Code	Paper/ Subject	Credit Hours			Theory Marks			Practical Marks			Total
		Th.	Pr.	Total	Paper	Int. Ass	Total	Paper	Int. Ass	Total	
	<b>Courses</b>										
1	Product Development	-	02	02	-	-	-	-	50	50	50 #
2	Dyeing and Finishing	03	03	06	65	10	75	60	15	75	150
3	Textile Designing	02	04	06	45	05	50	80	20	100	150
4	Costume Designing and Construction	-	03	03	-	-	-	60	15	75	75
5	Historic Costumes	03	-	03	65	10	75	-	-	-	75
6	Dissertation	-	02	02	-	-	-	-	-	50	50 **
	<b>TOTAL</b>	<b>08</b>	<b>14</b>	<b>22</b>							<b>550</b>

# No university examination. Continuous evaluation done internally throughout the semester.

\*\* Marks will be awarded by the supervisor internally on the basis of data collection/ continuous evaluation.

## SEMESTER-IV

Code	Paper/ Subject	Credit Hours			Theory Marks			Practical Marks			Total
		Th.	Pr.	Total	Paper	Int. Ass	Total	Paper	Int. Ass	Total	
	<b>Courses</b>										
1	C.A.D.	-	04	04	-	-	-	80	20	100	100
2	Image Styling	-	02	02	-	-	-	-	50	50	50
3	Fashion Retailing and Merchandising	03	02	05	65	10	75	-	50	50	125
4	Dissertation	-	04	04	-	-	-	100	-	100	100
	<b>TOTAL</b>	<b>03</b>	<b>12</b>	<b>15</b>							<b>375</b>
<b>GRAND TOTAL</b>		<b>25</b>	<b>55</b>	<b>80</b>							<b>2000</b>

**Note: Industrial Training of Six weeks in an Export House/ Readymade Garment Industrial Unit/ Textile Industry.**

## **SEMESTER I**

### **PATTERN DEVELOPMENT (PRACTICAL)**

**Maximum Marks: 100**

**Paper: 80**

**Internal Assessment: 20**

**Credit Hours: 4/ week**

**Duration of Exam: 4 hours**

#### **Instructions to the Examiner:**

1. The examiner is required to set 3 questions, internal choice may be given.
2. The paper should be balanced and cover the entire syllabus.

1. Pattern development techniques
2. Pattern Development of Garments
3. Grading techniques of paper pattern

1. Measuring anthropometric parameters.
2. Manipulation of basic darts in the bodice into-
  - Multiple darts
  - Princessline
  - Contouring Patterns:
    - Off shoulder
    - Wrap
3. Style reading of the given five designs.
4. Designing, style reading and pattern development of the following-
  - Skirts: Godet, Gore and Circular
  - One piece dress with halter neck
5. Grading of the basic patterns
  - Bodice block
  - Sleeve block
  - Skirt block
6. Draping of Upper garment-
  - Top with princess line
  - Top with cowl
7. Draping of Yokes-
  - Fitted Midriff

## Bodice Yoke

### 8. Draping of Lower garment Flared skirt

#### Recommended Readings:

1. Pattern Making for Fashion Designing by Helen Joseph- Armstrong.
2. Fashion Illustration, MiaCarpenter- 3<sup>rd</sup> London, Prentice Hall, 2000.
3. Draping for Fashion Design by Hilde Jaffe- Nurie Relis-2nd edition, N.J. Prentice Hall, 1993.
4. Sewing in Colour by Mc Calls–London, Hamlyn, 1972.
5. Singer Sewing Book Hutton Jessie & Others, London, Hamyln, 1976.
6. Dress Pattern Designing by Bray. N.- – Dress Pattern Designing London, Cros by Lockwood, 1972.
7. Jaffe, H. & Relis, N. (1993). Draping for Fashion Design, N.J. Prentice Hall.

## FASHION ILLUSTRATION (PRACTICAL)

Maximum Marks: 75

Paper- 60

Internal Assessment- 15

Credit hours: 3 /week

Duration of Exam: 4 hours

#### Instructions to the Examiner:

1. Practical paper will be of 4 hours duration
2. Question paper should cover all the topics

#### Objectives:

To enable students to understand

1. Figure sketching.
2. Line planning on different themes
3. Drawing illustrations using different colour mediums

#### 1. Understanding the Fashion figure

2. Figure Analysis (3 different postures- front, 3/4<sup>th</sup> profile, side profile)

3. Rendering of following fabric textures on different silhouettes using various colour schemes

#### Silk

Velvet

Satin

Lace

Chiffon

Leather

Denim

## **Corduroy**

4. **Line planning of the following themes for fall and spring season.**
  - a) **Kids wear**
    - Casual wear
    - Formal wear
  - b) **Women wear**
    - Casual wear
    - Occasion wear
    - Club wear
    - Office wear
5. **Illustration of any two designs of the line plan on fashion figure.**
6. **Developing a design Portfolio.**

### **Recommended Readings:**

1. **Illustrating fashion by Kathryn Mckelvey & Janine Munslow-**
2. **Fashion sketchbook by Bina Abling 4<sup>th</sup> Edition, New Delhi Om, 2005**
3. **Fashion Drawing- the Basic principles by Anne Allen & Julian Seaman.**
4. **Fashion Source book by Kathryn Mc Kelvey-4<sup>th</sup> Edition, New Delhi, Om, 2005**
5. **Fashion Design Drawing & Presentation by Patrick John Ireland-4<sup>th</sup> Edition, New Delhi, Om, 2005**
6. **Fashion Design Illustration Children by Patrick John Ireland-London, B.T. Batsford-1995**

## **FABRIC SCIENCE (THEORY)**

**Maximum Marks: 75**  
**Paper- 65**  
**Internal Assessment- 10**

**Credit hours: 3 /week**  
**Duration of Exam: 3 hours**

### **Instructions to the Examiner:**

Question paper will have four sections. Examiner will set a total of nine questions comprising of two questions from each unit, and one compulsory question of short answer type covering the whole syllabus. Students will attempt one question from each unit and the compulsory question. All questions should carry equal marks.

