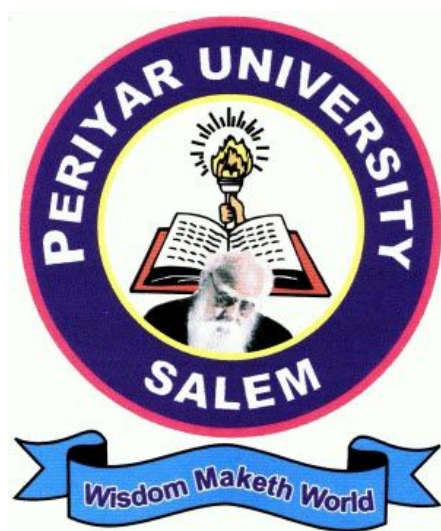


PERIYAR UNIVERSITY
PERIYAR PALKALAI NAGAR
SALEM – 636 011



DEGREE OF MASTER OF SCIENCE
CHOICE BASED CREDIT SYSTEM
SYLLABUS FOR
M.SC. TEXTILE AND FASHION DESIGNING
FOR THE STUDENTS ADMITTED FROM THE
ACADEMIC YEAR 2017-2018 ONWARDS

RULES AND REGULATIONS FOR THE ADMISSION OF 2 YEARS

M.SC. TEXTILE AND FASHION DESIGNING

I. ELIGIBILITY FOR ADMISSION

B.Sc - Costume Design and Fashion, B.Sc.-Textile and Fashion Designing, B.Sc- Fashion Technology and B.Sc degree related to textile or fashion.

II. DURATION OF THE COURSE

The course for the Degree of Master of Textile and Fashion Designing shall consist of two academic years divided into four semesters. Each semester consist of 90 working days.

III. COURSE OF STUDY

The course of study shall comprise instruction in the following subjects according to the syllabus and books prescribed from time to time.

IV. EXAMINATIONS

The theory examinations will be conducted for 3 Hours by the University in the subjects prescribed for all the semesters in the month of November & April every year. The practical examinations will be conducted for 3 & 4 Hours by the University in all the subjects prescribed in the month of November & April.

At the end of the fourth semester project viva-voce will be conducted on the basis of the Dissertation/Project Report submitted by the student. The Viva-voce will be conducted by one Internal and One External Examiner.

V. SCHEME OF THE EXAMINATION

The scheme of examinations for the course is given in Annexure. All the practical examinations/ Project work shall be conducted & evaluated internally by the institution themselves with internal and external examiners appointed by the University.

PERIYAR UNIVERSITY, SALEM
M.SC TEXTILE AND FASHION DESIGNING
(Affiliated Colleges)
Effective from the academic year 2017 onwards
SCHEME OF EXAMINATIONS

SEM	Subject Code	COURSE	HRS			CREDIT	MARKS		
			L	T	P		CIA	EA	TOTAL
I	17PTF01	Core I - Advanced Textile Science	4	2	-	6	25	75	100
	17PTF02	Core II – Textile And Apparel Quality Evaluation	4	2	-	6	25	75	100
	17PTFP01	Core III - Advanced Garment Construction Practicals	-	-	6	3	40	60	100
	17PTFP02	Core IV -Fashion Sketching practicals	-	-	6	3	40	60	100
	17PTFZP01	Elective I –CAD in Fashion Designing Practicals	-	-	6	3	40	60	100
				30			21		
II	17PTF03	CoreV –Fashion merchandising	4	2	-	6	25	75	100
	17PTF04	CoreVI -Technical Textiles	4	2	-	6	25	75	100
	17PTFP03	Core VII-Fashion Portfolio Practicals	-	-	6	3	40	60	100
	17PTFZP02	Elective II – Advanced Draping Techniques practicals	-	-	6	3	40	60	100
	17PTFED01	EDC -Entrepreneurship Development in Textiles	2	2	-	4	25	75	100
	17PHR01	VALUE EDUCATION-Human Rights	2	-	-	2	25	75	100
				30			24		
III	17PTF05	Core VIII-Research Methodology And Statistics In Textiles	4	2	-	6	25	75	100
	17PTF06	Core IX-Textile Testing	4	2	-	6	25	75	100
	17PTFP04	Core X- Textile Testing Practicals	-	2	2	3	40	60	100
	17PTF07	Core XI- Advanced Textile Processing	4	2	-	6	25	75	100
	17PTFP05	Core XII- Accessories Designing practicals	-	1	4	3	40	60	100
	17PTFZ01	Elective III- Online Business	3	-	-	3	25	75	100
				30			27		
IV	17PTFP06	Core XIII-Advanced Surface Ornamentation Practicals	-	-	6	3	40	60	100
	17PTFZ02	Elective IV-Traditional Indian Textiles	4	2	-	6	25	75	100
	17PTFP07	Project & Viva Voce	18*			9	-	100	100
			30			18	Total Marks		2000
TOTAL CREDITS					90				

