

Detailed Syllabus B.Sc. Costume Design and Fashion 2015 -2016,Based on the decision taken by BOS,
Costume Design Design and fashion UG, Rathinam College of Arts and Science(Autonomous) Dated
10.4.2017

Department of Costume Design and Fashion

**RATHINAM COLLEGE OF ARTS AND SCIENCE
(AUTONOMOUS)**

RATHINAM TECHZONE CAMPUS, POLLACHI ROAD, EACHANARI, COIMBATORE – 21.



Syllabus for B.Sc Costume Design and Fashion (I - VI Semester) 2015-2015 Batch onwards

Approved in the UG – Costume Design and Fashion BOS Meeting on 10.4.2017

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RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

Scheme of curriculum for B.Sc CDF

For the students admitted in the Batch during 2015 - 2016

Board of Studies – B.Sc CDF (UG)

Sem	Part	Type	Sub. Code	Subject & Paper	HRS per week	Exam Hours	CIA	ESE	Max mark	Credit
I	I	L1	LANG1	Language-I	6	3	25	75	100	4
I	II	E1	15BGE12E	English-I	6	3	25	75	100	4
I	III	C1	15BCD13A	Core Paper I - Fundamentals of Apparel Design	4	3	25	75	100	4
I	III	C2	15BCD13B	Core Paper II - Principles of Pattern	4	3	25	75	100	4
I	III	CP3	15BCD13P	Core Practical I- Fundamentals of Apparel Design	4	3	40	60	100	4
I	III	AL1	15BCD1AP	Allied- I Fashion Art and Design	4	3	40	60	100	4
I	IV	FCA	15BGE1FA	Environmental studies*	2	3	-	50	50	2
II	I	L2	LANG2	Language-II	6	3	25	75	100	4
II	II	E2	15BGE22E	English-II	6	3	25	75	100	4
II	III	CP4	15BCD23A	Core Paper III - Fashion Designing	3	3	25	75	100	4
II	III	CP5	15BCD23P	Core Practical II- Basic Textile Testing	3	3	40	60	100	4
II	III	CP6	15BCD23Q	Core practical III - Children's Apparel Construction	6	4	40	60	100	4
II	III	AL2	15BCD2AB	Allied - II Fibre to Fabric Formation	4	3	25	75	100	4
II	IV	FCB	15BGE2FB	Value education – human rights *	2	3	-	50	50	2

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III	III	C7	15BCD33A	Core Paper IV – Wet processing and Clothing care	4	3	25	75	100	4
III	III	CP8	15BCD33P	Core Practical IV- Wet processing	4	3	40	60	100	4
III	III	C9	15BCD33B	Core Paper V - Textile Science	5	3	25	75	100	4
III	III	CP10	15BCD33Q	Core Practical V - Women’s Apparel	7	4	40	60	100	4
III	III	AL3	15BCD3AC	Allied - III Apparel Production and Quality Control	5	3	25	75	100	4
III	IV	SBP1	15BCD3ZP	Skill based Subject : Basic Draping	3	3	30	45	75	3
III	IV	OL	ALANG1	Tamil ** / Advanced Tamil ** (OR) Constitution of India*/Communicative English-I *	2	3	-	50	50	2
III	VI	ALC1	ALC1	Advance Learner Course- Paper I	0	3	0	100	100	2
IV	III	CP11	15BCD43P	Core Practical VI – Computer Aided designing - I	4	3	40	60	100	2
IV	III	CP13	15BCD43Q	Core Practical VII - Men’s Apparel	6	4	40	60	100	2
IV	III	AL4	15BCD4AD	Allied - IV Fashion Business Management	4	3	25	75	100	4
IV	III	C-12	15BCD43A	Core Paper VI– Indian Costumes and Fashion Psychology	5	3	25	75	100	4
IV	IV	SBP2	15BCD4ZP	Skill based Subject : Surface Embellishment	5	3	30	45	75	3
IV	IV	OL	ALANG2	Tamil ** / Advanced Tamil ** (OR) Constitution of India*/Communicative English-I *	2	3	-	50	50	2

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IV	IV		15BGE45A	Extension Activity	0	0	0	0	0	0
IV	VI	ALC2	ALC2	Advance Learner Course- Paper 2	0	3	0	100	100	2
V	III	C14	15BCD53A	Core Paper VII Principles of Accounting	5	3	25	75	100	4
V	III	CP15	15BCD53P	Core Practical VIII – Portfolio	5				50	4
V	III	CP16	15BCD53Q	Core Practical IX– Ornaments & Accessories	6	4	40	60	100	4
V	III	CP17	15BCD53R	Core Practical X - Computer Aided Designing II	3	3	40	60	100	3
V	IV	SB3	15BCD5ZC	Skill based Subject – Advances in Printing	5	3	30	45	75	3
V	IV	EA1	ELE1	Elective-I	6	3	25	75	100	4
V	VI	ALC3	ALC3	Advance Learner Course-	0	3	0	100	100	2
VI	III	C18	15BCD63A	Core paper VII – Knitting	5	3	25	75	100	4
VI	III	CP19	15BCD63P	Core practical XI- Knitting Practicals	5	3	40	60	100	3
VI	III	EA2	ELE2	Elective - II	5	3	25	75	100	4
VI	III	EA3	ELE3	Elective-III	5	3	25	75	100	4
VI	III	CPV20	15BCD63V	Mini project report – Research Paper	5				50	2
VI	IV	SBP4	15BCD6ZP	Skill based Subject : Computer Aided Pattern Making	5	3	30	45	75	3
VI	VI	ALC4	ALC4	Advance Learner Course- Paper 4	0	3	0	100	100	2
				Total					3500	140

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* No Internal Examinations only External Examinations
** No External Examinations only Internals Examinations
@ Vocational Industrial Training