### **Objectives:**

- To understand
  - the chemistry of textile fibers
  - properties and uses of technical textiles

## **UNIT-I**

- **Molecular structure of textile fibers : crystalline and amorphous**
- **Polymers and its types**
- **Polymerization – Addition and Condensation Polymerisation**
- **Intermolecular and Intramolecular forces in polymers**
- **Physical properties of fibers and their effect on fabric performance; tensile properties, frictional properties, moisture absorption properties, thermal properties, optical properties and electrical properties**
- **Innovation in fibers – Micro fibers, hollow fibers, nano fibers**

## UNIT-II

**Chemistry of natural fibers - Chemical composition, Structure and groups, Chemical properties**

- **Cotton,**
- **Linen**
- **Jute, Silk**
- **Wool**
  
- **Pineapple**
- **Banana**
- **Palm**
- **Bamboo**
- **Hemp**
- **Sisal**

## UNIT-III

**Chemistry of man - made fibers- Chemical composition, manufacturing process and properties**

- **Regenerated Cellulosic Fibers**
  - **Rayon and its types,**
- **Modified Cellulosic Fibers**
  - **Acetate**
  - **Triacetate**
- **Synthetics**
  - **Polyester - Terylene.**
  - **Polyamide – Nylon 6 & 66**
  - **Acrylic and Modacrylic**
  - **Olefine - Polyethylene and polypropylene.**
  - **Spandex**

## UNIT-IV

**Special Textiles - Properties and Use**

- **Technical textiles**
  - **Industrial textiles**
  - **Medical textiles**

- Geo textiles
- Sports textiles
- Agro textiles
- Packaging textiles
- Smart/ intelligent textiles
  - Phase change materials
  - Thermochromic/ photochromic textiles
  - Electronic textiles
- Fabric composites

**Recommended Readings:**

1. Moncrief. (1996). Man Made Fibres. Heywood Books.
2. Shenai, (1976). Technology of Textile processing. Bombay Sevak Publication.
3. Williams, B.J. Practical Textile Chemistry.
4. Kadolph, S.J, "Textiles", Tenth Edition, Dorling Kindersley, 2009.
5. Tortora, P,G., "Understanding Textiles", Mac Millan, Publishing Co, New York, 1978.
6. Hollen, N and Saddler. J, "Textiles" Mac Millan, London, 1968.
7. Vilensky, "Textile Science", CBS Publication, New Delhi, 1999.
8. Mishra S.P., "A Textbook of Fiber Science and Technology", New Age Intl., Delhi 2000.

**FABRIC SCIENCE (PRACTICAL)**

**Maximum Marks: 50**  
**Paper- 40**  
**Internal Assessment- 10**

**Credit hours: 2 /week**  
**Duration of Exam: 4 hours**

**Instructions to the Examiner:**

1. The examiner is required to set 2 questions, internal choice should be given.
2. The paper should be balanced and cover the entire syllabus.

- the identification of various classes of textiles fibers
- the process of analysis of blends

**1. Fiber identification**

- Visual Inspection
- Microscopic Test
- Burning Test
- Solubility Test

**2. Qualitative and quantitative analysis of blends/ mixture-**

- Terywool



## Terycot

3. Collection and identification of samples of technical textiles

4. Note: A visit to technical textiles industry

### Recommended Readings:

1. Williams, B.J. Practical Textile Chemistry
2. Kadolph, S.J, "Textiles", Tenth Edition, Dorling Kindersley, 2009.
3. Tortora, P,G, "Understanding Textiles", Mac Millan, Publishing Co, New York, 1978.
4. Hollen, N and Saddler. J, "Textiles" Mac Millan, London, 1968.

## APPAREL DESIGNING AND CONSTRUCTION-I (PRACTICAL)

Maximum Marks: 100

Paper- 80

Internal Assessment- 20

Credit hours: 4 /week

Duration of Exam: 4 hours

### Instructions to the Examiner:

1. Examiner is required to set one question covering the designing, style reading, pattern development and construction of any one garment.
2. Paper will be of four hour duration.

### Objectives:

To impart knowledge about-

1. Style reading
2. Pattern Development and material layout
3. Various construction details.

1. Designing and style reading of the following:

- Party frock
- Jump suit
- Skirt and Top-(For Adults)

2. Pattern Development, material layout and Construction of the above garments. (one each) Recommended Readings:

1. Pattern making for fashion Design by Helen Joseph Armstrong-New Delhi, Pearson, 2009.
2. Metric Pattern cutting by Winifred Aldrich-New Delhi Om Book.
3. Colton,V.(1987) Complete guide to sewing by Reader's Digest.
4. Dress Designing by Natale Bray-London Crosby, Lockwood
5. Sewing in colour by Mc Calls-London, Hamlyn, 1972.
6. Zarapkar System of Cutting ,Navneet publications.
7. Mansfield, E. A. Clothing and Construction Houghten Mifflin Co.

8. Allynie. Creative Sewing. McGraw-Hill Book Co. Inc.
9. Byrta, Carson. How You Look and Dress . Mcgraw-Hill Book Co. Inc.
10. Thomas Anna Jacob, (1994), "The Art of Sewing", UBS Publishers Distributors Ltd., New Delhi.
11. Kiddy design books

**RESEARCH METHODOLOGY AND STATISTICS (Common to all streams) (THEORY)**

**Maximum Marks: 75**

**Paper - 65**

**Internal Assessment - 10**

**Credit Hours: 3 /week**

**Duration of Exam: 3 hours**

**Instruction to the Examiner:**

1. Each theory paper will be of three hours duration.
2. Questions paper will have four units.
3. A total of Nine questions comprising of two questions from each unit and one compulsory question of short answer type covering the whole syllabus will be set.
4. All questions may carry equal marks unless specified.
5. Students will be expected to attempt one question from each unit and the compulsory question

**Objectives:**

1. To know the significance of statistics and research methodology in Home Science research.
2. Types, tools, and methods of research and develop the ability to construct data gathering instruments appropriate to the research design.
3. To know about the appropriate statistical technique for based on the specific research design.

**UNIT- I**

1. Research- meaning, purpose and approaches  
Exploration, Description, Explanation  
Research designs- Experimental and Observational
2. Statistics- Scope and Significance in Home Science discipline  
Descriptive and inferential statistics  
Functions and limitations of statistics

**UNIT-II**

3. The Research Process  
Defining the research problem, research questions, objectives, hypotheses

**Review of related literature**  
**Methodology and tools to be used**  
**Citation formats**

- 4. Sampling and Tools**  
Universe and sample  
Types of sampling

**UNIT-III**

- 5. Understanding various statistical measures**  
Simple Arithmetic Mean (direct method) Median and Mode  
Standard deviation (assumed mean method) Variance
- 6. Conceptual understanding of Correlation and Regression (Theoretical introduction)**  
Karl Pearson co-efficient of correlation and its properties  
Regression equation and regression lines

**UNIT-IV**

- 7. Inferential Statistics**  
Level of significance  
Standard error and Confidence limits
- 8. Large sample and small sample tests**  
t-test; Significance of difference between means  
F- test  
Chi-square test of independence

**Recommended Readings:**

- 1. Jain, T,R., Aggarwal, S, C., and Rana, R,K. (2008). Basic Statistics for Economists. V. K. Publications.**
- 2. Gupta, K. R. (2012). Practical Statistics. Atlantic publications**
- 3. Gupta, S. P. (2009). Stastitcal Methods. Sultan Chand and sons.**
- 4. Meyer, S,L., Gamst, C, G., and Guarino, A, J. (2014). Performing data analysis using SPSS. Sage publications.**
- 5. Field, A. (2015). Discovering Statistics using IBM SPSS Statistics. Sage publications.**

**RESEARCH METHODOLOGY AND STATISTICS (Common to all streams)(PRACTICAL)**

**Maximum Marks: 50**

**Paper - 40**

**Internal Assessment - 10**

**Credit Hours: 2 /week**

**Duration of Exam: 3 hours**

**Objectives:**

1. To provide hands on experience to students about data entry and analysis in Excel and SPSS
2. To familiarise the students with data handling in statistical software.

