

# ALAGAPPA UNIVERSITY

(Accredited with A+ Grade by NAAC (CGPA: 3.64) in the Third Cycle), Graded as  
Category-I University and granted autonomy by MHRD-UGC)

## DIRECTORATE OF COLLABORATIVE PROGRAMMES



## Post Graduate Diploma in Fashion and Apparel Merchandising (PGDFAM)

Regulations and Syllabus

[For those who join the Course in July 2023 and after]

CHOICE BASED CREDIT SYSTEM

## **REGULATIONS**

**NAME OF THE PROGRAMME:** POST GRADUATE DIPLOMA IN FASHION AND APPAREL MERCHANDISING (PGDFAM)

**ELIGIBILITY:** Any Graduate of a recognized University.

**PATTERN:** Semester

**DURATION:**

The course for the Full Time students shall extend over a period of only one Academic Year. The duration of the Course will be about 170 days. The subjects of study shall be in accordance with the syllabus prescribed from time to time.

**CONTINUOUSINTERNALASSESSMENT:**

The respective course faculty will continuously assess the performance of students in each course. The continuous internal assessment marks shall be awarded by the concerned course faculty based on the performance of the students in case studies, paper presentations, quizzes. Practical, tests and other assignments.

**ATTENDANCE:**

Students who secure at least 80% of attendance in the year will only be eligible to appear for the examination of that year. Those who fail to secure the required attendance shall repeat the same year/course during the subsequent academic year.

**UNIVERSITYEXAMINATIONS:**

The University examinations will be held at the end of the semester for a duration of three hours for each subject.

**EVALUATIONOFANSWERPAPERS:**

Answer papers of the University examinations shall be subjected to evaluation by a Board of Examiners constituted by Alagappa University.

**PASSINGMINIMUM:**

The passing minimum for the University examination is 50% of the total marks of the university examination in each subject. The overall passing minimum is 50% both in the external and aggregate of Internal and external in each subject. There are no minimum prescribed marks for passing in the internal assessment.

**CLASSIFICATION:**

Their classification of marks will be as follows.

60%andabove	-I Class
50%to59%	-II Class

**AWARDOFDIPLOMA:**

Students who successfully complete the programme within the stipulated period will be awarded PG Diploma in Fashion Design and Apparel Merchandising..

**COURSECOMPLETION:**

Students shall complete the programme within a period not exceeding 5 years from the year of completion for the period of study.

**MISCELLANEOUS**

- a. Each student possesses the prescribed text books for the subject and the workshop tools as required for theory and practical classes.
- b. Each student is issued with an identity card by the University to identify his/her admission to the course
- c. Students are provided library and internet facilities for development to their studies.
- d. Students are to maintain the record of practicals conducted in the respective laboratory in a separate Practical Record Book and the same will have to be presented for review by the University examiner.
- e. Students who successfully complete the course within the stipulated period will be awarded the degree by the University.
- f. The Internship / Project (any other viva-voce) where an external examiner is assigned from the university, there may be changes in the exam dates as per the availability of the External Examiner.

**FEESTRUCTURE**

Course fee shall be as prescribed by the University and 50% of the course fee should be disbursed to University. Special fees and other fees shall be as prescribed by the Institution and the fees structure must be intimated to the University. Course fees should be only by Demand draft / NEFT and AU has the right to revise the fees accordingly.

**Semester Pattern**

<b>Pattern</b>	<b>Course Fee payment deadline</b>
Semester	Fee must be paid before 10 <sup>th</sup> February of the academic year

**Other Regulations:**

Besides the above, the common regulation of the University shall also be applicable to this programme.

**Industrial Exposure:**

Industrial internship 2 week

*P.G. Diploma in Fashion and Apparel Merchandising*

**Course – PG diploma in Fashion and Apparel Merchandising**

**Duration –One Year**

**Eligibility–Any Degree from a Recognized  
University Medium-English**

<b>Subject Code</b>	<b>Title of the Subject</b>	<b>T/P</b>	<b>Credit</b>	<b>Hours</b>	<b>Int.</b>	<b>Ext.</b>	<b>Total</b>
<b>SEMESTER -I</b>							
81711	Textile Clothing Science	T	2	4	25	75	100
81712	Fashion Fundamental	T	2	4	25	75	100
81713	Apparel Machinery and Equipment	T	2	4	25	75	100
81714	Textile Quality -Practical	P	4	6	25	75	100
81715	Fashion Illustration-Practical	P	4	6	25	75	100
81716	Apparel Construction-Practical	P	4	6	25	75	100
<b>TOTAL</b>			<b>18</b>	<b>30</b>			<b>600</b>
<b>SEMESTER -II</b>							
81721	Apparel Merchandising	T	2	4	25	75	100
81722	Fashion Forecasting	T	2	4	25	75	100
81723	Business Communication	T	2	4	25	75	100
81724	Accessories & Trims - Practical	P	3	5	25	75	100
81725	Computer Aided Designing- Practical	P	3	5	25	75	100
81726	Fashion Portfolio – Practical	P	3	5	25	75	100
81727	Internship Viva	I	3	3	25	75	100
<b>TOTAL</b>			<b>18</b>	<b>30</b>			<b>700</b>