<u>List of Elective Papers</u>	
Elective-I	A. APPAREL MARKETING
	B. VISUAL MERCHANDISING
	C. ORGANISATION OF GARMENT UNIT
Elective-II	A. FABRIC PRODUCTION & PROCESSING
	B. TECHNICAL TEXTILES
	C. EXPORT ANALYSIS AND DOCUMENTATION
Elective-III	A. ENTREPRENEURIAL DEVELOPMENT
	B. INDUSTRIAL ENGINEERING
	C. BUSINESS FINANCE

SEMESTER	SUB.CODE	SUBJECT
III	15BCD3LA	DYEING AND PRINTING
	15BCD3LB	GARMENT MANUFACTURING MACHINES
	15BCD3LC	ORGANIZATION OF GARMENT UNIT
IV	15BCD4LA	FASHION& APPAREL MARKETING
	15BCD4LB	COSTUMES AND TEXTILES OF THE WORLD
	15BCD4LC	FASHIONMERCHANDISING
V	15BCD5LA	CAD IN FASHION DESIGNING
	15BCD5LB	CLOTHING CARE
	15BCD5LC	FASHION AND CLOTHING PSYCHOLOGY
VI	15BCD6LA	COMPUTER IN GARMENT INDUSTRY
	15BCD6LB	HOME TEXTILES
	15BCD6LC	CARE AND MAINTENANCE OF TEXTILES

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SSEMESTER-I

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
15BCD13A	Fundamentals Of Apparel Designing	4	0	0	4	Core

Objective:

- Help to learn about the parts and functions of a sewing machine.
- Understanding about the types of decorations which can be done with the help of fabrics.
- Help to learn about the types and methods of plackets.
- Understand the types of sleeves, collars, pockets, yokes.

UNIT-I

Parts and functions of a single needle machine, essential tools – cutting tools, measuring tools, marking tools, general tools, pressing tools, seams and seam finishes – types, working of seams and seam finishes Hems – types, stitches used.

UNIT-II

Fullness- definition, types. Darts, tucks, pleats, flares and godets, gathers and shirrs, frills or ruffles, flounces, facings – bias facing, shaped facing and decorative facing. Binding – single bias binding, double bias binding.

UNIT – III

Plackets – definition, characteristics of a good placket, types – inconspicuous placket and conspicuous plackets. Method of constructing the same. Fasteners – conspicuous (Button and button-holes, button loops, button with holes, shank buttons, eyelets and cords). Inconspicuous (press buttons, hooks and eyes, zips).

UNIT – IV

Sleeves – definition, types, set-in-sleeves – plain sleeve, puff sleeve, bishop sleeve, bell, circular. Modified armhole – squared armhole. cap sleeve and Magyar sleeve. Sleeve and bodice combined – raglan, kimono and dolman. Yokes – types, simple yoke, yoke with fullness within the yoke, yoke supporting/ releasing fullness.

UNIT-V

Collars – definitions, types, peter pan, scalloped, puritan, sailor, square, rippled, full shirt collar, open collar, Chinese, turtle neck, shawl collar pockets – types – patch pocket, bound pocket, pocket in a seam, front hip pocket.

REFERENCE:

1. Practical Clothing Construction – Part I and II, Mary Mathews, Cosmic Press, Chennai (1986)
2. The Complete Book of Sewing – Dorling Kindersley Limited, London (1986)
3. Sewing and Knitting – A Readers Digest, step- by – step guide, Readers Digest Pvt Ltd, Australia.

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Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
15BCD13B	Principles Of Pattern Making	4	0	0	4	Core

Objective:

- Help to learn how to take body measurements
- Understanding about the basic pattern.
- Help to learn about the fitting techniques
- Understand about the pattern alterations and grading

UNIT-I

Body measurement –importance, preparing for measuring, ladies measurements, boys and men’s measurements. Standardizing body measurements –importance, techniques used. Relative length and girth measures in ladies /gentlemen Preparation of fabric for cutting –importance of grain in cutting and construction, steps in preparing the fabric for cutting.

UNIT-II

Pattern making –method of pattern making – (Drafting and draping),merits and demerits. Types of paper patterns (Patterns for personal measurements and commercial patterns) Principles of pattern drafting. Pattern details, steps in drafting basic bodice front and back and sleeve.

UNIT-III

Styles created by shifting of blouse darts , adding fullness to the bodice, converting darts to seam and partial yokes and incorporating darts in to seams forming yokes. Fitting - Standards of a good fit , steps in preparing a blouse for fitting , checking the fit of a blouse, solving fitting problems in a blouse ,fitting techniques.

UNIT- IV

Pattern alteration –importance of altering patterns, general principles for pattern alteration, common pattern alteration in a blouse. Pattern grading –definition , types , manual –master grades, basic front ,basic back basic sleeve, basic collar and basic grading.

UNIT-V

Pattern layout- definition, purpose, rules in layout, types of layouts for length wise stripped designs, fabric with bold design, asymmetric designs, one way designs. What can be done if cloth is insufficient , fabric cutting ,transferring pattern marking, stay stitching, ease stitching.

Reference:

1. Practical clothing construction -part I and part-II Mary Mathews, cosmic press Chennai (1986)
Pattern Grading for women’s clothing,
2. The technology of sizing –Gerry cooklin ,Blackwell Science Ltd (1990)
3. Zarapker system of cutting –zarapker. K. r., Navneet publications Ltd

SEMESTER-I

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Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
15BCD13P	Fundamentals Of Apparel Designing (Practical)	0	0	4	4	Core

1. Preparation of samples for seam and seam finishes.
2. Preparation of samples for hems
3. Preparation of samples for fullness
4. Preparation of samples for facing and binding.
5. Preparation of samples for plackets and fasteners
6. Preparation of samples plain sleeve, puff sleeve (any one type), raglon sleeve.
7. Preparation of samples yoke with fullness, within the yoke , and yoke supporting fullness.
8. Preparation of samples Peter Pan collar, full shirt collar
9. Preparation of samples patch pocket, bound pocket.