## **Contents**

1. Basics of Excel- data entry, editing and saving, establishing and copying a formula.
2. Functions in excel, copy and paste and exporting to MS word document
3. Graphical presentation of data -Histogram, frequency polygon, Ogives, pie-charts and bar diagrams.
4. SPSS, opening SPSS, layout, menu and icons analyzing the data using different statistical techniques.

## **Recommended Readings:**

1. Jain, T,R., Aggarwal, S, C., and Rana, R,K. (2008). Basic Statistics for Economists. V. K. Publications.
2. Gupta, K. R. (2012). Practical Statistics. Atlantic publications
3. Gupta, S. P. (2009). Statistcal Methods. Sultan Chand and sons.
4. Meyer, S,L., Gamst, C, G., and Guarino, A, J. (2014). Performing data analysis using SPSS. Sage publications.
5. Field, A. (2015). Discovering Statistics using IBM SPSS Statistics. Sage publications.

## **Semester II**

### **TEXTILE TESTING (THEORY)**

**Maximum Marks: 75**

**Paper: 65**

**Internal Assessment: 10**

**Credit Hours: 3/ week**

**Duration of Exam: 3 hours**

### **Instructions to the Examiner:**

Question paper will have four sections. Examiner will set a total of nine questions comprising of two questions from each unit, and one compulsory question of short answer type covering the whole syllabus. Students will attempt one question from each unit and the compulsory question. All questions should carry equal marks.

### **Objectives:**

**To impart knowledge about**

1. physical properties of textile fibers, yarns and fabrics
2. various testing equipments and methods

### UNIT-I

1. Introduction to textile testing
  - a) Objectives of textile testing
  - b) Role of Textile Testing in Quality Control
  - c) Sampling for testing
  - d) Standard atmosphere for textile testing
2. Moisture relations and testing, measurement of moisture content of textiles.

### UNIT-II

3. Physical testing of fibers:
  - a) Fiber length and length distribution, density and specific gravity, fibers fineness and maturity.
4. Mechanical properties of fibers:
5. Thermal, electrical and optical properties of fiber.

### UNIT-III

6. Physical testing of yarns:
  - a) Yarn types and structure,
  - b) Twist and twist measurement
  - c) Yarn count and diameter determination.
  - d) Breaking strength of yarns

### UNIT-IV

7. Fabric testing:
  - a) Fabric construction analysis: thread count, weight, crimp, thickness.
  - b) Porosity, air- permeability and thermal conductivity of fabric.
  - c) Dimensional stability of fabrics: Shrinkage: laundering shrinkage, thermal shrinkage.
  - d) Mechanical properties of fabrics: - breaking, bursting and tearing strength of fabrics.
8. Apparel fabric properties: Crease recovery, bending stiffness and drapability of fabrics.
9. Serviceability of fabrics

#### **Recommended Readings:**

1. Principles of Textile Testing by Booth, J.E., 3rd edition, London Newness, 1974.
2. Hand Book of Textile Testing & Quality Control by Grover & Hemby, New Delhi Wiley Eastern Private Ltd., 1969.
3. Textile Testing by Skinkle, D.B. Taraporewala, Bombay, 1972.
4. Textile Laboratory Manual by Garner W., London, Heywood Books, 1966.
5. Performance of Textile by Lyle D. New York, John Wiley & Sons.
6. Principles of Textile Testing by J. E. Booth Newness Butterworths & Co. Ltd., London.

## **TEXTILE TESTING (PRACTICAL)**

**Maximum Marks: 75**

**Paper- 60**

**Internal Assessment- 15**

**Credit hours: 3/week**

**Duration of Exam: 4 hours**

**Objectives:**

**To understand the**

**Usage of various equipments, to analyze physical properties of textiles**

### **INSTRUCTIONS TO PAPER SETTERS:**

- 1. The examiner is required to set 3 questions, internal choice should be given.**
- 2. The paper should be balanced and cover the entire syllabus**

#### **1. Fiber Tests:**

- Fiber Bundle Strength**
- Cotton Fiber Length Distribution**

#### **2. Yarn Tests:**

- Structure**
- Yarn Count**
- Breaking Strength**

#### **3. Fabric Analysis:**

- Width**
- Count**
- Thickness**
- Weight**
- Crimp**

#### **4. Fabric Properties:**

- Breaking Strength & Elongation**
- Bursting Strength**
- Tearing strength**
- Dimensional change in laundering**
- Drape**
- Seam Slippage**

#### **5. Colour fastness to:**

- Laundering**
- Crocking**
- Pressing**
- Perspiration**
- Sunlight**

#### **5. Visit to textile industry.**

### Recommended Readings:

1. Principles of Textile Testing by Booth, J.E. -3rd edition, London Newness, 1974.
2. Hand book of Textile Testing & Quality Control by Grover & Hemby-New Delhi, Wiley Eastern Private Ltd., 1969.
3. Textile Testing by Skinkle, D.B. Taraporewala, Bombay, 1972.
4. Textile Laboratory Manual by Garner W., London, Heywood Books, 1966.
5. Textile Testing & Quality Control by Elliot B. Grover & D.S. Hamby, Wiley Eastern Pvt. Ltd. ND.
6. Performance of Textile by Lyle D., New York, John Wiley & Sons.

### FASHION COMMUNICATION (THEORY)

Maximum Marks: 50

Paper- 45

Internal Assessment- 05

Credit hours: 2 /week

Duration of Exam: 3 hours

### Instructions to the Examiner:

Question paper will have four sections. Examiner will set a total of nine questions comprising of two questions from each unit, and one compulsory question of short answer type covering the whole syllabus. Students will attempt one question from each unit and the compulsory question. All questions should carry equal marks.

### Objectives:

To enable the students to understand-

1. Fashion Communication
2. Concept of creative writing
3. Role of photography in fashion world.
4. Event management, advertisement and publicity.

#### UNIT-I

1. Communication:- Definition, concept, scope and functions of communication
2. Mass Communication:-  
Definition, concept, scope and functions  
Mass Communication through different media – Electronic media, Print media,  
Cyber media
3. Role of media in society
4. Need of Mass Communication in Fashion world.

#### UNIT-II

5. Creative writing:-  
Feature:- Different types of feature, Writing a feature, rules for writing.  
Article:- Defining Article, rules for writing.

6. Interviews:- Definition, Concept and scope of interviews, types of interview. How to conduct an interview, writing report of interview.
7. Designing catalogues and brochures.

### UNIT-III

8. Photography:-  
Definition, concept and functions of photography  
Types of camera, camera angles, shots and movements. Role of photography in fashion world
9. Editing:-Definitions, various techniques of editing.
10. Ethics of media.