*Note: Faculty work load for Project work 2 Hrs per candidate/per week

SEMESTER-I
CORE I
ADVANCED TEXTILE SCIENCE

UNIT- I

Natural fiber –Classification of textile fibers according to their natural foreign Cotton – Concept of varieties – Definition of grading – distinctive properties & End uses. Brief study of Bamboo – Lyocell- soya bean – Banana- Pineapple- Properties & Uses.

UNIT- II

High performing fibers – Glass fibers- Carbon fibers – Ceramic fibers – chitosan fibers –Alginate fibers – Kevlar fibers – Properties & End uses. Brief study of Elastomeric Yarn.

UNIT- III

Texturization – Objects – Types of Textured yarns- Flash Twist Texturing- Advantages of Textured Yarn- Manufacturing of Sewing Threads- Brief of fancy Yarns - Slub yarn—Crimp yarns – novelty Yarns – Boucle Yarn.

UNIT- IV

Weaving Process- shuttle less loom – working principle of Air Jet loom-working principle of water jet loom- working principle of projectile loom-working principle of Rapier loom.

UNIT V

Knitting – Classification of knitting machines-properties of knitted fabrics- weft knitting. **Nonwoven** – Definition and Classification- fiber properties and requirements- Web formation-Dry laid, parallel laid and cross laid formation- Application and end uses.

REFERENCES:

1. Hall, A.J *The standard hand book of Textiles, Wood head Publishing 8th edition, 2004.*
2. Hearle J. W. S *Hige performance fibres,Wood head publishing LtdCambridge, England, 2001.*
3. Abinson, M. *Principles of weaving - Textile Institute Manchester.*
4. Corbman, B.P. *Textiles Fiber to Fabric McGrawhill Publications, 6th, Edition 1983.*
5. Velensky,L.D, G., E.P.G *Textile Science CBS Publishers and Distributors, 2003.*

SEMESTER I
CORE II
TEXTILE AND APPAREL QUALITY EVALUATION

UNIT –I

Introduction to Quality Standards - importance of Quality - British standards and ISO Standards for the Apparel Industry - Brief study about ISO 9000 Standards and ISO 14000 Standards -Total Quality management systems.

UNIT –II

Eco specification and restriction in apparel and textiles -Dry cleaning using Ozone depleting chemicals- pH values, Formaldehyde contents - Heavy metal contents -Pesticides and Herbicides - Azo dye stuffs -Nickel - Pentachloro phenols - color fastness - brighteners and Softening agents.

UNIT –III

Garment defects - Quality followed in cutting department - sewing department - Finishing and Packing Departments - Testing of Garments - Seam strength - Seam properties of Knitted fabrics -Bow & Skewness in woven & Knitted fabrics - Soil/Stain release testing - Testing of Sewing Threads.

UNIT –IV

Introduction to care label - importance of care labels - Different systems of care labelling American - British and International Labelling - Eco-labelling.

UNIT –V

Starting a quality control program - implementation of quality systems in production line, product specifications and analysis using analytical tools - Quality Control Aspects for Garment Exports - Nature of Quality Costs and Customer Returns - Functions of Quality Assurance and Quality Control.

REFERENCES:

1. *PV Mehta Management Quality in Apparel Industry.*
2. *Gopala Krishnan, P.A. Textile Testing, JK. Publications.*
3. *Jacob, S. Apparel manufacturing hand book, analysis principles and Practice, Columbia media corp, 1988.*
4. *mehta, pradeep v Managing quality in apparel industry, new age international ltd. 1998.*
5. *Physical Testing and Quality control , vol 123, No.1/2/3 textile institute (1993).*

SEMESTER I

CORE III

ADVANCED GARMENT CONSTRUCTION PRACTICALS

Method of Pattern Making - Draping or Drafting method.

Develop Portfolio - for all the garments.