SEMESTER I

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Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
15BCD1AP	Fashion Art & Design – Practical	0	0	4	4	Allied

Experiment I

Lines and line drawings – object drawing and perspective view drawings, enlarging and reducing motifs. Learning the usage of various drawing and sketching mediums- pencils, ink, charcoal, brushes, crayons, water color and poster colors.

Experiment II

Drawing a stick figure for both normal and fashion figure. Forming a fleshy figure over a stick figure.

Experiment III

Dividing the figure into various parts using lines like plumb line, center front line, Princess line, waistline, side seam, armholes, jewel neckline, panty line, bust line etc., Practicing the art of creating textures.

Experiment IV

Illustrating pattern details- pockets, sleeves, yokes, skirts, trousers, tops etc., Illustrating different type of ornaments and accessories.

Experiment V

Illustrating details of ruffles, cowls, shirring, smocking, quilting, draping, gathers, pleats, frills and flounces. Basic concept and types of silhouette.

RERERENCES:

1. Fashion Design Drawing & Presentation, Ireland Patrick John.
2. Fashion design Illustration: Children, Ireland Patrick John,
3. Fashion Design Illustration : Men, Ireland Patrick John
4. Fashion Design illustrations, Ritu
5. Foundation in fashion design and illustration – Julian Seaman.

SEMESTER II

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
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15BCD23A

Fashion Designing

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Core

Goal:

It discuss about designs, wardrobe and fashion terms. Further it enables to learn about colour harmony. It also deals with unusual figures and its garment designing. It also helps to learn about designing garments for different occasions.

Objective:

- Help to learn about terms related to fashion industry
- Understanding about designs and its elements

UNIT I

Terms related to the fashion industry – fashion, style, fad, classic, and collection, chic Custom made , mannequin , fashion , show, trend, forecasting, high fashion, fashion cycle, haute couture, couture, couturier, fashion director, fashion editor, line, knock-off avant garde, bridge, buying house, apparel, fashion merchandising, pre – a – porter, sample.

UNIT II

Design- definition and types – structural and decorative design, requirements of a good structural and decorative design. Elements of design – line, shape or form, colour, size and texture. Application of structural and decorative design in a dress, selection and application of trimmings and decorations. Fashion accessories- shoes, handbags, hats, ties – different types/ shapes. UNIT II Principles of design- balance – formal and informal, rhythm- through repetition, radiation and gradation, emphasis, harmony and proportion. Application of principles of design in a dress.

UNIT III

Colour- definition, colour theories- prang colour chart and munsell colour system, Dimensions of colour- hue, value, and intensity. Standard colour harmonies- application in dress design. Colour in principles of design- application of the same in dress design.

UNIT IV

Designing dresses for unusual figures – becoming and unbecoming – for the following figure types. Stout figure, thin figure, slender figure, narrow shoulders, broad shoulders, round shoulders, large bust, flat chest, large hip, large abdomen, round face, large face, small face, prominent chin and jaw, prominent forehead.

UNIT V

Wardrobe planning for different age groups, factors influencing wardrobe selection, Fashion and season, Designing dresses for different occasions – business meetings, parties/ dinners, evenings/leisure hours, marriage functions, sports, uniforms for civil service, airhostess, hoteliers, schools – girls and boys (school, high school).

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Reference:

1. Fashion Sketch Book – Bina Abbing, Fair Child Publications, New York Wardrobe
2. Strategies for Women – Judith Rasband, Delmar publishers London Fundamentals of
3. Textiles and their Care- Susheela Dantyagi, 5th edition, . Orient Longman Ltd New Delhi
4. Inside the Fashion Business- Heannette A Jarnow et-al, macimilan Publishing Company, New York.
5. Art and Fashion in Clothing Selection – Mc Jimsey and Harriet, Iowa State University Press, Jowa.

SEMESTER-II

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
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15BCD23P Basic Textile Testing Practical 0 0 3 4 Core

Testing of yarns/ fabrics

1. Fiber testing using microscopic and burning(natural and manmade fiber)
2. Counting of the yarn using wrap reel.
3. Counting of the yarn using beesley's balance.
4. Twist of the yarn using twist tester.
5. Determining the weight of the fabric by GSM and Electronic method
6. Determining the fabric count by
 - a. Raveling method
 - b. Pick Glass method
7. Colour fastness to water.

SEMESTER –II

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
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15BCD23Q	Children's Apparel Construction Practical	0	0	6	4	Core
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Designing, drafting and constructing the following garments for the features Prescribed
List the measurements required and materials suitable
Calculate the cost of the garment
Calculate the material required-Layout method and direct measurement Method

1. Bib- Variation in outline shape
2. Panty-plain or plastic lined panty
3. Jabla- without sleeve, front open (or) Magyar sleeve, back opens
4. Baba suit- knicker with chest piece attached (or) Romper
5. A-Line petticoat- double pointed dart, neck line and arm hole finished with facing
(Or) petticoat with gathered waist
6. Yoke frock- yoke at chest line, with open, puff sleeve, gathered skirt(OR) frock- with collar, without sleeve, gathered/ circular skirt at waist line(or) Princess line frock
7. Romper- front open, Magyar sleeve
8. Shirt- open collar, with pocket.

Reference:

1. Practical Clothing Constructing-Part I and II, Mary Mathews, Cosmic Press, Chennai (1986)
2. Zarapker System of Cutting- Zarapker. K. R, Navneet Publications Ltd.
3. Practical cutting and tailoring part II Eshwasri Anwahi, Lakhraj Hans R.B Publications, Delhi

SEMESTER-II

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
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15BCD2AB **Fibre to Fabric Formation Techniques** 4 0 0 4 Allied

Objective:

- Help to learn about basic weaving structures
- Thorough knowledge about types of weaving
- Understand the construction of weaving through separate formulas for each weave
- Understand about elaborated and large motif weaving

UNIT-I.