### UNIT-IV

11. Event management: - Fashions shows, photo shoots, outdoor and indoor shoots.
12. Advertising: - Definition, concept, scope, functions and need of advertising in fashion world.
13. Public relations: - Definition, concept, scope, functions and qualities of good PRO. Need of PRO in fashion.
14. Publicity: - Definition and scope, event reporting, concept of image management.

#### Recommended Readings:

1. Kristen K. Swanson, Judith C. Everett., 'Writing for the Fashion Business', Fairchild Pub.,USA.
2. Guy Masterman, Emma H.Wood, 'Innovative Marketing Communication: Strategies for the Events Industry, Elsevier Butterworth–Heinemann, Burlington.
3. Williams John Matt, 'Business through Correspondence and Advertising',.
4. Ashok Bhalla, 'Effective Communication', Abhishek Pub.,Chandigarh.
5. Ashok Bhalla, 'Perfect Public Speaking', Abhishek Pub.,Chandigarh.
6. Vaibhav Mehndiratta, 'Event Management', Abhishek Pub.,Chandigarh.

### FASHION COMMUNICATION (PRACTICAL)

**Maximum Marks: 50**  
**Paper- 40**  
**Internal Assessment- 10**

**Credit hours: 2 /week**  
**Duration of Exam: 4 hours**

#### Instructions to the Examiner:

1. The examiner is required to set 3 questions, internal choice may be given.

#### Objectives:



To impart knowledge of Fashion Communication by:-

1. Creative writing
  2. Conducting interviews
  3. Designing brochure and advertisements.
- I) Creative Writing
- Fashion events/ News reporting
  - Reviewing- Book review and film review
  - Scrap book of current fashion news
- II) Interview- Interview of any two personalities from the field of fashion
- III) Photography
- Understanding of camera angles, shots and movements.
  - Develop an album/ Shot book (Indoor and outdoor shoots)
    - Exhibitions ( Indoor)
    - Fashion shows (Indoor or outdoor)
- IV) Designing of brochure
- V) Designing an advertisement on fashion sales, exhibitions or fashion show.

**Recommended Readings:**

1. Kristen K. Swanson, Judith C. Everett., 'Writing for the Fashion Business', Fairchild Pub.,USA.
2. Guy Masterman, Emma H.Wood, 'Innovative Marketing Communication: Strategies for the Events Industry, Elsevier Butterworth–Heinemann, Burlington.
3. Williams John Matt, 'Business through Correspondence and Advertising',.
4. Ashok Bhalla, 'Effective Communicationn', Abhishek Pub.,Chandigarh.
5. Ashok Bhalla, 'Perfect Public Speaking', Abhishek Pub.,Chandigarh.
6. Vaibhav Mehndiratta, 'Event Management', Abhishek Pub.,Chandigarh.

## **APPAREL DESIGNING AND CONSTRUCTION-II (PRACTICAL)**

**Maximum Marks: 100**

**Paper- 80**

**Internal Assessment- 20**

**Credit hours: 4 /week**

**Duration of Exam: 4 hours**

**Instructions to the Examiner:**

1. Examiner is required to set one question covering the designing, style reading, pattern development and construction of any one garment.
2. Paper will be of four hour duration.

**Objectives:**

To impart knowledge about-

1. Style reading
2. Pattern Development and material layout
3. Various construction details.

1. Designing and style reading of the following: Trousers  
Jacket  
One piece dress

2. Pattern Development, material layout and Construction of the above garments (one each) Recommended Readings:

1. Pattern making for fashion Design by Helen Joseph Armstrong-New Delhi Pearson, 2009
2. Metric Pattern cutting by Winifred Aldrich-New Delhi Om Service
3. Complete guide to sewing by Reader's Digest
4. Dress Designing by Natale Bray-London, Crosby Lockwood, 1972
5. Sewing in colour by Mc Calls-London, Hamlyn, 1972
6. Zarapkar System of Cutting, Navneet Publications.
7. Mansfield, E. A. Clothing and Construction Houghten Mifflin Co.
8. Allynie, Creative Sewing. McGraw-Hill Book Co. Inc.
9. Byrta, C. How You Look and Dress, McGraw-Hill Book Co. Inc.
10. Thomas Anna Jacob, (1994), "The Art of Sewing", UBS Publishers Distributors Ltd., New Delhi.

**QUALITY CONTROL IN APPAREL AND TEXTILES (THEORY)**

**Maximum Marks: 50**

**Paper: 45**

**Internal Assessment: 05**

**Credit Hours: 2/ week**

**Duration of Exam: 3 hours**

**Instructions to the Examiner:**

Question paper will have four sections. Examiner will set a total of nine questions comprising of two questions from each unit, and one compulsory question of short answer type covering the whole syllabus. Students will attempt one question from each unit and the compulsory question. All questions should carry equal marks.

**Objectives:**

To impart knowledge about

1. Various standard organization
2. Various legislations regarding fiber identification
3. Role of textile testing in quality control

### UNIT-I

1. Introduction to Quality Control:
  - a. Definition of quality, importance of quality assurance
  - b. Concept of Total Quality Management (TQM)
  - c. Tools of Quality Control
2. Legislation in Textiles/Acts:
  - a. Textile Fiber Product Identification Act
  - b. Wool product Labelling Act
  - c. Fur product Labelling Act
  - d. Flammable fabrics Act

### UNIT-II

3. Standardization in textiles: concept, benefits and levels of standards
4. Stages of quality control (Design to Despatch)
5. Garment finishing and Inspection:

### UNIT-III

6. Role of various standard institutions and organizations in Quality control ASTM, AATCC, ANSI, BSI, BIS.ISO and its series
7. Research Associations and their role  
SITRA, BTRA, NITRA, ATIRA, MANTRA, IJRA, SASMIRA, WIRA

### UNIT-IV

8. Parameters for apparel quality testing and control: Stitch quality, stitch length, quality of threads, button strength, accessories and embellishments.
9. Identification of fabric defects.
10. Packaging: Importance, types and various materials used for Packaging
11. Labelling: importance of labels and its types, International care labelling system, Japan/Canada/ British care labelling systems, Eco- labelling.

#### **Recommended readings:**

1. Metha, V Pradip, "Quality control in Apparel industry", NIFT Pub., New Delhi, 2001.
2. Carr Harold and Latham Barbara, "The technology of clothing manufacture', Oxford Pub. USA, 1994.
3. Chuttler AJ, "Introduction to clothing production Management', Blackwell science, U.K., 1998.
4. Cooklin Gerry, "Introduction to clothing manufacture", Blackwell Science, UK, 1991.
5. Ruth EC, "Apparel manufacturing and Sewn product analysis",
6. Carr Harold and Latham Barbara, "The technology of clothing manufacture', Oxford Pub.
7. Chuttler AJ, "Introduction to clothing production Management', Blackwell science, U.K.,
8. Bheda Rajesh, "Managing Productivity in the Apparel industry", CBS Pub., New Delhi.
9. Managing Quality by S. K. Bhardwaj & P.V. Mehta, New Delhi, New Age International, 1998.