SEMESTER - I				
Course Code 81711	PGDFAM	Textile clothing science	T	Credits:2 Hours:4
<b>UNIT-I</b>				
<b>Objective I</b>	<b>Impart knowledge on the fiber classification, Characteristics, fiber production, properties and uses</b>			
<b>Fiber:</b> Introduction to the field of textiles- classification of fibers –natural and manmade – primary and Secondary characteristics of textile fibers. Manufacturing process, properties and uses of natural fibers–cotton, linen, Jute, sisal, silk, wool fibers, man-made fibers–Viscose rayon, nylon, polyester, acrylic.				
<b>Outcome1</b>	<b>Re call about the Textile fiber production, uses and its characteristics</b> <b>Question; Define, classify, Explain, Apply.</b>			<b>K3</b>
<b>UNIT-II</b>				
<b>Objective2</b>	<b>To teach the conversion method of fiber in to yarn.</b>			
<b>Yarn manufacturing Process:</b> Spinning –Definition and classification; Chemical and mechanical spinning. Flow chart of ring spinning process – Blow room, carding, combing, drawing, roving, spinning and cone winding. Yarn – Definition and classification- simple and fancy yarns. Yarn count and twist.				
<b>Outcome2</b>	<b>Able to choose they arnsuitability of selected enduse</b> <b>Question; Define, objects, classify, Explain.</b>			<b>K2</b>
<b>UNIT-III</b>				
<b>Objective3</b>	<b>To improve the knowledge in woven fabric production and cloth analyses</b>			
<b>Woven fabric production process:</b> Weaving Introduction, Elements and components of a simple loom; Essential weaving operation. Classification of looms and its advantages - Types of shuttle less looms–Rapier–Projectile–Airjet–Waterjet. Basic Weaves and its properties– Plainweave, Twill, Satin and Sateen weave structures.				
<b>Outcome3</b>	<b>Understand and analyses the various types of woven fabrics</b> <b>Question; Define, classify, Analyse, Apply.</b>			<b>K1</b>
<b>UNIT-IV</b>				
<b>Objective4</b>	<b>To understand the knitted fabric production, Analyses the structure and non-woven fabric applications</b>			
<b>Knitted &amp; Nonwoven fabric manufacturing process:</b> Knitting introduction-classification of weft & warp knitting-elements of knitting-comparison between knitting and weaving, knitted fabric and woven fabric. Working process of single and double jersey machines. Type's knitting needles and stitches (knit, tuck, and miss stitch). Types of knitted structures-plain, rib purl and interlock. Knitted fabric defects– causes and remedies. Introduction and application of Non woven fabric.				
<b>Outcome4</b>	<b>Understand the fabric properties and analyses the various types of knitted fabrics</b> <b>Question; Define, classify, Analyse, Comparision.</b>			<b>K4</b>

**UNIT-V****Objective5**    **To learn about application methods of dyeing, printing and finishing****Dyeing and Printing:** Preparation process in dyeing industry. Dyeing Introduction and classification of dyes. Dyeing application method. Printing introduction and styles of printing. Types of printing and techniques. Object of finishing and its application. Color fastness to washing, rubbing and light fastness.**Outcome5**    **Understand the dyes with suitable materials**  
**Question; Define, classify, Explain, Apply.****K5****Reference& Text Books**

1. P.V.Vidyasagar,(2005).“HandBookofTextiles”,A.Mittal Publications
2. BernardP.Corbman,(1983).“TextilesFibertoFabric”McGrawhillPublications.
3. GanapathyNagarajan,(2014).TextileMechanisms in Spinning and Weaving Machines, WoodheadPublishingIndiainTexiles.
4. ShenaiV.AMumbai (1996),TechnologyofTextileProcessing,,SevakPublications,.
5. W.Clarke,CambridgeEngland(2004)AnIntroductiontoTextilePrinting,WoodheadPublishing Limited.
6. Anbumani,(2006).KnittingManufactureTechnology,NewAgeInternational,Chennai.
7. DavidJ.SpencerKnittingTechnologyWoodheadPublication Ltd.

**RelatedOnlineContents[MOOC,SWAYAM, NPTEL, Websitesetc.]**

1. <https://textilelearner.net/category/fiber/>
2. <https://textilestudycenter.com/category/yarn-engineering/>
3. <https://www.onlinetextileacademy.com/category/wet-processing>
4. <http://textilefashionstudy.com>
5. <https://www.textileschool.com/textiles/fabric/non-woven/>

<b>SEMESTER-I</b>					
<b>Course Code</b> <b>81712</b>	<b>PGDFAM</b>	<b>FASHION FUNDAMENTALS</b>	<b>T</b>	<b>Credits:2</b>	<b>Hours:4</b>
<b>UNIT-I</b>					
<b>Objective I</b>	<b>Impart knowledge fashion industry and merchandising</b>				
Terms related to the fashion industry–fashion, style, fad, classic, and collection, Custom made, fashion show, forecasting, high fashion, fashion cycle, haut couture, fashion director, fashion editor, buying house, fashion merchandising,					
<b>Outcome1</b>	<b>Recall about fashion fore casting and fashion cycle</b>				<b>K3</b>
	<b>Question; Define, what, About.</b>				
<b>UNIT-II</b>					
<b>Objective2</b>	<b>To learn about the elements of design and principles of design</b>				
Design-definition and types– structural and decorative design, Elements of design–line, shape or form, colour, size and texture, selection and application of trimmings and decorations. Principles of design-balance –formal and informal, rhythm-through repetition, radiation and gradation, emphasis, harmony and proportion.					
<b>Outcome2</b>	<b>Understanding about various designs and applications</b>				<b>K2</b>
	<b>Question; Define, List out, classify.</b>				
<b>UNIT-III</b>					
<b>Objective3</b>	<b>To teach the color theories and applications</b>				
Color-definition, color theories-prang color chart and Munsell color system, Dimension of colors-hue, value, and intensity. Standard color harmonies, Related and contrasting color harmony. Applications of colors and seasonal colors.					
<b>Outcome3</b>	<b>To identify the color chart and standard color harmonies</b>				<b>K1</b>
	<b>Question; Define, Discuss, Explain.</b>				
<b>UNIT-IV</b>					
<b>Objective4</b>	<b>To improve the knowledge in woven fabric production and cloth analyses</b>				
Introduction to fashion accessories-(shoes, hand bags, hats, ties),trimmings and decoration. Wardrobe planning for different age groups, factors influencing wardrobe selection, fashion and season, designing dress for different occasions.					
<b>Outcome4</b>	<b>Understand the fashion accessories and ward robe planning</b>				<b>K4</b>
	<b>Question; Brief, Explain, Write.</b>				
<b>UNIT-V</b>					
<b>Objective5</b>	<b>To know the fashion focus and international designers</b>				

Fashion Focus– Roles in the designers, Manufacturers, Retailers. Scope of Fashion Business– Primary Level, The Secondary Level, The retail level and the auxiliary level. Study about International Designers – Fashion related cycle and theories.