Introduction to the field of textiles-classification of fibres–natural and chemical–primary and secondary characteristics of textile fibers .Manufacturing process ,properties and uses of natural fibres–cotton ,linen ,Jute ,,silk , wool, man-made fibres–Viscose rayon ,acetate rayon , nylon, polyester, acrylic.

UNIT-II

Elements of woven design, Methods of fabric representation, draft and lifting plan, construction of elementary weaves – plain, wrap rib, weft rib, twill, modification of twills, satin and sateen weaves – their derivatives

UNIT-III

Ordinary and brighten honey comb, its modification, huck a back and its modifications, crepe weaves, mock leno. Extra warp and extra weft figuring – single and two colours, planting, backed fabric, warp and weft backed fabrics.

UNIT-IV

Pile fabric – Formation of pile – weft pile – plain back, twill back – length, density and fastness of pile – corduroy weft plush. Warp pile – Terry pile, with the aid of wires, face to face warp pile.

UNIT-V

Double cloth –classification, self stitched – faces to back, back to face, both. Centre stitched – warp and weft. Interchanging double cloth.

References:

1. Watson’s textile design and colour. Grosichkli Z Newness, Butter worths, London 1980.
2. Watson’s advanced textile design, Grosichkli Z Newness, Butter worths, London 1989
3. Textiles – fibre to fabric, corbmann B P , International students edition, Mc Graw Hill book Co, Singapore 1985.

SEMESTER –III

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
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Printing – Introduction to printing, differences between printing and dyeing, Preparation of fabric for printing – cotton, linen, polyester, wool and silk, Methods of printing preparation of printing paste, selection of thickening agents

UNIT V

Principles of washing – suction washing, washing by kneading and squeezing , washing by machine - Process details and machine details. Laundering Equipment and

Laundering of different fabrics – cotton and linen, woolens, coloured fabrics, silks, rayon and nylon. Special types of Laundry – water proff coats, silk ties, leather goods, furs, plastics, lace.

Dry cleaning – using absorbents, using grease solvents.Storing – points to be noted.

Stain removal – food stains, lead pencil, lipstick, mildew, nose drops, paint, perfume,

Perspiration / mildew, tar, turmeric and kum- kum.

References

- Hall A J _The standard Hand Book of Textiles’ Woodhead Publication, 2004
- Janice gunner _Shibori for textile Artist’ Batsford London, 2006
- Kate Broughton textiles Dyeing , Rockport publishers, 1996
- Murphy, W.S _ Textile Finishing’ Abhishek Publication, 2000
- Rosi Robinson _Creative Batik’ Search Press,2004
- Smith J E _Textile Processing’ – Printing ,Dyeing, Abhishek Publishing,2003
- Textiles – Ninth edition, Sara J Radolph and Anna L Langford, Prentice hall, New Jersey (2002) Textile Processing
- J L Smith, Abhishek Publications, Chandigarh (2003) Textile Chemistry
- Peters R H, Vol I, & II, Textile Institute Manchester (1970) Beginners guide to fabric dyeing and printing – stuart & Robinson, Technical books, London (1982) Thickening agents and emulsion thickenings in textile printing

SEMESTER –III

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Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
15BCD33P	WET PROCESSING- PRACTICALS	0	0	4	4	Core

1. Scouring , Bleaching , Mercerization of Cotton Fabric
2. Dyeing of Fabric by Direct , reactive
3. Dyeing of fabric by acid and reactive dyes.
4. Dyeing of fabric using Disperse dyes
5. Printing of fabric using screen and block.
6. Tie and dye on fabric using reactive colors.
7. Batik printing on fabric.

SEMESTER-III

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
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15BCD3AC	APAREL PRODUCTION AND QUALITY CONTROL	5	0	0	4	Allied
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Goal :

It gives a insight about the manufacturing units and quality controls practiced in the industry.

Objectives:

- To introduce various departments of an apparel industry
- To impart skills in apparel production in an Industrial set-up.

UNIT I

Introduction to Apparel production, Seams- types, end use, stitch dimension, performance as per ASTM standards , Sourcing- Introduction to fabric and accessory sourcing, its types.

UNIT II

Sampling department- importance of sampling department and objectives, types of sample prototype, fit sample, pp sample, size set, production sample, shipment sample , Introduction to Spec sheet and its importance, Technical design reading, Tech pack analysis& objective, creating tech pack. Cutting department: Machineries, fabric spreading, pattern laying, marker preparation, sorting, numbering & bundling, fusing department- methods of fusing, fusing machines

UNIT III

Production department: selection of production system- progressive bundle system, unit Production system, modular manufacturing, piece work. Production planning, Linear Manufacturing process , Sewing Machine- regular sewing machine ,over lock , interlock , machine needle parts and ,types ,Sewing threads – types and uses , Finishing & pressing department, trimming department, packing department, Apparel accessories & components - fasteners, labels, support materials, decorative trims, tapes & packing materials.

UNIT IV

Quality control – Terminologies , Quality Control and Quality , Assurance ,Quality Department, The process of Production , Apparel Testing and Quality Control, Standards – Definition and Benefits of Standards Various international Standards, Quality Parameters of yarn , fabric , garment , accessories , Testing – Testing laboratories , various test s – Yarn , Fibre ,Testing Agencies, Certification in Apparel Industry , Social Accountability , 8000 (S.A.8000) , International

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Standard Organisation(I.S.O) , World Responsible Apparel Production(WRAP) , Total Quality Management (TQM)

UNIT V

In process quality inspection, objectives methods, advantages, inspection methodology, final inspection, random inspection, general inspection method for shirts, trouser and kids garments.