10. Apparel Manufacturing and Book by Jacob Solinger-Litton Educational Publishing inc., 1980.

**COMPUTER APPLICATIONS IN CLOTHING AND TEXTILES (PRACTICAL)**

Maximum Marks: 50  
Paper: 40  
Internal Assessment: 10

Credit Hours: 2/ week

Duration of Exam: 4 hours

Instructions to the Examiner:

1. The examiner is required to set 3 questions, internal choice may be given.
2. The paper should be balanced and cover the entire syllabus.

Objectives:

To impart knowledge about

1. Adobe Photoshop
2. Corel Draw
3. Rich Peace

**UNIT-I**

**1. ADOBE PHOTOSHOP**

- a) Study in detail different tools of Photoshop.
- b) Create composition of stripes, checks in various textures and colours.
- c) Pick up a costume worn by a famous fashion model. Scan her figure and redesign the texture and colour combination of the dress.
- d) Design a mood board according to the selected theme.
- e) Create Logos, Pamphlets and Visiting Cards.

**UNIT-II**

**2. COREL DRAW/ ADOBE ILLUSTRATOR**

- a) Study in detail different tools of the software.
- b) Create a composition of geometrical shapes, traditional and contemporary motifs.
- c) Line development of the following  
Bed linen  
Table linen  
Curtains and Towels

**UNIT-III**

**3. RICH PEACE**

- a) Study in detail different tools of the software.
- b) Drape the fashion figures in different silhouettes.
- c) Create a the metic design collection.

Recommended Readings:

1. Internet for Everyone by Alexis Leon and Mathews Leon
2. Corel Draw by BPB Publication
3. Modules of the softwares.

## **ENTREPRENEURSHIP (THEORY)**

**Maximum Marks: 50**  
**Paper - 45**  
**Internal Assessment - 05**

**Credit Hours: 2 /week**  
**Duration of Exam: 3 hours**

### **Instruction to the Examiner:**

- 1. Each theory paper will be of three hours duration.**
- 2. Questions paper will have four units.**
- 3. A total of Nine questions comprising of two questions from each unit and one compulsory question of short answer type covering the whole syllabus will be set.**
- 4. All questions may carry equal marks unless specified.**
- 5. Students will be expected to attempt one question from each unit and the compulsory question**

### **Objectives:**

- 1. To acquaint the students with various entrepreneurial skills**
- 2. To make the students aware about creation and management of enterprise.**

### **UNIT-I**

- 1. Entrepreneurship as a process Role of entrepreneurship Entrepreneurship and economic development**
- 2. Entrepreneurship in Textile industry Entrepreneurial skills and traits Case study of boutique owner**

### **UNIT-II**

- 3. Small Enterprises and Startups Rationale and objectives Problems of Small enterprises and Startups in India.**
- 4. Small business enterprises in relation to Fashion Industry Procedure and formalities in their setup.**

### **UNIT-III**

- 5. Project; Meaning and classification Project Identification and classification Budgeting and Funding**
- 6. Project Formulation Feasibility analysis Techno-Economic Analysis Financial Analysis and Cost-Benefit Analysis**

## UNIT-IV

### **7. Project Finance**

Long term vs short term  
finance Angel investors

### **8. Women enterprises in clothing and textiles in India**

Women entrepreneurs; challenges faced  
Institutions assisting women entrepreneurs in India

### **Recommended Readings:**

1. Gupta, C, B (2004). Entrepreneurship Development in India Sultan Chand, New Delhi,
2. Saini, J.S., and Rathore, B,S. (2001). Entrepreneurship Theory and Practice. S. Chand, New Delhi,
3. Khanaka, S,S. (2005). Entrepreneurial Development S. Chand Ltd. Co., New Delhi.
4. Chandra, P.(2009). Projects ; Planning, analysis and selection. McGraw Hill Co. Ltd., New Delhi.

**M.Sc. (Clothing & Textiles)**  
**THIRD SEMESTER**  
**PRODUCT DEVELOPMENT**  
**Practical**

Credit hrs: 2Hrs/week

Total Marks: 50

Int. Ass : 50

**Objectives:**

To be able to

- understand target customer, market trends and forecast.
- identify the product to be developed.
- understand the process of design development.
- learn the process of product development and the presentation

**Content**

To develop a product by taking an industry oriented or end consumer oriented problem by the following steps:

- Research
  - Target Customer
  - Market trends
  - Forecast
- Design Development
  - Theme selection
  - Design process- inspiration, mood board, and story board.
- Briefs of product
  - Product name
  - Target market
  - Occasion
  - Season
  - Technique used
  - Material and Fabric used
  - Practical outcome
- Sourcing
- Product Development
- Photoshoot of product with appropriate background and props.
- Showcasing/ Presentation

**Note: No question paper shall be set.**

**Showcasing/ Presentation of the final product will be evaluated by jury.**

**M.Sc (Clothing and Textiles) 3<sup>rd</sup> sem**  
**DYEING AND FINISHING**  
**Theory**

**Credit hrs: 03/week**  
**Duration of exam:3hrs**

**Total marks: 75**  
**Paper: 65**  
**Int Ass.: 10**

**Objectives-**

**To understand-**

**Textile dyeing**

Softening of water

Theories of dyeing

Textile finishes

**Instructions to the Paper Setter:**

Question paper will have four sections. Examiner will set a total of nine questions comprising two questions from each unit, and one compulsory question of short answer type covering the whole syllabus. Students will attempt one question from each unit and the compulsory question. All questions may carry equal marks, unless specified.

**UNIT-I**

- I) Dyeing
  - a) Definition and classification of dyes
  - b) Dye fiber interaction
  - c) Role of fiber structure in dyeing
  - d) Application of dyes on different fabrics
  - e) Dyeing of blends
  - f) Dyeing machinery

**UNIT-II**

- II) Colour measurement-  $L^*a^*b^*$  values, K/S values, Reflectance
- III) Theories of dyeing
- IV) Water types and impurities and methods of softening

Lime soda process

Base exchange

Demineralization

- V) After treatment of dyed fabrics

**UNIT-III**

- VI) Finishes
  - a) Introduction and importance
  - b) Classification of finishes
  - c) Basic preparation of fabrics-
    - Cotton
    - Wool and silk
    - Manmade fabrics



- d) **Finishes that affect hand or texture-Stiffening-**
- **Sizing**
  - **Permanent stiffening on cotton**
  - **Weighting of silk**
  - **Softening**
  - **Surface finishes**
  - **Calendering- simple, glazing, ciereing, embossing, schrinering, moire**
  - **Beetiling**
  - **Napping**
  - **Brushing**
  - **Shearing**
  - **Flocking**
  - **Burnt-out designs**
  - **Plisse effect**
  - **Acid designs**
  - **Enzyme treatment**