<b>Outcome5</b>	<b>Understand the roles in fashion industry and various levels</b>	<b>K4</b>
	<b>Question; Define, Elabrate, Explain</b>	

**Reference&TextBooks**

1.	World of fashion,(2020).“Fashion Design Guide for Beginners”
2.	<a href="#">GiniStephensFrings</a> ,(2007)“Fashion: From Concept to Consumer”, Pearson
3.	Sharon Lee Tate,(2008),“Inside Fashion Design”, Pearson Education Inc.
4.	JamesEzekiel,(2005)“AnInsiteIntoFashionHistory”,AbhishekPublications.
5.	Michale R Solomonand Nancy JRobolt,(2006),“Consumer Behaviour in fashion”, Pearson Education Inc.

**Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]**

1.	<a href="https://tutorialspoint.com/fashion-merchandising-in-fashion-industry">https://tutorialspoint.com/fashion-merchandising-in-fashion-industry</a>
2.	<a href="https://medialoot.com/blog/the-elements-and-principles-of-design/">https://medialoot.com/blog/the-elements-and-principles-of-design/</a>
3.	<a href="https://fashion2apparel.blogspot.com/2017/07/classification-loom.html">https://fashion2apparel.blogspot.com/2017/07/classification-loom.html</a>
4.	<a href="https://www.brainkart.com/article/Wardrobe-Planning_37460/">https://www.brainkart.com/article/Wardrobe-Planning_37460/</a>
5.	<a href="https://www.tutorialspoint.com/fashion-accessories">https://www.tutorialspoint.com/fashion-accessories</a>



SEMESTER -I					
Course Code 81713	PGDFAM	Apparel Machinery and Equipment	T	Credits:2	Hours:4
UNIT-I					
<b>Objective I</b>	<b>To gain basic knowledge about Spreading methodology</b>				
<b>Spreading Methods:</b> Spreading–its Methods, Types of Spreads and its Quality with Different types of fabric. Fabric Color & Defect Checking Machine. Requirement of Machinery, Equipment and tools. Marking Methods and its types– Position Marking– Notches – Drills.					
<b>Outcome1</b>	<b>Student can understand about the basic step of spreading processes and various types of marking methods.</b> <i>Questions:Arrange,Choose,Define,Describe,Find,How,List,Match,Name,Relate, Recall, Show, What, Why</i>				<b>K1</b>
UNIT-II					
<b>Objective2</b>	<b>To impart knowledge about Cutting technology and its functions</b>				
<b>Cutting Technology:</b> Definition, Function of Cutting Equipment and Tools. Straight Knife Cutting Machine, Round Knife Cutting Machine, Band Knife Cutting Machine, Die Cutters, Cutting Drills,ComputerizedCuttingMachines,WaterJet,Airjet,LaserCuttingmachine. Method of Bundling and Sticking Machine.					
<b>Outcome2</b>	<b>Studentcanunderstandabouttheprocessesofcuttingtechnologyandequipmentusage.</b> <i>Questions:classify,compare,convert,Explain,Express,Outline,Relate,Show,Summaries.</i>				<b>K3</b>
UNIT-III					
<b>Objective3</b>	<b>To teach about sewing machine parts and its usage</b>				
<b>Sewing machine parts:</b> Stitching Mechanism – Needles, Bobbin and Bobbin Cases, Bobbin Winding, Shuttle and Shuttle Hooks, Loops & Loop Spreader, Buttons & loop fastening, zip fastness – elements and types of feed mechanism -Pressure Regulators –Stitch Length, Times Sequence in Stitch Formation. Machine beds and its types -Feed of arm, circular bed, flatbed					
<b>Outcome3</b>	<b>Students can understand about the parts of sewing mechanism and its parts.</b> <i>Question:Categories,Classify,Compare,Distinguish,Generate,Examine,Interpret,Operate,Simplify.</i>				<b>K4</b>
UNIT-IV					
<b>Objective4</b>	<b>To gain knowledge in sewing machinery and types</b>				
<b>Sewing Technology:</b> Sewing Machines – Parts and Functions of Single & Double Needle Machine, Flat lock Machine, Types of Over Lock Machine and Special Attachments. Specialty of sewing machines-Fashion Maker, Buttonhole & Button Fixing machine, Blind Stitching Machine, Embroidery machines-Faggoting. Types of stitches with code Number. Problems in Sewing Machines and Care maintenance.					
<b>Outcome4</b>	<b>Student can gain information about sewing machine types and its function with problem rectification.</b> <i>Question:Assess,Choose,Compare,Determine,Evaluate,Explain,Interpret,Justify,Measure,Priorities, Prove,Select.</i>				<b>K6</b>

## UNIT-V

<b>Objective5</b>	<b>To teach about purpose of pressing and packing</b>
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**Packing method :**Pressing–The Purpose of Pressing–Categories of Pressing–Pressing Equipment and Methods –Pleating–Permanent Press–Garment Folding and Packing–Packing materials and tools. Garment Care and Maintenance

<b>Outcome5</b>	<b>Student can learn about the garment pressing, folding and packing methodology.</b> <i>Questions: classify, compare, convert, Explain, Express, Outline, Relate, Show, Summaries.</i>	<b>K2</b>
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### Reference & Text Books

1. By Rathinamoorthy R. (Author), Apparel machinery and equipment (HB2018) Hardcover, 15 June 2018.
2. Carr Hand Latham B., (Author) - Blackwell Science, U.K., 1994, "The Technology of Clothing Manufacturing".
3. Jacob Solinger., (Author) - Van Nostrand Reinhold Company, 1980, "Apparel Manufacturing Handbook".
4. ISBN: 978-0081021224 / ISBN: 0081021224, Vilumson I and Nemes, Woodhead Publishing Limited, 2012 - "Industrial cutting of textile materials".

### Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1. <https://www.textileschool.com/336/spreading-layering-the-fabrics>
2. <https://cosmatechnology.com/news/the-spreading-and-cutting-department-in-garment-industry-48>
3. <https://www.scribd.com/document/344326790/Cutting-Technology>
4. <https://www.onlineclothingstudy.com/2020/11/types-of-sewing-machines.html>
5. <https://www.scribd.com/document/510828711/Types-of-Sewing-Machines>
6. <https://ncert.nic.in/vocational/pdf/ivsm101.pdf>

<b>SEMESTER - I</b>					
<b>Course Code</b> 81714	<b>PGDFAM</b>	<b>Textile Quality practical</b>	<b>P</b>	<b>Credits:</b> 4	<b>Hours:6</b>
<b>UNIT-I</b>					
<b>Objective I</b>	<b>To teach how to identify the fiber and determine their yarn count.</b>				
Introduction about textile testing. Identification of Textile Fiber, Determination of yarn count using wrap Reel and beesley balance.					
<b>Outcome1</b>	<b>Understand the concept of yarn count determination and calculation.</b>				<b>K3</b>
	<b>Question; Define, Analyse, Apply.</b>				
<b>UNIT-II</b>					
<b>Objective2</b>	<b>To learn the yarn strength, twist and crimp.</b>				
Determination of Least strength using Least strength tester. Determination of Single yarn twist and Crimp test.					
<b>Outcome2</b>	<b>To enable the students, to understand the yarn strength, twist and crimp.</b>				<b>K2</b>
	<b>Question; Define, Analyse, calculate.</b>				
<b>UNIT-III</b>					
<b>Objective3</b>	<b>To improve the knowledge in fabric strength test</b>				
Determination of fabric thickness and Determination of fabric bursting strength.					
<b>Outcome3</b>	<b>Understand and analyse the fabric strength</b>				<b>K1</b>
	<b>Question; Analyse, Apply.</b>				
<b>UNIT-IV</b>					
<b>Objective4</b>	<b>To understand the knitted fabric and woven fabric Analyses.</b>				
Determination of fabric shrinkage, tearing strength and crease recovery of the given fabric. Determination of fabric GSM, Looplength, CPI, WPI. Determination of fabric cover factor, EPI, PPI.					
<b>Outcome4</b>	<b>To enable the students to understand the fabric weight calculations</b>				<b>K4</b>
	<b>Question; Define, Analyse, Calculate.</b>				

## UNIT-V

<b>Objective5</b>	<b>To learn the procedure and methods of color fastness test.</b>
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Determination of Color fastness of the given fabric by launder meter.  
Determination of Color fastness of the given fabric by Crock meter.  
Determination of Color fastness of the given fabric by Persipiro meter.

<b>Outcome5</b>	<b>To determine the different types of color fastness. Question; Determine, Apply.</b>
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		<b>K5</b>
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### Reference & Text Books

- |    |   |
|----|---|
| 1. | BoothJE,(1970), PrinciplesofTextileTesting,, HoyBooks, London.                                |
| 2. | AngappanPandGopalakrishnanR, TextileTesting,,SSMInstituteofTextileTechnology, Komara Palayam. |
| 3. | Objectiveevaluationoffabrics, StyiosG, JohnWiley&SonsUSA                                      |
| 4. | FiberScience, MishraSPandKesavanBK, SSMInstituteoftextiletechnology, Komarapalayam.           |

### Related Online Contents[MOOC,SWAYAM, NPTEL, Websitesetc.]

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|----|---|
| 1. | <a href="https://textilelearner.net/what-is-textile-testing">https://textilelearner.net/what-is-textile-testing</a>   |
| 2. | <a href="https://textilestudycenter.com/category/yarn-engineering/">https://textilestudycenter.com/category/yarn-engineering/</a>   |
| 3. | <a href="https://www.onlinetextileacademy.com/category/wet-processing">https://www.onlinetextileacademy.com/category/wet-processing</a>   |
| 4. | <a href="https://textilevaluechain.in/in-depth-analysis/articles/textile-articles/textile-testing-and-quality-control/">https://textilevaluechain.in/in-depth-analysis/articles/textile-articles/textile-testing-and-quality-control/</a> |
| 5. | <a href="https://archive.nptel.ac.in/courses/116/102/116102029/">https://archive.nptel.ac.in/courses/116/102/116102029/</a>   |

Semester-I					
Course Code 81715	PGDFAM	Fashion Illustration- Practical	P	Credits: 4	Hours: 6
Unit-I					
<b>Objective1</b>	To study the drawing objective and silhouettes types				
1. Perspective view drawing and objective drawing. 2. Drawing of various textures and textile design art. 3. Drawing of different types of silhouettes.					
<b>Outcome1</b>	<b>To understand the Drawing spectacles , texture varieties and Silhouttes</b> <i>Questions: Arrange, Choose, Define, Describe, Find, How, List, Match,Name,Relate, Recall, Show,What,Why.</i>				<b>K1</b>
Unit-II					
<b>Objective2</b>	To understand the coquis head theory				
4. Illustrating head theories <ul style="list-style-type: none"> <li>• stick figures– 81/2,9and10</li> <li>• converting block figure in to fleshy figure</li> <li>• Head theory81/2,9, 10and12</li> </ul> 5. Illustrate facial features–eyes, nose, lips, chin, ears, hands and legs. 6. Illustrate hairstyles for kids, men and women					
<b>Outcome2</b>	<b>To understand different head proportions and different postures. Understanding the human body parts for designing the garment.</b> <i>Questions:classify,compare,convert,Explain,Express,Illustrate,Outline,</i>				<b>K2</b>
<i>Relate,Show,Summaries,Translate.</i>					
Unit- III					
<b>Objective3</b>	To illustrate fashion croquis with styling for different categories Men,Women and Kids				
7. Illustrating Calligraphical figures <ul style="list-style-type: none"> <li>• A,C I</li> <li>• S, Xand Z</li> </ul> 8. Principles and techniques of Illustration and shading –on garments					
<b>Outcome3</b>	<b>Illustrations Calligraphically figures with styling that would make an understanding to illustrate in fashion.</b> <i>Question:Construct,Develop, Discover,Identify,Interview,modify, Predict,Practice,Solve.</i>				<b>K3</b>
Unit IV					
<b>Objective4</b>	To understand and learn Textile Design.				
9. Developing Textile Design (each5designs) <ul style="list-style-type: none"> <li>• Natural</li> <li>• Conventional</li> <li>• Geometric</li> <li>• Abstract</li> <li>• Historic</li> </ul>					

<b>Outcome4</b>	<b>Illustrations about various concept of Textile Design</b> <i>Question: Categories, Classify, Compare, Distinguish, Generate, Examine, Interpret, Operate, Simplify.</i>	<b>K4</b>
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**Unit V**