References:

- Chutler A J, Introduction to clothing Production Management, Blackwell Science,1998
- Harold Carr & Barbara Latham, the Technology of Clothing Manufacture, Oxford Pub. USA, 1994
- Rajesh Bheda, Managing productivity in the Apparel Industry, CBS pub., New Delhi.2003
- Ruth E G, Grace I Kunz Apparel Manufacturing Sewn Product analysis UK, 2005
- Introduction To Clothing Manufacture - Gerry Cocklin – Blackwell Science, Australia.
- Garment Technology for Fashion designers - Gerry Cocklin – Blackwell Science, Australia.
- The technology of Clothing Manufacture – Harold Carr and Barbara Latham - Blackwell Science, Australia.

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Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
15BCD33Q	WOMEN'S APPAREL PRACTICAL	0	0	7	4	Core

Designing, drafting and constructing the following garments for the features prescribed

List the Measurements required and Materials suitable

Calculate the cost of the garment

Calculate the material required –Layout method and Direct measurements method

1. Saree Petticoat- Six Panel , Decorated bottom.
2. Skirts – Circular/umbrella/panel with style variations.
3. Blouse- front open, Fashioned neck, Waist band at front , with sleeve.
4. Salwar (or) Churidhar (or) Parallels (or) Bell Bottom
5. Kameez – with /without slit, with or without flare ,with /without opening ,with or without panels, with /without yoke.
6. Nightie –With yoke, front open, with sleeve , full length.
7. Ladies pant- waist band , zip attached ,tight fitting / parallel pants.
8. Wrap around skirt with top

Reference;

1. Scientific garment quality –K M Illege and Sons , Plot No. 43 , Somuvar Peth pune 411011
2. Easy cutting –Juvekar commercial Tailors Corporation p vt 166 Dr. Ambedkar Road dadar.
3. Commercial system of cutting - Juvekar commercial Tailors Corporation p vt 166 Dr. Ambedkar Road dadar.
4. Zarapker system of cutting –K.R Zarapker ,Navneet publication ltd.
5. Dress making- Smt Thangam Subramaniam Bombay Tailoring and embroidery college ,32
6. North park street ,Ambattur , channi.
7. Pratical clothing construction – Part I and II Mary Mathews ,cosmic Press Chennai.

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Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
15BCD33B	TEXTILE SCIENCE	5	0	0	4	Core

Goal:

To introduce two major categories of fiber-natural and manmade, yarn types its properties, spinning and two major types of fabric -woven's and knits which are majorly used in the fashion field.

Objective:

The course imparts the knowledge about the fabric characteristics due to its components fiber, yarn and construction that develops the foundation for fabric application in fashion.

UNIT -I

Introduction to Textile fibers.,Define different terms related to textile fibers.,Classify fibers based on criteria.,Terms and definition related to textile ,Importance of textile,Fibers, filaments, yarns- spun yarns, filament yarns, sewing threads,Fabrics- woven, knitted, non woven,Classification and nature of fibers

UNIT- II

General fiber properties -Describe the physical and chemical properties of fibers.,Fiber length,Fiber strength,Flexibility,Spinability,Uniformity,Density,Luster,Moisture & Moisture regain,Elasticity, elastic recovery, elongation.,Water-repellant fibers.,Resiliency & compressibility.,Chemical, Environmental & other properties.

UNIT- III

Manufacturing processes and properties of Textile fibers,Explain the manufacturing processes of different fibers.,State the physical and chemical properties of different fibers. Brief introduction about manufacturing processes and physical & chemical properties of following textile fibers.,Cotton.,Silk.,Wool.,Polyester.,Acrylic.,Nylon.

UNIT- IV

Describe the different terms related to yarn - Definition of yarn.,Types of yarn- Yarn twist.,Yarn count (definition, unit of yarn count), Basic loom & its structure, Warp & weft yarns, grain line, Basic weaves.(Plain weave, Rib weave, Variation of plain weave, Basket variation of plain weave, Twill weave, Satin weave, Sateen weave), Decorative weaves.(Dobby weaves, Jacquard

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weave, Leno,weaves, Surface figure weave, Pile, Double weave), Draft and peg-plan of weave., Fabric count., Knitted fabric., Non-Woven fabric., **Other fabric construction process** -Braided fabric, Nets ,Laces, Film fabric, Tufted fabric

UNIT- V

General and advanced field ,List out the use of different types of clothing and textile., Use for clothes, Protective clothing, For fire fighter lothes, State the characteristics of different protective clothing., State the characteristics of different type of textiles., For welder, Bullet proof vests, Spare suits, Geo textile, Agro textile, Medical textile, Industrial use., Out door, Used in manufacturing plant, Foot wear, Transportation, Miscellaneous

REFERENCES:

1. Shenai. V.A. Textile Fibers: Technology of Textile Processing, Vol.I, Sevak Publications, Mumbai (1996).
2. Wynne, A, The Motivate Series – Textiles, Macmillan Education Ltd., London (1997).
3. Mishra, S.P. A Text Book of Fibre Science and Technology, New Age International (P) Ltd Publishers, New Delhi (2000).

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Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
15BCD3ZP	BASIC DRAPING-PRACTICAL	0	0	3	3	Skill

List of Experiment:

1. Introduction to draping and dress forms
2. Draping basic front and back
3. Draping basic skirts and variations – flared skirt, peg skirt.
4. Draping yokes - Shirt yoke and ,midriff yoke
5. Cowls – basic front and back cowl.
6. Draping of Collar – shirt collar , Mandarin Collar , Peter Pan Collar

SEMESTER IV

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
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15BCD43P COMPUTER AIDED DESIGNING I 0 0 4 2 Core

EXPERIMENT I

MICROSOFT WORD-Introduction to Microsoft Word, Familiarizing with Microsoft word-Typing , editing & designing the document, Image Manipulation, developing report.

EXPERIMENT II

MICROSOFT POWERPOINT-Working in Microsoft PowerPoint - animation in PowerPoint, slide transition in PowerPoint & presentation.

EXPERIMENT III

MICROSOFT EXCEL - Introduction to ms excel: formula, formatting worksheet, preparing cost sheet.