#### **UNIT-IV**

- VII) Special purpose finishes**
- **Absorbent**
  - **Antislip finishes**
  - **Antimicrobial**
  - **Mothproofing**
  - **Temperature adaptable finishes**
  - **Light-reflectant**
  - **Light-resistant**
  - **Heat-reflectant**
  - **Fire poofing**
  - **Fire retardant**
  - **Water proofing**
  - **Water repellent**
  - **Heat Stabalization,permanent press, durable press**
  - **Wrinke recovery**
  - **Shrinkage control**

**References :**

1. **Moncrief. (1996). Man Made Fibres. Heywood Books.**
2. **Vilensky, "Textile Science, CBS Publication, New Delhi, 1999.**
3. **Marsh, J.T. (1962).Introduction to Textile Finishing. Asia Publishing House.**
4. **Trotman, E.R. Bleaching, Dyeing and Chemical Technology of Fibres.**
5. **Shenai, (1976).Technology of Textile processing. Bombay Sevak Publication.**
6. **Cochstt. and Willtion. (1955). Basic Chemistry of Textile Colouring and Finishing. National Trade Press.**
7. **Williams, B.J. Practical Textile Chemistry.**

## **DYEING AND FINISHING Practical**

**Credit hrs: 03/week**  
**Duration of exam: 4hrs**

**Total marks: 75**  
**Paper: 60**  
**Int Ass.: 15**

### **Instructions to the Paper Setters.**

1. Each practical paper will be of four hours duration.
2. The question paper should be balanced.

1. Scouring and bleaching of cotton.
2. Dyeing of cotton with direct dye.
3. Dyeing of cotton with azoic, reactive and acid dyes.
4. Dyeing of silk with direct, basic and reactive dyes.
5. Dyeing of wool with acid, basic dyes.
6. Extraction and application of any one natural dye using natural source on cotton, silk and wool.
7. Application of direct dye with different mordants.

### **References :**

1. Moncrief. (1996). Man Made Fibres. Heywood Books.
2. Marsh, J.T. (1962). Introduction to Textile Finishing. Asia Publishing House.
3. Trotman, E.R. Bleaching, Dyeing and Chemical Technology of Fibres.
4. Shenai, (1976). Technology of Textile processing. Bombay Sevak Publication.
5. Cochstt. and Willtion. (1955). Basic Chemistry of Textile Colouring and Finishing. National Trade Press.
6. Williams, B.J. Practical Textile Chemistry.

## **M.Sc. (Clothing and Textiles), Third Semester Textile Designing (THEORY)**

**Credit hours: 2 hrs/week**  
**Duration of Exam: 3 hours**

**Maximum Marks: 50**  
**Paper: 45**  
**Internal Assessment: 05**

### **Objectives:**

**To enable the students to understand-**

Various aspects of Textile Designing

Methods of textile printing

Decorative and Structural Textile

**Designing Instructions to the Examiner**

Question paper will have four sections. Examiner will set a total of nine questions comprising two questions from each unit, and one compulsory question of short answer type covering the

whole syllabus. Students will attempt one question from each unit and the compulsory question. All questions may carry equal marks, unless specified.

#### Unit-I

1. Introduction to Textile Design- meaning and scope
2. Elements and principles of Design with reference to Textile Designing
3. Classification of looms
4. Working of various shuttle and shuttleless looms with their parts.

#### Unit-II

5. Structural textile designing
  - a. Weaving –
    - Types of weave
    - Graphical representation of weaves and their drafting and lifting plans
  - b. Knitting and its Classification
    - Various knitting stitches- warp and weft
    - Knitted fabric defects
  - c. Non-Wovens
    - Felting
    - Bonding
    - Knotting

#### Unit-III

6. Styles of Textile Printing :
  - Direct
  - Resist
  - Discharge
  - Blotch
  - Flock
  - Duplex
7. Thickening agents

#### Unit-IV

8. Methods of textile printing :
  - Block
  - Stencil
  - Screen- flat and rotary Roller
  - Heat transfer
  - Digital
9. Printed fabric defects

Recommended Readings:

Vilensky, "Textile Science, CBS Publication, New Delhi, 1999.

Mishra S.P., " A Textbook of fiber Science and Technology", New Age Intl., Delhi 2000. Corbman, "Textile fiber to fabric" Mc Graw Hill

PG Tartora, "Understanding Textiles."  
Joseph. J pizzuto, " Fabric Science" Fairchild publications.

**M.Sc. (Clothing and Textiles), Third Semester  
Textile Designing  
(PRACTICAL)**

**Credit hours: 4 /week  
Duration of Exam: 4 hours**

**Maximum Marks: 100  
Paper:80  
Internal Assessment:20**

**Objectives:**

**Various types of motifs and designs  
Structural and decorative textile design  
Types of dyeing and printing techniques**

**Instructions to the Examiner:**

- 1. The examiner is required to set 3 questions, internal choice may be given.**
- 2. The paper should be balanced and cover the entire syllabus.**

- I) Development of Woven , printed and surface ornamentation design for household textiles on sheets-**
  - Bedsheet**
  - Table cloth**
  - Table mats and napkins**
  - Curtains**
- II) Development of Woven , printed and surface ornamentation design for dress material according to the latest trends on sheets with different colourways for:-**
  - Kidswear**
  - Women wear**
- III) Setting up of handloom and making samples of basic weaves.**
- IV) Making following articles with structural Textile Designs (Weaving, Knitting, Tatting, Macrame)**
  - Coasters**
  - Pot holder/ bags**
  - Place Mats**
  - Handkerchief lace**
- V) Making two articles using following dyeing and printing techniques or their combination Tie and dye**
  - Batik**
  - Stencil**
  - Screen**
  - Block**

**Recommended Readings:-**

**Vilensky, "Textile Science, CBS Publication, New Delhi, 1999.**

**Mishra S.P., " A Textbook of fiber Science and Technology", New Age Intl., Delhi 2000.**

**Corbman, "Textile fiber to fabric" Mc Graw Hill**

**PG Tartora, "Understanding Textiles. Macmillan publishing company.**

**Joseph. J pizzuto, " Fabric Science" Fairchild publications.**

**M.Sc. (Clothing and Textiles) Third Semester  
COSTUME DESIGNING AND CONSTRUCTION  
(PRACTICAL)**

**Credit Hours: 3/ week**

**Duration of Exam: 4 hours**

**Maximum Marks: 75**

**Paper: 60**

**Internal Assessment: 15**

**Objectives:**

**To impart knowledge about**

- 1. Sources of inspiration for costume designing**
- 2. Designing and construction of the garments**