1. Design and construct Children's garment of recent fashion- any 2 styles
2. Design and construct Women's garment of recent fashion- any 2 styles
3. Design and construct Men's garment of recent fashion- any 2 styles
4. Design and construct garment for a Party wear
5. Design and construct garment for a Fashion Show based on a theme

SEMESTER I
CORE IV
FASHION SKETCHING PRACTICALS

Part -A

1. Illustrate a gesture components parts from head to toes
2. Create a 10 head flesh figure and convert pose to garment like Straight pose, 'S' curve, open pose, 'T' pose
3. Stylized illustration in 10 head flesh figure - Garments for cine field
4. Create a Contemporary style garment in 12 head theory
5. Free hand figure drawing techniques
6. Model drawing by using pencil shade
7. Still drawing using color pencil shading
8. Develop live model drawing
9. Draw a fashion figure in 2D and 3D form using finishing techniques
10. Fashion accessory drawing

SEMESTER I
ELECTIVE I
CAD IN FASHION DESIGNING PRACTICALS
PART – A

- **Design and develop the pattern for the following style using TUKA-CAD.**

KIDS WEAR

- A-Line/Yoke frock
- Baba suit
- Knickers

WOMEN'S WEAR

- Blouse
- Salwar kameez
- Skirt and Top

MEN'S WEAR

- Basic Shirt
- Pant
- Trousers

PART-B

- Grade the patterns to S, M, L, XL and estimate the lay length & marker efficiency
- File the pattern style and apply the grade rule
- Estimate the lay length and marker efficiency

**SEMESTER II
CORE V
FASHION MERCHANDISING**

UNIT-I

Introduction to Merchandising: Merchandising terminology - role and responsibilities of merchandiser - types of merchandisers - fashion merchandiser, export merchandiser, retail merchandiser and visual merchandiser.

UNIT-II

Roles of buyer and merchandiser: Rights of fashion merchandising - roles of buyer - skill set of good fashion buyer- role of fashion merchandiser - skill set of good fashion merchandiser - own label versus branded buying and merchandising- fashion buyer and merchandiser job description

UNIT-III

Organizing the buying and merchandising function: Structure of buying and merchandising departments - Assistant buyer - buying administration assistant - assistant merchandiser - allocator - buyer and the key contact - merchandiser and their key contact - meeting schedules - how buyer & merchandiser work with other activities in the value chain

UNIT-IV

Fashion Merchandising Budgeting: KPI budgeting - sales turnover budget - mark down spending budget - intake margin budgeting- stock target budgeting

Fashion Merchandising: Open to buy: What is open to buy - creating an open to buy budget -open to buy budgeting process

Fashion merchandising range planning: Introduction to range planning- range plan- optional plan -qualitative and quantitative aspects-range planning process

UNIT-V

Fashion merchandising: Sizing, deliveries and allocation: Merchandiser supplier relationship, size curves, initial allocations-managing purchase orders and deliveries

Trading: Planning versus trading, repeats and cancellations, promotional planning, end of season sale

E-retailing: E-retailing and product management, E-retailing and stock management and E-retail and drop shipping activities

REFERENCES

1. *David Shaw, T.J. Mastering Fashion Buying and Merchandising Management, 16-Nov-2000 - Business & Economics.*
2. *Palgrave Macmillan, J.C. Fashion Merchandising ,Principles and Practice, 28-Nov-2014 - Business & Economics.*
3. *Tata McGraw, P. Retail Merchandising, Hill Education, 2010.*

SEMESTER II
CORE VI
TECHNICAL TEXTILES

UNIT – I

Technical Textiles: Definition, Applications, Globalisation and Future of technical textiles industry. **Technical Fibres:** High – Strength and high-modulus organic fibres, high chemical and combustion - Resistant organic fibres, high performance inorganic fibres, ultra-fine and novelty fibres.

UNIT –II

Medical Textiles: Classification – fibres Used. Non –Implantable, implantable, Extra Corporeal Devices, Health Care and Hygienic Products. **Agro Textiles** – Introduction, Fibres Used, types functions and properties characteristics and applications in Agro products and in its Field.

UNIT III

Build Tech - Introduction, Fibres Used, types functions and properties characteristics and applications in Architecture and in Building Construction. **Geotextiles** – Introduction, Fibres Used, types functions and properties characteristics and applications in its Field. **Indu Tech** – Introduction, Fibres Used, types functions and properties, characteristics and applications – Theory of Dust Collection.

UNIT –IV

Protective Textiles: Introduction, Fibres Used, types functions and properties, characteristics and applications fire protective clothing, heat resistant garments, water proof Materials, ballistic resistant vest. Biological and Chemical Vest, Military protective Clothing. **Mobil tech Textiles-** Introduction, Fibres Used, types functions and properties, characteristics and applications of mobil tech, applications in all kinds of road transport vehicles, rail and air crafts.