EXPERIMENT IV

ADOBE PHOTOSHOP - Introduction to Photoshop - Photoshop tools in detail, enhancing images, Masking, transforms, working with layers. Merging & blending layers, text effects.

EXPERIMENT V

CORAL DRAW – Introduction to Coral Draw. Coral Draw tools in detail. Using Basic Shapes, Transformations, Duplicate, Cloning. Applying fill, outlines, special effects, shaping objects, creating custom Shapes using basic shapes and other drawing tool, working with the text, Effects, Shaping object with envelope tool, Power Clip objects, splitting and erasing portion of objects.

REFERENCE BOOKS:

1. MS-Office - BPB Publication.
2. Internet – Robert E.Kahn and Vinton G.Cerf.

SEMESTER-IV

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
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15BCD4AD	FASHION BUSINESS MANAGEMENT	4	0	0	4	Allied
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Goal:

To give an insight about the fashion industry and different aspects of managing a fashion business.

Objectives:

- To acquaint students with various marketing and merchandising procedures
- To introduce students to fashion retailing.

UNIT I

Introduction to Retail, Marketing, Management and Merchandising, terminologies.
Fashion retailing-History, Scope, Importance, Types(Domestic and International), techniques, channel of distribution

UNIT II

Marketing – types, four P’s, fashion promotion advantages, trade shows, Market weeks, exhibitions, fashion shows, market survey and research. Brand building-Introduction, strategies, image building, brand expansion, global trends

UNIT III

Types of merchandising, concepts, merchandise planning, sampling- Importance, counter sample.
Retail merchandiser, concept, quick response, Just –in-Time, merchandiser calendar, trend analysis, forecast analysis, concepts of apparel product line, planning, directing, coordinating and controlling

UNIT IV

Visual Merchandising-Interior, exterior window display, store planning and layout-fixtures, location, lighting, dressing, props and promotions, masking and proscenia, mannequins and three dimensional dressing

UNIT V

Introduction to customer relationship management, measuring customer relationship management, customer response, satisfaction, loyalty, customer relation and complaint management.

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1. Laura L Bliss, Study Guide Visual Merchandising and Display III edition, Fairchild Publications, 1995
2. Castelino, M. Fashion Kaleidoscope, Rupa & Co. 1994.
3. Gibson, G. Vedomani, Retail Management, Jaico Publishing House, Bangalore
4. Elaine Stone, The Dynamics of Fashion, Fair Child Publication,1999
5. Brenda Sternquist, International Retailing, Fairchild Publication, New York 30
6. Martin. M. Pegler, Store Window No.14, No 12, Visual reference Publishers, NewYork, 2004

SEMESTER IV

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
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15BCD43Q	MEN'S APPAREL PRACTICAL	0	0	6	2	Core
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Designing, drafting and constructing the following garments for the features Prescribed

List the measurements required and materials suitable

Calculate the cost of the garment

Calculate the material required – layout method and direct measurement method

1. S.B.Vest – with/ without collar, button attached, sleeveless
2. Full sleeve shirt – full open, shirt collar, patch pocket, full sleeve with cuff
3. Kalidhar kurtha – kali piece, side pocket, round neck, half open
4. Bermudas- knee level, waist band
5. Pleated trousers – pleats in front, Darts at back, side pocket, fly with button /zip.
6. Jeans – Jeans cut, Waist band attached, side & back pockets
7. Night Dress– knee length, shawl collar, overlap front, with belt

Reference:

1. Scientific garment quality – K M Illege and sons, Plot no 43, somuvar peth, pune, 411011
2. Easy cutting – Juvekar, commercial tailors corporation pvt ltd, 166, Dr.Ambedkar Road,Dadar
3. Commercial system of cutting - Juvekar, commercial tailors corporation pvt ltd, 166, Dr.Ambedkar Road,Dadar
4. Zarpker system of cutting – K R Zarpker Navneet Publications ltd
5. Dress making – Smt Thangam Subramaniam, Bombay tailoring and embroidery college, 32 north park street,ambattur, Chennai
6. Practical clothing construction – Part I and II, Mary Mathews, cosmic press, Chennai

SEMESTER IV

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
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15BCD43A	TEXTILE FINISHES	4	0	0	4	Core
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UNIT I

Finishes – classification – Importance of finishes – application methods

UNIT II

Mechanical finishes – methods and applications; Aesthetic finishes: Luster – glazed, moiré, schreiner, embossed; Drape – crisp and transparent, burnt out, sizing, weighting; Texture sheared,brushed,embossed,plisse,pleated,flocked,embroidered,napped,fulled;

UNIT III

Functional finishes – methods and applications –wrinkle free finishes, water repellent finish, flame retardant finish, rot and mildew proof finish, antistatic finish, and soil release finish.

UNIT IV

Special purpose finishes – methods and applications – silicone finish, denim finish – stonewash and enzyme wash; fragrance finish, UV protection finish, anti bacterial finish, and phase change finishes.

UNIT V

Recent trends in finishing – micro encapsulation techniques, nano finishes. Environmental pollution during chemical processing of textiles. Treatment of textile effluents.

References:

1. Understanding Textiles 6th edition, Billie J.Collier,Phyllis G.Tortora,Prentice Hall Inc.,New Jersey,2001
2. Textiles by Sara.J.Kadolph and Anna .L.Langford,2000.
3. Textile Finishing by V.A.Shenai.
4. Textile Finishing by R.S.Prayag.
5. Functional Finishes by Lewin And Sello.
6. Technology of Finishing by J.T.Marsh.

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Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
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15BCD4AD	INDIAN COSTUMES AND FASHION PSYCHOLOGY	5	0	0	4	Core
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Goal :

To provide a detailed knowledge to the students about Fashion evolution, clothing psychology and history of Indian costumes.

Objectives:

To enable students to:

- Understand the trends in Clothing behavior
- Gain an insight on the planning process involved in Clothing selection.
- To study the different traditional textiles and their origin.
- To study costumes through the ages in relation to art, fabric, footwear, head dress & other accessories during different periods.