<b>Objective5</b>	Analyzing different types of coloring methodology and textiles watches
<p>10. Drawing of accessories.</p> <p>11. For the above experiment, use the colour Medias - Graphite pencil, Color pencil, Crayon, Water color, Poster color and Fabric Color.</p> <p>12. Create rendering techniques from textiles watches.</p>	

<b>Outcome5</b>	<b>Illustrations about different types of fabric with multi coloring methods.</b> <i>Question: Assess, Choose, Compare, Determine, Evaluate, Explain, Interpret, Justify, Measure, Priorities, Prove, Select.</i>	<b>K5</b>
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**Reference&TextBooks**

<b>1</b>	Patrik John Ireland Batsford Ltd; edition 1982, Fashion design drawing and presentation.
<b>2</b>	Caroline Tatham, Julian Seaman Barron's Educational Series; 2011, Fashion design drawing course
<b>3</b>	Alexandra Suhner Pepin Press 2012, Technical Drawing for Fashion Design Vol. 2: Garment Source Book (Fashion Textiles)
<b>4</b>	By Kathryn Hagen 2004 by Prentice Hall, Fashion illustration for designers
<b>5</b>	By Bina Abling 2000 by Prentice Hall, Fashion Rendering with Color
<b>6</b>	M. Kathleen Collussy, Steve Greenberg 2008 by Prentice Hall, Fabrics & Prints designs 2nd Edition

**Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]**

1.	<a href="http://www.rituberi.com">www.rituberi.com</a>
2.	<a href="http://www.manishmalhotra.in">www.manishmalhotra.in</a>
3.	<a href="http://www.rohitbal.com">www.rohitbal.com</a>
4.	<a href="http://www.benetton.com">www.benetton.com</a>
5.	<a href="http://www.leecooper.com">www.leecooper.com</a>
6.	<a href="http://www.pantaloon.com">www.pantaloon.com</a>

<b>SEMESTER-I</b>					
<b>Course Code</b> 81716	<b>PGDFAM</b>	<b>APPAREL CONSTRUCTION- Practical</b>	<b>P</b>	<b>Credits:4</b>	<b>Hours:6</b>
<b>UNIT-I</b>					
<b>Objective I</b>	<b>To stitch a samples for basic finishes</b>				
Preparation of Samples for Seams, Seam Finishes and hems. Preparation of Samples for Fullness (Darts,Tucks,Pleats,Gathers,Flares,Ruffles,GodetsandGathers)					
<b>Outcome1</b>	<b>Stitched samples for garment finishing</b> <b>Questions: To stitch a sample, classify</b>				<b>K3</b>
<b>UNIT- II</b>					
<b>Objective2</b>	<b>To create samples for basic garment outlines</b>				
Preparation of Samples for Necklines and Pockets. Preparation of Samples for basic collar sand basic sleeves.					
<b>Outcome2</b>	<b>Stitched samples for fasteners</b> <b>Questions: To create, To stitch outlines</b>				<b>K2</b>
<b>UNIT- III</b>					
<b>Objective3</b>	<b>To create a samples for decorative</b>				
Preparation of Samples for Plackets (hooks, press button, button and button holes) and Openings with Fasteners (zippers and Velcro).					
<b>Outcome3</b>	<b>Stitched samples for garments decoration</b> <b>Questions: To stitch the openings</b>				<b>K1</b>
<b>UNIT- IV</b>					
<b>Objective4</b>	<b>Draft a pattern for basic children's and women's garments</b>				
Draft a pattern and construct for children's garment (Bib, Jabla) and women's garment (Basicskirt,Kurtis)					
<b>Outcome4</b>	<b>Discover new techniques in pattern making and garment construction</b> <b>Questions: To stitch the garments</b>				<b>K4</b>
<b>UNIT-V</b>					
<b>Objective5</b>	<b>Draft a pattern for basic men's garments</b>				
Draft a pattern and construct for men's garment (Shirt,Trouser,Pyjamas)					
<b>Outcome5</b>	<b>Discover new techniques in pattern making and garment construction</b> <b>Questions:Tostitchthegarments</b>				<b>K4</b>
<b>Reference &amp; TextBooks</b>					
1.	"Cuttingandtailoringcourse"GayatriVermaandKapilDev,ComputechPublications,2009.				
2.	ShriK.R.Zarapkar,"Systemofcutting",NavneetPublications(INDIA)limited,2010.				
3.	MaryMathews, "Practicalclothingconstruction", PrintedbyBhattarams,Copyright1995				

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**Related Online Contents[MOOC,SWAYAM, NPTEL,Websitesetc.]**

1.	<a href="http://www.go-woman.com/wpcontent/uploads/factsheets/FREE_Sewing_Book.pdf">http://www.go-woman.com/wpcontent/uploads/factsheets/FREE_Sewing_Book.pdf</a>
2.	<a href="http://brittlebooks.library.illinois.edu/brittlebooks_open/Books2009-">http://brittlebooks.library.illinois.edu/brittlebooks_open/Books2009-</a>
3.	<a href="http://cbseacademic.in/web_material/doc/fashion_studies/3_XII_Text_Book.p">http://cbseacademic.in/web_material/doc/fashion_studies/3_XII_Text_Book.p</a>
4.	<a href="http://buc.edu.in/sde_book/fashion_design.pdf">http://buc.edu.in/sde_book/fashion_design.pdf</a>