UNIT – V

Sports Textiles: Introduction, fibers used, Types, functions and properties, Characteristics and Applications of Sports Tech. **Smart and intelligent Textiles** - Classification - Active smart, passive smart and very smart textiles and phase change materials shape memory polymers, chromic and conductive Materials and its applications in various fields.

REFERENCES:

1. *Dr. V. K. Kothari Technical Textiles, Technology, Developments and Applications , IAFL Publications, New Delhi, (2008).*
2. *H. Mattila Intelligent Textiles and Clothing, Publishing Ltd, England, (2006).*
3. *J W S Hearle High Performance Fibres, Woodhead Publishing Ltd, England, (2001).*
4. *R Senthil Kumar Textiles for Industrial Applications CRC Press (2013).*
5. *Sabit Adanur Wellington Sears Handbook of Industrial Textiles CRC Press (1995).*

SEMESTER II

CORE VII

FASHION PORTFOLIO PRACTICALS

Using any 5 themes prepare 5 different portfolios using with the following boards and construct the garment for the same

1. Theme Board
2. Name board
3. Story Board
4. Mood Board
5. Inspiration Board
6. Customer Profile
7. Flat Sketches
8. Illustration Board
9. Component Board
10. Colour Board
11. Fabric Board
12. Accessory Board
13. Garment Construction
14. Garment Photographs

SEMESTER II

ELECTIVE II

ADVANCED DRAPING TECHNIQUES PRACTICALS

EXERCISES

1. Basic preparation and basic pattern:

Draping, Marking and trueing for basic Back, front, skirt and trouser

2. Variation in Darts:

Front bodice with underarm dart. Back bodice with Neckline dart, Waist line dart, Dart at waist line and center front, The French dart, Double French dart, Flange dart, Neckline dart, Bust line dart at center front and Armhole dart

3. Pleats, darts, tucks and gathers, Neckline variations, Armhole variations, Waistline variations

4. Yokes

Fitted midriff, Bodice yoke, Shirt yoke, Hip yoke

5. Collars

Mandarin, Band, Convertible, Shirt and Peter pan collar

6. Variations in skirt

Tapered skirt, Eased skirt, Dirndl skirt, Dome skirt, flared skirt and variations in flared skirt, Peg skirt

Sarong skirt and Pleated skirt

7. Princess dress

REFERENCES

1. Helen Joseph-Armstrong *Draping for Apparel Design, Bloomsbury Academic, 2013.*
2. Jaffe Hilde *Draping for Fashion Design, Pearson Education India, 2009.*
3. Karolyn Kiisel *Draping: The Complete Course, Laurence King Publishing, 2013.*

SEMESTER II
EXTRA DISCIPLINARY COURSE
ENTREPRENEURSHIP DEVELOPMENT IN TEXTILES

UNIT I

Introduction to entrepreneurship, development of entrepreneurship, role of entrepreneurs in development of apparel and fashion industry, entrepreneurship with reference to fashion and apparel industry in India.

UNIT II

Entrepreneurial support by state, central financial institutions, organizations. Government policies with reference to textile and apparel industry.

UNIT III

Business planning- Starting a new venture related to apparel industry, essentials of a successful centre. Formalities of opening a firm, the status of firm, Individual proprietor/partnership/ Pvt. Limited company & public Ltd Company, bank formalities, term loan, working capital, project financing.

UNIT IV

Location & plant layout-factors influencing plant location, building, structure, lighting, Ventilation, material handling, availability of labor, material management and transportation. Plant layout, ergonomics safety & security to be considered while planning the layout.

UNIT V

Industrial sickness and remedies, tax planning, VAT, Patent Rules, Factory Act, Minimum wages, knowledge of exemptions & deductions. Environmental considerations and social responsibilities.

REFERENCES:

1. *Ormerod A Textile Project Management, the Textile Institute, 1992.*
2. *SangramKeshariMohanti Fundamentals & Entrepreneurship: 2009: PHI learning.*
3. *Vasanth Desai the dynamics of entrepreneurial development & Management: 6th edition Himalaya publish house. 2009.*
4. *Franklin, T. Principles of Management, AITBS, 2002.*

SEMESTER II
VALUE EDUCATION
HUMAN RIGHTS

UNIT – I

Human Right – Definition – Historical evaluation- classification of rights – universal deceleration of Human Rights – International covenants on economic & social rights constitutional provisions for Human Rights – Fundamental Rights. Direct to Principle of the state policy – Indian constitution.