Unit I

Fashion Evolution-Fashion cycle - Consumer identification with fashion life cycle – fashion leaders/ followers/ innovators/ motivators/ victims - Theories of Fashion adoption – trickle down, trickle up, trickle across , Factors favoring and retarding fashion, Major fashion centers of the world and their leading designers- Paris, Milan, Tokyo, New York, London.

Unit II

Understanding fashion designer – types – classicist, idealist, influenced, realist, thinking poet. Indian Fashion Designers – Haute couture, Minimalists, Village India, .Studio line. Fashion forecasting – market research, evaluating the collection, Fashion services and resources (fashion services, colour services, video services, newsletter services, websites, directories and references).

Unit III

Introduction to Clothing Understanding clothing, Purpose of clothing:- protection, modesty, attraction etc. Clothing Values, Clothing Culture, men and women clothing and ornamentation, groups, Role and status of clothing. Clothing according to climatic conditions,- Arctic region- African, Asia and Arabs etc.

Unit IV

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Modern Clothing-Youth style and fashion, Teddy boy, skins modes, hippies, punks, taste of youth and their life style. Ancient to modern clothing, minis maxis, unisex, fit women, glamorous woman. Casual and formal clothing. Fashion for all, ready to wear fashion, mass marketing of fashion. Social and Psychological Aspects of Fashion

Unit V

Costumes and accessories during-Indus valley, Vedic period, Mauryan & Sunga Period and Satavahana period,Kushan period, Gupta period, Mugal Period and British Period. An overview of textiles - Brocades of Banaras , Baluchuri, Chanderi, Tanchoi, Kanjivaram, Himru, Amru, Mashru& Dacca muslin, Dyed- tie & dye, Ikat, double Ikat, Bandini, Printed block, screen, applied – dyed & painted textiles – Kalamkari, Madhubani, Warli. A study of regional costumes of India- north, east, west & south.

Reference :

1. Fashion – From Concept to Consumer – Gini Stephens Frings, 6th edition, Prentice Hall (1999).
2. Jamila BrijBhusan, The Costumes and textiles of India, Taraporevala- Bombay.1958
3. Parul Bhatnagar, Traditional Indian costumes & textiles||, Abhishek Publication.2004
4. Anderson Black, J —A History of Fashion|| Orbis Publishing Ltd., USA. 1985.
5. Elizabeth Rouse, Understanding Fashion, Blackwell Science, UK, 1989.
6. Jane Ashelford, The art of dress: Clothes & Society, ISBN1500-1914, Amazon com. 4. Wilcox, T The dictionary of costume, Batsford Ltd., UK

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Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
15BCD4ZP	SURFACE EMBELLISHMENT PRACTICALS	0	0	5	3	Skill

Prepare samples for the following

Experiment I

Embroidery - Basic embroidery stitch - 20 Stitches – 10 Samples
any two basic machine embroidery.

Experiment II

Traditional Embroidery – Kutch, Kasuthi, Chikankari, Phulkari, Kantha.

Experiment III

Applique, Quilting, Patch work, tassels.

Experiment IV

Smocking, Ribbon Embroidery

Experiment V

Present trend embroideries – Aari work, Zardhosi

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Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
15BCD53A	PRINCIPLES OF ACCOUNTING	5	0	0	4	Core

UNIT I

Accounting concepts and conventions –rules of accounts – importance of accounting – nature and scope of accounting – double entry system – advantage – difference between double entry and single entry

UNIT II

Journal, ledger, and Trial balance, subsidiary books – purchase book, sales books, purchase returns book, sales returns book and cash book with single, double and triple column cash book

UNIT III

Final accounts – trading and profit and loss A/C and balance sheet with simple adjustments

UNIT IV

Cost accounting – elements of cost, classification of cost – preparation of simple cost sheet– accounting for overheads – classification of overheads, allocation and apportionment of overheads – reapportionment of service department cost to production department, absorption of overheads

UNIT V

Nature and objectives of business – legal forms of business of ownership – sole trader, partnership, company and co-operative societies –advantages and limitations

Note: problems – 70 marks, theory – 30 marks

References

1. Introduction to accountancy – T S Grewal
2. Principles of accountancy – N Vinayagam, P L Main, K L Nagarajan
3. Cost accounting – S P Jain and K L Narang
4. Cost and management accounting – S N Maheswari
5. Business management – Dinker Pagare 6.Business Organisation and management – Y K Bhushan

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Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
15BCD53P	PORTFOLIO PRESENTATION	5	0	0	4	Core Practical

OBJECTIVES:

- To develop creative designing sensibilities among students for developing ensembles through thematic presentations and interpretations.
- To make students understand how to make Portfolio which is in tune with industry requirement which is the compilation of their work.
- To produce a strong visual document that explains the skills, techniques and vocational quality that qualifies a student to work in Apparel Industry
- To introduce the students as fashion designers

Content

- An individual Portfolio presentation based on a theme
- It should have min 2 collections of 5 ensembles each (4 wearable, 1 non wearable)
- The portfolio will contain various collections made for Men's, Women's and Kid's for various categories like Casual wear, Party wear, Ethnic wear, Sportswear etc.

1. Research to select a basic theme
2. Preparing Mood board for the collection
3. Preparing Fabric & Color story board
4. Design Development Sheets
5. Final range of five ensembles
6. Preparing Specification sheets
7. Making paper pattern for the collection
8. Preparing Fabric layout plan
9. Realize the final collection in appropriate material with proper finishing
10. Preparing Cost Sheets
11. Presentation and Evaluation

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Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
15BCD53Q	ORNAMENTS & ACCESSORIES	0	0	6	4	Core Practical

Sketching and rendering of headgear, handbags, belts, wallets, gloves (5 sketches)
Construction of one in all.