**Instructions to the Examiner:**

**The paper should be of four hours and the paper should be balanced and cover the entire syllabus.**

**1. Identification of sources of inspiration for costume designing -**

- i) Art**
- ii) Galleries & Museum**
- iii) Ancient Civilizations**
- iv) Films & Movies**
- v) Music**
- vi) Architecture & Interior Design**
- vii) Photography**
- viii) Print advertisements & Posters**
- ix) Nature(Flora & Fauna)**
- x) Books & Magazines**
- xi) Life**
- xii) Television & Internet**
- xiii) Celebrities**
- xiv) Folk art & Craft**
- xv) Travel**

**2. Designing a range of costume by taking inspiration from any one of the above sources**

**3. Pattern development and Construction of the same. ( 4-6 garments)**

## RECOMMENDED READINGS

1. **Costume & Fashion – A Complete History** by Bronwyn Cosgrave, Octopus Publishing Group Ltd., 2000, London.
2. **Design Ideas & Accessories** by Ritu Bhargau, B.Jain Publishers Pvt. Ltd., New Delhi.
3. **Young Fashion Designers-** Marta R. Hidalgo Taschen, China
4. **History of Internation Fashion-** Didier Grumbach, Roli Books Pvt. Ltd., G.K.-II, New Delhi
5. **Fashion Print- Design-** Angel Fernandez, A&C Black Publishers, London, 2009.
6. **Fashion by Design-** Jenice Greenberg Ellinwood, Fairchild Books, 2011. Conde Nast Publications
7. **Fashion- A History from the 18<sup>th</sup> -20<sup>th</sup> Century**, Tascen- Hon Kong, Vol-I & Vol-II
8. **Inside Fashion Design-** Sharon Lee Tate., Confield Press San Francisco, Harper & Row Publishers, New York.
9. **100- Contemporary Fashion Designers**, Taschen- Hong Kong.
10. **Creativity in Fashion Design-** Tracy Jennings, Faischild Books, Conde Nast Publications, 2011
11. **The Desgin Process-** Karl Aspelund Fairchild Books New York, Conde Nast Publications, 2010.
12. **The Complete Fashion Source Book**, John Peacock, Thames & Hudson Ltd., 2005
13. **Fashion – The Ultimate book of Costume and Style**, Darling Kinderley Ltd., 2012
14. **Costume & Fashion-** Jack Cassin Scott, Brockampton Press, London, 1998
15. **Costumes & Textiles of Royal India**, Ritu Kumar- Chisties Books.

### M.Sc. (Clothing and Textiles) Third Semester HISTORIC COSTUMES (THEORY)

Credit hrs: 3 hrs/week  
Duration of Exam: 3hrs

Total Marks: 75  
Paper: 65  
Int . Ass.: 10

#### Objectives:

1. To study the costumes in the ancient world.
2. To know about the conservation of costumes and textiles
3. To become familiar with the styles and special features in costume from ancient world. Instructions for paper setters:
  1. There will be total nine questions carrying equal marks
  2. Two questions will be set from each unit and one compulsory question carrying short answer type questions from the whole syllabus
  3. Five questions will be attempted in all, selecting one question from each section and the compulsory question.

Study of the costumes including male and female dresses, ornaments, headgear, hairstyles and footwear worn during following periods in Unit I, II and III.

#### Unit-I

Egypt  
Greece

- Rome
- Byzantine

#### Unit-II

- Middle ages
- Renaissance Period

#### Unit-III

- French Revolution
- Romantic Period
- Victorian Period

#### Unit-IV

##### Conservation of Costumes and Textiles

- Introduction and need of costumes and textile conservation
  - Materials used in conservation of costumes and textiles
  - Mending techniques used in conservation of costumes textiles : Adhesive, Stitching and Mounting
  - Display and Storage : Care and Handling of costumes and textiles
- Assignments and Presentation of Ancient Indian Costumes
  - A visit to Museum and submission of report.

##### Recommended Readings:

1. Biswas, A. "Indian Costumes". Publication Division. (2003).
2. Pathak, Anamika "Indian Costumes". Lustre press, Roli books. (2006)
3. Racinet, A. "The historical Encyclopedia of Costumes", Studio editions, England.(1988).
4. Bradley, Carolyn G., "Western World Costume", British Commonwealth. (1955)
5. Cosgrave B. (2000), "Costume & Fashion- A complete history", octopus publishing group Ltd.
6. Laver, James "The concise history of Costume & Fashion", Harry N. Abrams, Inc. Publishers, New York.
7. Black, J. Anderson and Garland, Madge. "A History of Fashion", Orbis Publishing, London. (1975)
8. Arnold, J. "A handbook of Costume". Macmillan.(1973)
9. Parey, L. "The Victoria and Albert Museum's Textiles Collection British Textiles from 1850 to 1900", V and A Publications.
10. Davenport, Millia. "The book of costume", Vol I, Crown Publishers, New York,(1962)
11. Bhatnaga, P. "Traditional Indian Costumes and Textiles" Abhishek Publications(2004)
12. Planche, J.R.. "History of British Costumes", Johnson's Canons, Wilkin's Concilia. (2001)
13. Kumar. Ritu, "Costumes and Textiles of Royal India". Christies Book Ltd., London. (1999)
14. Alkazi. Roshan, "Ancient Indian Costumes" Art heritage, New Delhi. (2006)
15. Dar, S.N. "Costumes of India & Pakistan: A historical and cultural study", Taraporevala sons & Comp. Pvt. Ltd., Bombay (1961).

**M.Sc. (Clothing and Textiles) Fourth Semester  
C.A.D.  
PRACTICAL**

**Credit Hours: 4/ week  
Duration of Exam: 4 hours**

**Maximum Marks: 100  
Paper: 80  
Internal Assessment: 20**

**Objectives:**

**To impart skills in –**

- 1. Developing pattern through Tuka Cad**
- 2. Marker layout through Tuka**

**Mark Instructions to the Examiner:**

The paper should be of four hours and the paper should be balanced and cover the entire syllabus.

**I TUKA CAD**

- 1. Study in detail the different tools of TukaCad namely toolkit, dart, pleat, segment, piece, seam, standard, rotate, internal, walk, view, point, fabric and stripes .**
- 2. Develop basic block pattern of the following:**
  - Adult's bodice block and sleeve block**
  - Skirt**
- 3. Create patterns of the following using basic bodice and sleeve block**
  - Puff sleeve**
  - Magyar**
  - Raglan**
- 4. Manipulation of darts into:**
  - Gathers**
  - Tucks**
  - Yokes**
- 5. Using basic skirt block, create following skirts:**
  - Flared**
  - Gored**
  - Pleated**
- 6. Grading of the basic patterns: -Adult's Bodice Block - Sleeve Block -Skirt Block**

**II TUKA MARK**

- Study in detail the different tools of Tuka Mark namely Standard, Nesting, Placement, Group, Piece and Marker.**
- Marker layout of the developed patterns along with summary report**



**Recommended Readings:**

1. Veisinet DD, "computer Aided Drafting and Design- Concept and Application", 1987.
2. Taylor P, "computers in Fashion Industry", Heinemann Pub., 1990.
3. Aldrich Winfred, "CAD in clothing and Textiles", Blackwell Science, 1994.