<b>SEMESTER-II</b>					
<b>Course Code (81721)</b>	<b>PGDFAM</b>	<b>Apparel Merchandising</b>	<b>T</b>	<b>Credits:2</b>	<b>Hours:4</b>
<b>UNIT-I</b>					
<b>Objective I</b>	<b>Impart knowledge about merchandiser.</b>				
Merchandising – Functions of Merchandiser – Raw Materials Arrangement - Approvals – Pattern Approvals – Size set Approvals – Pre Production follow up –Buyer Communication – Reporting – Record maintenance.					
<b>Outcome1</b>	<b>Recall about merchandising and its function. Question; Define, what, About, Descibe</b>				
<b>UNIT-II</b>					
<b>Objective2</b>	<b>To learn about costing</b>				
Estimating, aims of estimating - costing, aims of costing - difference between estimating and costing - types of estimates. Elements of cost - material cost – Labor cost different types of expenses - cost of product - advertisement cost.					
<b>Outcome2</b>	<b>Understanding about estimation and costing Question; Define,List out,classify.</b>				
<b>UNIT-III</b>					
<b>Objective3</b>	<b>To learn the material cost</b>				
Material cost -cost of yarn, cost of fabric production, cost of processing width of fabric, and design affecting cost - lot size, and cost of components - cutting cost - making and trim cost [CMT cost]. Simple problems. Programming – fabric consumption calculation – Scheduling – Concepts of scheduling - Types of Scheduling.					
<b>Outcome3</b>	<b>To understand material cost and scheduling. Question; Define,Discuss,Explain.</b>				
<b>UNIT-IV</b>					
<b>Objective4</b>	<b>To improve the knowledge in marketing segment.</b>				
Market – Target markets – The four Ps – Understanding target markets. Market segmentation – redefining markets – segmentation strategies – segmentation approach. Alternate marketing. Market research.					
<b>Outcome4</b>	<b>Understand the marketing strategies Question;Brief,Explain,Write.</b>				
<b>UNIT-V</b>					
<b>Objective5</b>	<b>To teach about export procedures</b>				
Export Procedures - Import/Export Documentation – FOB, C&F, CIF—Shipping mark– Certificate of Origin- Letter of Credit - Bill of Lading – Export License-P acking list – Commercial Invoice.					

<b>Outcome5</b>	<b>Understand the procedures for export documentation Question; Define, Elaborate, Explain</b>
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**Reference & Text Books**

1.	Apparel Merchandising – The Line Starts Here, Jeremy A. Rosenau and David L. Wilson, Bloomsbury Academic, (2014).
2.	Gini Stephens Frings ,(2007)“Fashion:FromConcepttoConsumer”,Pearson
3.	Apparel Merchandising – An Integrated Approach, M. Krishnakumar, Abishek Publications, (2010)
4.	Fashion Merchandising – Principles and Practice, Macmillan Education UK, (2020).

**RelatedOnlineContents[MOOC,SWAYAM, NPTEL,Websitesetc.]**

[ashinza.com/brands-and-retail/tips/apparel-merchandising-basics-rules-and-tips-for-retail](http://ashinza.com/brands-and-retail/tips/apparel-merchandising-basics-rules-and-tips-for-retail)

<https://textileapex.com/what-is-apparel-merchandising-process-of-apparel-merchandising/>

[https://www.brainkart.com/article/Definition-of-Apparel-merchandising\\_1906/](https://www.brainkart.com/article/Definition-of-Apparel-merchandising_1906/)

<b>SEMESTER - II</b>					
<b>Course Code (81722)</b>	<b>PGDFAM</b>	<b>Fashion Forecasting</b>	<b>T</b>	<b>Credits: 2</b>	<b>Hours:4</b>
<b>UNIT - I</b>					
<b>Objective I</b>	<b>To gain basic knowledge about fashion forecasting</b>				
Fashion market and marketing environment – market research – evaluating the collections – Fashion consumer –Consumer influence on market. Fashion, Fad, style – Application – Society Fashion and individual fashion – their Coordination – wardrobe.					
<b>Outcome 1</b>	<b>Learned about basic forecasting Questions: Define, Explain, Recall.</b>				<b>K3</b>
<b>UNIT - II</b>					
<b>Objective 2</b>	<b>To impart knowledge about marketing</b>				
Fashion marketing research – Purpose of research – research design & data sources – Sampling methods – data Collection – Forecasting Fashion – Market Segmentation – marketing mix. Fashion Products and its importance – Fashion Industry & new Product Development					
<b>Outcome 2</b>	<b>Understood the research in fashion market Questions: Define, Explain</b>				<b>K2</b>
<b>UNIT - III</b>					
<b>Objective 3</b>	<b>To gain knowledge in fashion designers in apparel market</b>				
Fashion Designers role in apparel market – Branded Products – personal labels – stores that seek the merchandise. Fashion focus- the designer’s role, the manufactures role, the retailer’s role, scope of fashion business. Fashion services and resources (fashion services, Color services, video services, Newsletter services, web sites, Directories and references ),Design- Historic and ethnic costumes.					
<b>Outcome 3</b>	<b>Learned about apparel market Questions: Define, Explain, Recall.</b>				<b>K1</b>
<b>UNIT - IV</b>					
<b>Objective 4</b>	<b>To teach illusions applied</b>				
Applied illusions – Physical effects- Overall height – over all weight – Covering body defects by design – Visual design in Dress in Australia – Brazil – Germany – India – Japan – Nigeria. Study of International fashion centers –France, Italy, England, Germany, New York.					
<b>Outcome 4</b>	<b>Students understood the illusions Questions: Define, Explain, Find, and Recall.</b>				<b>K4</b>

**UNIT - V**

<b>Objective 5</b>	<b>To teach about designer roles</b>	
<p>Understanding Fashion designer – types – classicist, idealist, influenced, realist, thinking poet.                      Indian Fashion designers –Haute couture – Rohit Khosla, Gitanjal kashyap, Hemant Trivedi, J.J Valaya, James Ferreira, RituKumar, Rohit pal, Tarun Tahiliani Minimalists- Himanshu and sonali sattar, sangeethe Chopra, Wendell Rodricks.                      Village India- Bhamini Subramaniam, Anju modi, Indiar, Broker, Madhu Jain. Studio line – Bhairavi jaikishan, Kishan Mehta ,Ravi Bajaj ,Ritu beri, Rockys.</p>		
<b>Outcome 5</b>	<b>Students understood the designer roles</b> <b>Questions: Define, Explain, Analyze.</b>	<b>K5</b>
<b>Total Lecture hours</b>		
<b>Reference &amp; Text Books</b>		
1.	Retail Fashion promotion and Advertising – Drake et-al , Macmillan publications company, new york.	
2.	Art and Fashion in clothing selection – Harriet T, Mc Jimsey, The Iowa state university press, Ames, Iowa(1973).	
3.	Fashion –From concept to consumer – Gini Stephens Frings , 6th edition, prentice Hall (1999).	
4.	Inside the fashion business –Bennett, Coleman & o ,Mumbai(1998).	