UNIT-II

Civil & political rights – rights to personal freedom – right to freedom of expression – right to property – right to educate – right to equality – right to religion – right to form association & unions – right to movements – right to family – right to contract – right to constitutional – remedies – right to vote & contest in election – right to hold public offices – right to petition – right to information-right to criticize the government – right to democratic governance.

UNIT – III

Economic rights – right to work – right to adequate wages – right to reasonable hours of work – right to fair working condition – right to self government in industry – consumer rights – social & cultural rights – rights to life – right to clean environment.

UNIT – IV

Womens rights – rights to inheritance – right to marriage, divorce & remarried – right adoption – right to education – right to employment & carrier advancement – rights to relating to dowry – right for quality – right for safe working condition – children's rights – right to protection & care – right to education issues related with female infaticide – street children – child labour – bonded labour – refugees rights – minority rights – details rights – tribble rights – no modes rights.

UNIT- V

Human rights violence – international – national – regional level – organization to protect human rights – UNO – national commission for human rights – state commission – non – government organization & human rights – Amesty international – Asia watch – PUCL – OCDR – people watch. Emerging trends to terrorism & human rights – emergency & human rights – judiciary & human rights – police & human rights.

REFERENCE:

1. *Human Rights - Text Book by University*

SEMESTER III
CORE VIII
RESEARCH METHODOLOGY AND STATISTICS IN TEXTILES

UNIT I

Fundamental Concepts of Research -Meaning, definition, types of research – significance of research – research process, Defining the research problem, Sources, Identification, Selection and statement, Review of Literature.

UNIT II

Research Design/Proposal - Research Design – Meaning, Types of Research Design, Basic principles of experimental designs, Developing a research Plan. Sampling – Census and sample survey, steps in sampling design, criteria for selecting a sampling procedure, characteristics of a good sample design, different types of sample design.

UNIT III

Research Methods And Tools - Methods of data collection – observation, questionnaire, Interview. Data Processing – Collection, Classification, Tabulation, Graphical representation and data analysis.

UNIT IV

Report Writing - Research Report – Format of research report, main body of the report, references and appendices, style of writing, typing the report, pagination, tables and figures, bibliography, footnotes, margins, quotations, evaluating the report.

UNIT V

Statistics - Meaning and scope of statistics, role of statistics in research, measures of central tendency and dispersion. Co- efficient of Correlation and its Interpretation, Rank Correlation, Regression equation, Application of Chi – Square test, ANOVA test.

REFERENCES

1. *C R Kothari Research Methodology, Methods and Techniques ,New Age International (P) Ltd, Delhi, 2011.*
2. *J. Medo Statistical Method- An Introductory text, New Age publishers, Delhi, 2005.*
3. *Santosh Gupta Research Methodology and Statistical Techniques, Deep and Deep Publications, 1999.*
4. *S P Gupta An Introduction to Statistical Methods, Vikas publishing House, Delhi, 2009.*
5. *Lucy Jacobs, D.A. Introduction to Research in Education, Christine Sorensen, Cengage Learning, 2009.*
6. *Stuart Melville, W.G. Research Methodology, An Introduction ,Jut and Company Ltd, 2004.*

SEMESTER III
CORE IX
TEXTILE TESTING

UNIT-I

Introduction to testing – terminology of testing – selection of samples for testing standard R H and temperature for testing – measurement of moisture regain - Conditioning oven – Shirley moisture meter – standards used in textile testing.

UNIT-II

Fiber testing - Cotton fiber length – Baer sorter, Fineness – Air flow principle instruments, Sheffield micronaire, Maturity – Caustic soda swelling, Strength – Pressely bundle strength tester, stelometer, Determination of trash and lint in cotton – Shirley trash analyzer.

UNIT-III

Yarn testing - Yarn numbering system – conversion of count from one system to another, Instruments for count determination – Quadrant balance, Beesely balance . Yarn strength testing – principles of CRT, CRL, CRE – Single strength tester, Lea strength tester . Yarn twist- Direction of twist, Twist multipliers, Twist testers – Tension type, ATIRA direct type tester . Yarn evenness – classification of variation, methods of measuring evenness – black board, ASTM Standards, Uster evenness tester, Uster standards, Yarn faults - classifications, Classimat . Yarn hairiness and crimp testing

UNIT – IV

Fabric testing - Fabric particulars – length, width, crimp, weight, cover factor, fabric thickness. Fabric strength – fabric tensile strength tester, tearing strength tester, hydraulic bursting strength tester. Fabric abrasion – resistance, handle, serviceability, assessment, Martindale abrasion tester. Fabric pilling – ICI pill box tester. Fabric drape – Measurement, drape meter. Fabric stiffness – Shirley stiffness tester. Fabric crease resistance and crease recovery measurements. Fabric permeability – Shirley air permeability tester, Water permeability tester, and Bundersmann tester.