**M.Sc. Clothing and Textiles**  
**4<sup>th</sup> Semester**  
**IMAGE STYLING**  
**(Practical)**

**Credit hours-02/week**

**Maximum marks- 50**  
**Internal assessment-50**

**Objectives:**

To impart knowledge of

- a. Figure types and styling of different figure types
- b. Self and model styling

Note:- There will be no exam. The assessment of the work will be done internally.

1. Preparation of scrap book for the followings with special reference to image styling:
  - a. Elements and principles of design
  - b. Component of fashion
2. Fundamental of styling
  - a. Figure – Body shape, Face shape and Skin tone
  - b. Latest trend/ fashion
  - c. Fashion forecast
  - d. Suitability of different types of dresses and accessories for different occasions.
3. Styling of different figure types (preparation of sheets for different figure types using different fabrics, colours, textures and silhouettes)
4. Case study of Image styling of any renowned personality and report submission of the same .
5. Personality and Dressing  
\*Project work- theme based self styling and model styling
6. Etiquette and grooming  
\*Workshop on etiquettes and grooming.

**Recommended Readings:**

1. Illustrating fashion by Kathryn Mckelvey & Janine Munslow-
2. Fashion sketchbook by Bina Abling 4<sup>th</sup> Edition, New Delhi Om, 2005
3. Fashion Drawing- the Basic principles by Anne Allen & Julian Seaman.
4. Fashion Source book by Kathryn Mc Kelvey-4<sup>th</sup> Edition, New Delhi, Om, 2005
5. Fashion Design Drawing & Presentation by Patrick John Ireland-4<sup>th</sup> Edition, New Delhi, Om, 2005

6. Fashion Design Illustration Children by Patrick John Ireland- London, B.T. Batsford-1995
7. Kefgen Mary, Individuality in Clothing , Houghton Mifflin company.
8. Walsh p. Carol,(2015) The second act-styling you from the inside out , create space independent pub.
9. Dynamics of fashion by Elaine stone.
10. Second skin, Horn MJ, 1981
11. Sharon le Fate, Inside fashion Design, Harper and Row pub NY.
12. Projecting your image – a practical guide to styling for success , Mercury guides pub. 1991

**M.Sc.(Clothing & Textiles) 4<sup>th</sup> Semester**  
**Fashion Retailing and Merchandising (Theory)**

Credit Hours: 3pds/week  
 Duration of Exam: 3hrs.

Total Marks: 75  
 Paper:- 65  
 Int . Ass.:- 10

Instructions for paper setters:

1. There will be total nine questions carrying equal marks
2. Two questions will be set from each unit and one compulsory question carrying short answer type questions from the whole syllabus
3. Five questions will be attempted in all, selecting one question from each section and the compulsory question.

To acquaint the students with the knowledge of fashion retailing and marketing. To make students understand fashion merchandising

**UNIT-I**

Meaning of the following terms:

Merchandize, Merchandising, Globalization, Marketing, Marketing Mix, Market Research, Colour Palette, Colour Ways, Cost Price, Fabric Sourcing, Mark ups, Mark down, Margin, Promotion, Range Planning, Spec Sheet, Prototype, Gross Domestic Product, Target Markets, Cost Sheet, Selling Price, Inventory Control, SWOT Analysis, Copyright, Minimum Wage, Micro and Macro marketing environment, Recession, GATT- (General Agreement on Tariffs and Trade), Mass Marketing, Demographics, Heterogenous markets, Market Positioning, Vendor Relations, Vendor Matrix, Green Fashions.

**UNIT-II**

**Fashion Retailing**

Fashion retail organizations and its divisions- Merchandising, Operations, Human Resource and Financial Control.

Importance of Fashion Retailing

Components of Fashion retailing industry- Wholesalers, Discount retailers, mail orders, chain and department stores.

Trends in retailing- Franchising and its Advantages, Concessions, Physical Distribution, Teleshopping, Service Provision, Internet- Advantages and limitations

### UNIT-III

#### **Fashion Marketing**

**Meaning, Size and Structure: Haute Couture houses, Designer Wear, Mass Markets. Role of Fashion Marketing Managers.**

**The fashion marketing process**

**Trends in marketing environment**

**Consumer behaviour and Decision making Marketing Strategies**

**External and Internal Factors influencing pricing decisions.**

### Unit-IV

#### **Fashion Merchandising and Sales Promotion**

**Fashion Merchandising process**

**Role and responsibilities of fashion buyers in marketing**

**Types of sales promotion techniques- Advertising, Public Relations, Fashion Shows, Trade Shows and Fairs, visual merchandising,**

**Visual Merchandising- Meaning, Purpose and Types of display**

#### **Recommended Readings :**

**Easy M, "Fashion Marketing", Blackwell Science, 1994**

**Phillip K, "Marketing Management" Prentice Hall, New Delhi 2000**

**Barotia V, "Marketing Management" Mangal Deep Publications, 2001**

**Jarnow J and Dickerson K G, "Inside The Fashion Business", Prentice Hall USA**

**1997 Stone E, Jean A samples, "Fashion Merchandising", McGraw Hill Books, 1985**

**Robert C, "Visual Mechandising: "The Business of Merchandise Presentation" Thomas Delmar Learning, USA**

**Donnellan J "Mechandise Buying and Management", Fair Child Publication, New York 1999.**

**Rabolt Nancy J and Miller Judy K, "Concept and cases in Retail and Merchandise Management", Fair Child Books, 2009**

**Stone E, "In Fashion", Fair Child Books, 2012**

**Diamond E, "Fashion Retailing A multi Channel Approach", Pearson Education, Inc., 2006**

**Packard S., Winters Arthur A. and Axelrod N, "Fashion Buying and Merchandising" Fair Child Books, N.Y 1988**

**Swanson Kristen K & Everett Judith C, "Promotion in the merchandising environment", Fair Child Publications, Inc. New York Publications**

**Gini Stephens Frings, Fashion from Concept to Consumer 1982, Prentice Hall**

**M.Sc.(Clothing & Textiles) 4<sup>th</sup> Semester**  
**Fashion Retailing and Merchandising (Practical)**

**Practical  
Project (Not Exam Based)**

**Credit:2 pds/week**

**Total Marks: 50  
Int. Ass.: 50**

**Objectives:**

- To gain knowledge about various window display materials.**
- To acquaint knowledge of sales promotion techniques of different stores**

- 1. A case study of any Fashion retail store and report writing of the same.**
- 2. Survey of sales promotion techniques followed by any two leading stores.**
- 3. Thematic window display-Christmas, Valentine, Evening Party, Disco, Kids Birthday Party, Halloween, New Year Eve, Wedding, Beach etc.**
- 4. One week internship providing insight into management of different divisions and handling of merchandise.**

**Note: The assessment of the project will be done internally.**

**Recommended Readings :**

- Easy M, "Fashion Marketing", Blackwell Science, 1994**
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