<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1.	<a href="https://en.wikipedia.org/wiki/Fashion_forecasting#:~:text=This%20is%20the%20algorithmic%20process,to%20its%20future%20market%20demand.">https://en.wikipedia.org/wiki/Fashion_forecasting#:~:text=This%20is%20the%20algorithmic%20process,to%20its%20future%20market%20demand.</a>
2.	<a href="https://www.fibre2fashion.com/industry-article/83/fashion-forecasting">https://www.fibre2fashion.com/industry-article/83/fashion-forecasting</a>
3.	<a href="https://www.bl.uk/business-and-ip-centre/articles/how-to-fashion-forecast">https://www.bl.uk/business-and-ip-centre/articles/how-to-fashion-forecast</a>

<b>SEMESTER - II</b>					
<b>Course Code (81723)</b>	<b>PGDFAM</b>	<b>Business Communication</b>	<b>T</b>	<b>Credits: 2</b>	<b>Hours:4</b>
<b>UNIT - I</b>					
<b>Objective I</b>	<b>To teach about communication</b>				
Communication-Defining communication, Process of communication, Communication Model, Objectives of communication, Principles of communication, Importance of Business communication, Importance Feedback					
<b>Outcome 1</b>	<b>Learned about communication process Questions: Define, Process, Important</b>				<b>K3</b>
<b>UNIT - II</b>					
<b>Objective 2</b>	<b>To impart knowledge about types and verbal</b>				
Channels of communication, Types of communication, Dimensions of communication, Barriers to communication Verbal, Non-Verbal, Formal, Informal communication.					
<b>Outcome 2</b>	<b>Understood the formal and informal communication Questions: Define, Explain</b>				<b>K2</b>
<b>UNIT - III</b>					
<b>Objective 3</b>	<b>To gain knowledge in business fundamentals</b>				
Fundamental of Business writing, Format of Business, Types of Business letter, Inquiry letter, complaint letter Persuasive letter, Proposal, Report Writing.					
<b>Outcome 3</b>	<b>Learned about types of business Questions: Define, Explain, types</b>				<b>K1</b>
<b>UNIT - IV</b>					
<b>Objective 4</b>	<b>To teach about basic documents</b>				
Employment Messages Writing Resume, Application letter, Writing the opening paragraph, Writing the closing paragraph, summarizing					
<b>Outcome 4</b>	<b>Students understood the document applied works Questions: Define, Explain, Find, and Recall.</b>				<b>K4</b>
<b>UNIT - V</b>					
<b>Objective 5</b>	<b>To teach about spoken skills and importance</b>				
Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary. Barriers to Effective Communication and ways to overcome them, Listening: Importance of Listening, Types of Listening , Barriers to Listening and overcoming them, Listening situations, Developing Listening Skills					
<b>Outcome 5</b>	<b>Students understood the skills in Oral presentation Questions: Define, Explain, Analyze, present.</b>				<b>K5</b>

**Reference & Text Books**

1. “Business Communication” R. C. Bhatia · (2008) And Books India
2. “Business Communication” Virander K. Jain · (2008) S. Chand Limited
3. “Business Communication : Principles, Methods & Techniques” Nirmal Singh · (2008) Deep & Deep Publications
4. “Business Communication Today” Courtland L. Bovee, John V. Thill, Roshan Lal Raina · (2016) Pearson India

**Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]**

1. [https://en.wikipedia.org/wiki/Business\\_communication](https://en.wikipedia.org/wiki/Business_communication)
2. <https://studiousguy.com/business-communication/>
3. [https://www.managementstudyguide.com/business\\_communication.htm](https://www.managementstudyguide.com/business_communication.htm)

<b>SEMESTER - II</b>					
<b>Course Code (81724)</b>	<b>BSC FAM</b>	<b>Accessories &amp; Trims-Practical</b>	<b>P</b>	<b>Credits:3</b>	<b>Hours:5</b>
<b>UNIT - I</b>					
<b>Objective I</b>	<b>Create Hair Ornaments , Ear Ornaments</b>				
Designing and making of Hair ornaments Designing and making of Ear ornaments					
<b>Outcome 1</b>	<b>Understand about Ornaments Questions :To Make ,To Design, Apply, Create</b>				<b>K1</b>
<b>UNIT – II</b>					
<b>Objective 2</b>	<b>Create the Neck Ornaments, Hand Ornaments</b>				
Designing and making of Neck ornaments Designing and making of Hand ornaments					
<b>Outcome 2</b>	<b>Understand about Ornaments Questions: To Make ,To Design, Apply,Create</b>				<b>K2</b>
<b>UNIT – III</b>					
<b>Objective 3</b>	<b>Create Hand Bags, belts, Waist ornaments</b>				
Designing and making of Hand Bags, belts, hats Designing and making of Waist ornaments					
<b>Outcome 3</b>	<b>Understand about Ornaments Questions: To Make ,To Design, Apply,Create</b>				<b>K3</b>
<b>UNIT – IV</b>					
<b>Objective 4</b>	<b>Create a Leg ornaments Foot wear</b>				
Designing and making of Leg ornaments Designing and making of Foot wear					
<b>Outcome 4</b>	<b>Understand about Ornaments Questions:To Make ,To Design, Apply, Create</b>				<b>K4</b>
<b>UNIT - V</b>					
<b>Objective 5</b>	<b>Enhance Creativity by using waste products</b>				
Designing and making of Other ornaments using waste products 1.(From Glass, Metal, Paper, Fabrics, Beads, Leather, threads, Zippers, Buttons, Buckles, Zipper, rings, Terracotta, Silk thread, seed, waste material usage.)					