UNIT- V

Color fastness in textiles – Crocking test, perspiration test, sunlight, laundering, pressing and dry cleaning aspects. Whiteness index, matching cabinets, and computer color matching.

REFERENCES

1. *Dr. Arindam Textile Testing, SITRA Coimbatore (2001).*
2. *Elliot B Grover and Hamby D S Handbook of Textile Testing and Quality Control, Willey Eastern limited, New Delhi (1988).*
3. *Saville B P Physical Testing of Textiles , Wood head publishing, Cambridge (2004).*
4. *Gopalakrishnan. R,A.P. Textile Testing,SSM Institute of Technology, Komarapalayam.(2002).*
5. *NewnesButterworths, B.J.E. (no date) Principles of Textile Testing,London(1976).*

SEMESTER III

CORE X

TEXTILE TESTING PRACTICALS

1. Determination of Tensile Strength of the given Fabric.
2. Determination of Stiffness of the given Fabric.
3. Determination of Thickness of the given Fabric.
4. Determination of Abrasion Resistance of the given Fabric.
5. Determination of Crease Recovery of the given Fabric.
6. Determination of Drape of the given Fabric.
7. Determination of Tearing strength of the given fabric.
8. Determination of Bursting Strength of the given Fabric.
9. Determination of Colour Fastness of the given Fabric by Crock meter.
10. Determination of Colour Fastness of the given Fabric by Perspirometer.
11. Determination of Colour Fastness of the given Fabric by Laundrometer.
12. Determination of Colour Fastness of the given Fabric by Pressing.
13. Determination of Shrinkage of the given Fabric.

SEMESTER III

CORE XI

ADVANCED TEXTILE PROCESSING

UNIT I

Application of Enzymes in Textile Chemical Processing – Enzymes used in de-sizing process, Bio-scouring process and its advantages, Bio – Bleaching and its advantages. Natural dyes – Various Sources of Natural dyes. General procedure for application of natural dyes on cotton and other fibers. Advantages and disadvantages of Natural Dyes.

UNIT II

Garment dyeing – Basic theory of Garment Dyeing – special chemical for garment dyeing – Advantages of garment dyeing – Precaution steps to be taken before garment dyeing – Quality control in garment processing.

UNIT III

Finishing – Definition and Advantages – Bio polishing – Enzymes used for Bio polishing – Bio Polishing of cotton fabrics – Bio polishing of polyester and its blends, UV protective finish, Anti-microbial finish, Fragrance finish, Burn out finish, Denim finish.

UNIT IV

Printing: Preparation of hosiery cloth for printing – Tubular and slit open forms, Khadi printing, Pearl printing, Glitter and Metallic printing, Flock printing by electrostatic method.

Working of Garment printing machine. Digital Inkjet printing – Advantages and Limitations. Capsule printing, Crimp and Crepon style of printing.

UNIT V

Pollution – Types- Land, Water, Air and Noise Pollution – Causes and remedies related to textile industry. Effluent treatment – methods – color removal- Bio – degradation. ETP plant, Need for Eco-friendly Textile Processing.

REFERENCES:

1. *Dr. N. N Mahapatra Textile Processing.*
2. *Dr. V. A. Shenai Textile Finishing,Sevak Publications.*
3. *K. B. Krishnakumar Pollution in Textile Industry,SSM ITT Staff & students Co – operative stores Ltd.*
4. *S. Duhayamarthandan Technology of Textile Printing,SSM ITT Staff & students Co – operative stores Ltd.*
5. *Dr. S. Jayaprakasam, D.G.N.Textile Finishing.*
6. *R. Shanmugaraj, S.U. Eco friendly Textile Processing,SSM ITT Staff & students Co – operative stores Ltd.*

SEMESTER III**CORE XII****ACCESSORIES DESIGNING PRACTICALS**

Prepare the following Samples using the available raw materials / any base material.