<b>Outcome 5</b>	<b>Understand about to making an ornaments by using waste products</b> <b>Questions: To Make, To Design, Apply, Create</b>	<b>K5</b>
<b>Reference &amp; Text Books</b>		
1.	<b>Charlotte Gerlings, Embroidery: A Beginner's Step- By-Step Guide To Stitches And Techniques ,2013</b>	
2.	<b>Augustus F.Rose, Antonio Cirino, Jewelry Making And Design, 2012</b>	
3.	<b>Libby Moore, Thread Folk: A Modern Makers Book of Embroidery Projects and Artist Collaboration, Paige Tate &amp; Co, 2019</b>	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1.	<a href="https://sewguide.csom/smoking/">https://sewguide.csom/smoking/</a>	
2.	<a href="https://www.youtube.com/watch?v=Ug2d1NUuE4A">https://www.youtube.com/watch?v=Ug2d1NUuE4A</a>	
3.	<a href="https://www.youtube.com/watch?v=uJ2SyeFA_B4">https://www.youtube.com/watch?v=uJ2SyeFA_B4</a>	
4.	<a href="https://www.youtube.com/watch?v=nJz9c8gEvFg">https://www.youtube.com/watch?v=nJz9c8gEvFg</a>	



SEMESTER - II					
Course Code (81725)	PGDFAM	Computer Aided Designing- Practical	P	Credits:3	Hours:5
<b>UNIT - I</b>					
<b>Objective I</b>	<b>Create garment designs for different occasions and uniforms.</b>				
Party Wear – Women, Men, Children. Sports Wear- Men, Women, Children. Fashion show – Children, men and women School uniforms.					
<b>Outcome 1</b>	<b>Understand about garment designs for different occasions and uniforms</b> <b>Questions: To create, To design, To Apply</b>				<b>K1</b>
<b>UNIT – II</b>					
<b>Objective 2</b>	<b>Create garment design for different season.</b>				
Winter Wear - Children, men and women Summer Wear - Children, men and women Spring Wear - Children, men and women					
<b>Outcome 2</b>	<b>Understand about the seasonal wear</b> <b>Questions: To create, To design, To Apply</b>				<b>K2</b>
<b>UNIT – III</b>					
<b>Objective 3</b>	<b>Prepare pattern for the following.</b>				
Bib Jabla Knicker					
<b>Outcome 3</b>	<b>To understand about the theme based garments</b> <b>Questions: To create, To design, To Apply</b>				<b>K3</b>
<b>UNIT – IV</b>					
<b>Objective 4</b>	<b>Design theme based garments</b>				
Create a collection of minimum 3 garments based on a theme's					
<b>Outcome 4</b>	<b>Understand about pattern using cad software</b> <b>Questions: To create, To design, To Apply</b>				<b>K4</b>
<b>UNIT - V</b>					
<b>Objective 5</b>	<b>Grade the following patterns.</b>				
Bodice front Bodice back Basic sleeve					

<b>Outcome 5</b>	<b>learn computerized pattern making and grading using CAD software</b> <b>Questions: To create, To design, To Apply</b>	<b>K5</b>
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**Reference & Text Books**

1.	<b><u>Chris Spear</u>, “System Verilog for Verification”, Springer(2012)</b>
2.	<b><u>P N Rao</u>, “CAD/CAM: Principles and Applications Paperback”, McGraw Hill Education, (2017)</b>
3.	<b><u>Cheryl R. Shrock</u>, “Beginning Auto cad Exercise Book”, (2010)</b>

**Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]**

1.	<b><a href="https://www.glamsen.se/CadTools.htm">https://www.glamsen.se/CadTools.htm</a></b>
2.	<b><a href="https://textilelearner.net/list-of-cad-cam-software/">https://textilelearner.net/list-of-cad-cam-software/</a></b>
3.	<b><a href="http://www.coreldraw.com/en/product/corel-cad">www.coreldraw.com/en/product/corel-cad</a></b>

SEMESTER - VI					
Course Code (81726)	PGDFAM	Fashion Portfolio-Practical	P	Credits:3	Hours:5
<b>UNIT - I</b>					
<b>Objective I</b>	<b>To plan a theme for design output</b>				
Theme selection To create a Current trend analysis and Trend forecasts					
<b>Outcome 1</b>	<b>Theme and design selected</b> <b>Questions: To create, To design, To Apply</b>				<b>K1</b>
<b>UNIT – II</b>					
<b>Objective 2</b>	<b>To create a story board</b>				
Create an Introduction board, Theme board, Customer Profile, story board, Mood board, color board with research work					
<b>Outcome 2</b>	<b>Learned about basic theme boards</b> <b>Questions: To create, To design, To Apply</b>				<b>K2</b>
<b>UNIT – III</b>					
<b>Objective 3</b>	<b>To draft a pattern and alter with design</b>				
Create a Swatch board, Accessories board, Pattern Board with research work					
<b>Outcome 3</b>	<b>Drafted a pattern for theme garment</b> <b>Questions: To draft, To design, To Apply, To create</b>				<b>K3</b>
<b>UNIT – IV</b>					
<b>Objective 4</b>	<b>To develop a design and construct a garment</b>				
Create a design development chart Design, Flat sketches, Specification sheet (To be presented separately or in a combined form)					
<b>Outcome 4</b>	<b>Stitched the garment with design</b> <b>Questions: To draft, To design, To Apply, To stitch</b>				<b>K4</b>
<b>UNIT - V</b>					
<b>Objective 5</b>	<b>To create a final presentation</b>				
Create a Final Presentation (Photograph of the Garment).					
<b>Outcome 5</b>	<b>Boards are aligned and presented</b> <b>Questions: How, To create, To design</b>				<b>K5</b>

<b>Reference &amp; Text Books</b>	
1.	<b>“Fashion Portfolio: Design and Presentation”, Anna Kiper , Batsford Publication 2016</b>
2.	<b>“Portfolio Presentation for Fashion Designers”, Linda Tain, Fairchild Publication 2018</b>
3.	<b>“Design Your Fashion Portfolio”, Faerm, Steven, A &amp; C Black Publication 2011</b>
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1.	<a href="https://www.apparesearch.com/fashion/designer/name/a/anna_sui/spring_fashions_anna_sui_fashion_designer_guide.htm">https://www.apparesearch.com/fashion/designer/name/a/anna_sui/spring_fashions_anna_sui_fashion_designer_guide.htm</a>
2.	<a href="http://epgp.inflibnet.ac.in/Home/ViewSubject?catid=827">http://epgp.inflibnet.ac.in/Home/ViewSubject?catid=827</a>
3.	<a href="https://fashionandillustration.com/en/how-to-make-a-fashion-collection/">https://fashionandillustration.com/en/how-to-make-a-fashion-collection/</a>

**Sub code 81727**

**INTERNSHIP VIVA**