1. Hand bags -4 varieties.
2. Purses / Wallets - 4 varieties.
3. Slippers / Shoes - 5 models.
4. Belts - 5 models.
5. Gloves-3 models.
6. hats- 3 models.
7. scarves-3 models.
8. Cell Phone covers- 4 varieties

SEMESTER III
ELECTIVE III
ONLINE BUSINESS

UNIT 1

Overview of online business: Introduction to Online Business, Success Stories of how entrepreneurs started online business, Benefits of online business, software required to create web pages

UNIT II

Website development: Web Page Designing-Classification of websites, building a website-steps in building a website, Website hosting –web hosting options.**Content creation, delivery and management-Content management and maintenance**

UNIT III

Keeping Business legal: Copy rights, trademarks and other legal concerns, basic accounting practices, **Online business models:** Affiliate Programs, Online Advertising, Selling Products and Services.

UNIT IV

Handling payment: Online Payment Solution-Anticipating your online customers purchasing needs-applying for credit card merchant status-finding short cuts to processing credit card data-providing shoppers with electronic purchasing system-delivering products and services

UNIT V:

Social Networking and Marketing: Attracting customers and services-Word of mouth advertising, Social networking and other advertising, **The future of online business:** Building your Business for the Future.

REFERENCE:

1. *Kenneth C. Laudon E-Commerce : Business, Technology, Society, 4th Edition, Pearson.*
2. *Porter, M. E Strategy and the Internet, HBR March 2001.*
3. *Kamlesh N., Amit Lal and Deeksha Agarwala, A. Business on the Net: An Introduction to the Whats and Hows of E -Commerce, Macmillan India Ltd.*
4. *Liewyi, L.V.K. Online business made easy, Kindle edition ,2009.*
5. *Sons, G.H., John Wiley Starting an Online Business For Dummies, 14-Jun-2013.*
6. *The Business of E-Commerce – From Corporate Strategy to Technology, Cambridge University Press, 2000 .*

SEMESTER IV**CORE XIII****ADVANCED SURFACE ORNAMENTATION PRACTICALS**

1. Chains/Necklaces – 5 models.
2. Bangles / Bracelets / Watches - 5 models.
3. Bangles / Bracelets / Watches - 5 models.
4. Ear rings - 5 models.
5. Finger rings / toe rings- 5 models.
6. Hair bands - 5 models.
7. Anklets - 5 models.
8. A set of Bridal Ornaments - select a Bridal costume.
9. A set of Children's Ornaments - select a Theme.
10. A set of Ornaments for a Dress designed for a Fashion Show.

SEMESTER IV
ELECTIVE IV
TRADITIONAL INDIAN TEXTILES

UNIT I

Hand-woven Textiles: Saris: Banaras Brocades, Baluchari Saris, Jamdani Saris, Paithani Saris Kanjeevaram Saris, Chanderi Saris and Maheshwari Saris

UNIT II

Hand-woven Textiles Shawls: Kashmir Shawls, Kullu & Kinnaur Shawls, Wraps of North-east, Floor coverings, Carpets, Durries & Rugs

UNIT III

Resist Dyed Textiles: Bandhani-Bandhani of Gujarat, banhej and lehariya of rajasthan, Ikat-patola of Gujarat, bandhas of odisha, ikat textiles of Andhra Pradesh.

UNIT IV

Printed textiles: Ajarakh prints of Gujarat and rajasthan, Bagru printing, Sanganer prints from Rajasthan, Kalamkari from Andhra Pradesh and Bagh prints of Madhya pradesh.

UNIT V

Embroidered Textiles of India : Kashida, Phulkari , Chamba Rumal , Embroidery from Gujarat , Parsi Embroidery, Chikankari , Phool Patti ka Kaam , Zardozi , Kasuti , Lambadi Embroidery , Kantha , Sujani ,Pipli Applique

REFERENCE:

1. *Naik, S.D. Traditional Embroideries of India,APH Publishing, 1996.*
2. *Nicholas Barnard, J.G.Traditional Indian Textiles,1993 - Design.*
3. *Nicholas Barnard,Thames & Hudson, J.G. Indian Textiles,2014.*

PERIYAR UNIVERSITY

M.SC. TEXTILE AND FASHION DESIGNING

MODEL THEORY QUESTION PAPER PATTERN

(FOR THE STUDENTS ADMITTED FROM THE ACADEMIC YEAR 2017-2018 ONWARDS)

PAPER CODE: 17PTF03

FASHION MERCHANDISING

Time: 3 Hours

Maximum: 75 Marks

SECTION A

(10X1=10 Marks)

❖ **Answer all the Questions**

- 1) _____ is the promotion of apparel sales and involves all of the tasks necessary to deliver needs of potential customers.
 - a. Fashion merchandising
 - b. Fashion buyer
 - c. Apparel manufacturers
 - d. Marketing experience
- 2) Visual merchandisers are also known as _____.
 - a. window dressers
 - b. Fashion stylist
 - c. display creators
 - d. Fashion Victims
- 3) _____ is a person employed to select and purchase clothes and accessories for a large retail store to stock.
 - a. manufacturer
 - b. Retailer
 - c. Fashion buyer
 - d. fashion designer
- 4) The top leading fashion labels from India _____.
 - a. Chanel
 - b. Agnimitra Paul
 - c. Emilio Pucci
 - d. Neil Barrett
- 5) Non-Store Retailers are _____.
 - a. Internet retailing
 - b. diverse market
 - c. chain store
 - d. wholesale market
- 6) ROI stands for _____.
 - a. Return on Investment
 - b. Return on interest
 - c. Rest on Investment
 - d. Right on Investment
- 7) _____ is part of the overall assortment planning process and involves making decisions about the amount of merchandise choice.
 - a. Range planning
 - b. KPI budgeting
 - c. supply chain
 - d. merchandise mix
- 8) _____ is a retail inventory management tool that helps to buy on a monthly basis to make sales projections.
 - a. Staple merchandise
 - b. Open-to-buy
 - c. Retail budget
 - d. Key performance indicator
- 9) _____ is the term often used by the industry to describe online retailing via the internet.
 - a. Catalog
 - b. E-Commerce
 - c. Tele-Shopping
 - d. Open market
- 10) _____ can be offered in the market place that might satisfy a need.
 - a. Plan
 - b. Product
 - c. Discount
 - d. Item

SECTION B (5X5= 25 MARKS)

- ❖ **Answer all the Questions**
- ❖ **Either or internal Choice**

- 11.a. Discuss about the role and responsibilities of a merchandiser.
Or
b. Write about Merchandising Terminology.
12. a. Explain about the Rights of fashion merchandising.
Or
b. Write about the Role and skills of good fashion buyer.
13. a. Discuss about the Structure of buying and merchandising departments.
Or
b. Write about Merchandising Function.
14. a. Explain about the Key performance indicator in budgeting.
Or
b. Write about the importance of Range Planning.
15. a. Explain about size curves in detail.
Or
b. Discuss about promotional planning.

SECTION C (5X8=40 MARKS)

- ❖ **Answer all the Questions**
- ❖ **Either or internal Choice**

- 16.a. Discuss about the types of merchandisers in detail.
Or
b. Explain about the scope of fashion visual merchandising.
- 17.a. Explain about the roles of buyer and merchandiser.
Or
b. Describe about merchandiser job description.
- 18.a. Explain about buyer and merchandiser key contact.
Or
b. Explain how buyer & merchandiser work with other activities in the value chain.
- 19.a. Give an account on sales turnover budget and stock target budgeting.
Or
b. Explain about the qualitative and quantitative aspects in range planning process.
- 20.a. Explain about Planning versus trading.
Or
b. Discuss about E-retailing and product management.

PERIYAR UNIVERSITY
M.SC. TEXTILE AND FASHION DESIGNING
MODEL PRACTICAL QUESTION PAPER PATTERN

(FOR THE STUDENTS ADMITTED FROM THE ACADEMIC YEAR 2017-2018 ONWARDS)

PAPER CODE: 17PTFP04
TEXTILE TESTING PRACTICALS

Time: 3 Hours

Maximum: 60 Marks

SECTION A **(1X20=20 Marks)**

1. a) Determination of Stiffness of the given Fabric.
Or
b) Determination of Drape of the given Fabric.

SECTION B **(1X40=40 Marks)**

2. a) Determination of Bursting Strength of the given Fabric.
Or
b) Determination of Colour Fastness of the given Fabric by Laundrometer.

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MODEL PRACTICAL QUESTION PAPER PATTERN

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PAPER CODE: 17PTFP01

ADVANCED GARMENT CONSTRUCTION PRACTICALS

Time: 4 Hours

Maximum: 60 Marks

SECTION A

(1X20=20 Marks)

1. a) Design, draft and construct Children's garment for daily use.

Or

b) Design, draft and construct toddlers garment for recent trends.

SECTION B

(1X40=40 Marks)

2. a) Design, draft and construct party wear for 15-16 years girls.

Or

b) Design, draft and construct garment for a Fashion Show based on any theme.