Sketching of Indian jewellery- Mughal Jewellery, Thewa, Kundan Jewellery, Temple Jewellery

Sketching of accessories on women and men's croqui (2 each)

Jewellery designing based on theme. (With Concept Board)

For Accessory making of design

- Bracelets,
- Bangles
- Anklets
- Neck Piece
- Ear ring

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Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
15BCD53R	COMPUTER AIDED DESIGNING II	0	0	3	3	Core Practical

Instruction:

Following software is required for the practical

- Photoshop for collage work
- CorelDraw for Flat sketches.

Introduction to fashion trend forecasting websites, how to navigate the website, sourcing the computer about fashion trend forecasting

Create Mood / Inspiration, client / customer, colour and Texture board using Photoshop

Developing Croqui figures for men, women and children using Photoshop/ Corel Draw.

Draping of garments on men's, women's & children

- Casual,
- Party,
- Night,
- Sports,
- Office/formal wears using Fashion Studio software / Photoshop / Corel Draw.

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Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
15BCD5ZC	ADVANCES IN PRINTING	5	0	0	3	Skill based

Objective: Helps to learn about basic care of textile materials

- Help to learn about types of printing and dyeing and its preparing process
- Understanding about brief history of each printing types
- Help to learn about printing equipments and their usage
- Understanding about principle of dyeing & printing in different fabrics

UNIT-I

Printing – Introduction to printing , differences between printing and dyeing , preparation of fabric for printing – cotton , linen, polyester, wool and silk, methods of printing, preparation of printing paste, selection of thickening agents.

UNIT-II

Direct printing : Block printing – Brief History and its advances techniques , Preparation of design , Blocks, table, print paste and printing process Stencil printing – Brief history , preparation of fabric , stencils (For one or more colour) Materials used for preparing stencils, process involved and techniques used .

UNIT-III

Screen printing – brief history and its advances techniques , Flat screen and Rotary screen printing , Preparation of screen , print paste , screen printing process, Discharge printing – chemicals used , process involved .

UNIT-IV

Resist printing: Brief history and its advances techniques, Batik printing wax used, Equipments required, process sequence and techniques used. Tie and dye – Brief history, Equipments required, process sequence and techniques used.

UNIT-V

Other printing methods: Ink jet printing, Heat transfer printing, photo printing, foil printing. Printing advances techniques.

References:

1. Textiles – Ninth edition ,Sara J Radolph and Anna L Langford, Prentice hall, New Jersey (2002).
2. Textile processing – J L Smith, Abhishek publications, Chandigarh (2003).
3. Textile Chemistry – Peters R H , Vol I, & II, Textile Institute Manchester (1970)
4. Beginners Guide to fabric dyeing and printing – Stuart & Robinson, Technical books,London (1982).
5. Thickening agents and Emulsion thickenings in textile printing – Herbert Barthm, New Delhi (1994).

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Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
15BCD63A	KNITTING	5	0	0	4	Core

Objective:

- Help to learn about the formation of knitted fabrics
- Understanding about knitting technology
- Help to learn about knitting machines
- Helps to learn about care and maintenance of knitted goods.

UNIT-I

Knitting – Definition, classification and history, types of knitting- hand and machine, characteristics of knitted goods.

UNIT-II

General terms and principles of knitting technology, machine knitting, parts of machine ,knitted loop structure, stitch density.

UNIT-III

Weft knitting –classification-circular rib knitting machine, purl, interlock, jacquard-single jersey machine-basic knitting elements-types and functions –knitting cycle,CAM-system-3 way technique to develop design-knit, tuck, miss-effect of stitches on fabric properties.

UNIT-IV

Warp knitting-lapping variations-tricot, raschel, simplex and Milanese -kitten Raschel-single bar,2 bar, multi bar machines, types of threading, production of nets, curtains, heavy fabrics, elasticized fabrics.

UNIT-V

Care and maintenance of knitted material-washing, drying, ironing, storing.

Reference;

1. Knitting technology, David spencer, pergamen press, Oxford (1982)
2. Principles of knitting, D B Ajonker, Universal publishing corporation.(1998)
3. Warp knit elements, Wilkens C U, Wilkens (1997).

SEMESTER-VI

Approved in the UG – Costume Design and Fashion BOS Meeting on 10.4.2017

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Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
15BCD63P	KNITTING PRACTICALS	0	0	5	3	Core Practical

Analysis of different fabrics for clothing construction and knitting:

- Plain Knit
- Rib Knit – 1x1, 2x2
- Interlock
- Pique – any 2 structures
- Tricot
- Raschel

Defect Analysis

- Vertical and Horizontal lines
- Holes and Cutting
- Distorted stitches

SEMESTER-VI

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Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
15BCD6ZP	COMPUTER AIDED PATTERN MAKING	0	0	5	3	Core Practical

Instruction:

Following softwares are required for the practicals

- Photoshop for collage work
- CorelDraw for Flat sketches.
- Adobe Illustrator

Design flat sketches along with stitch specification for the following:
Children – Girls (A-line & yoke frock), Boys (shirt & shorts)
Adults – Women's (Top, Skirt, gown), Men's (Shirt, Kurtha, Trouser).

For the above create spec sheets, cost sheets for each garment using Fashion Studio software / Photoshop / Corel Draw.

Prepare Patterns –
A-Line Frock,
Skirt,
Shirt,
Dress
Top,
Shorts and
Trousers

Introduction to grading. Grade the above patterns. Marker Making. Make marker plan for

Women's Top, Skirt
Men's Shirt, Trouser, Kurtha.

Elective –I (a)

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Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	APPAREL MARKETING	6	0	0	4	ELE1

Objective:

- Help to learn about marketing and its types
- Understanding about the marketing functions, importance and its nature
- Thorough knowledge about Fashion advertising and departments involved in it
- Basic knowledge related to sales promotion and pricing policies

UNIT-I

Meaning and classification of Marketing ,fashion Marketing ,fashion Market – Size and structure, Marketing environment – Micro and macro marketing environment , Trends in marketing environment .

UNIT-II

Marketing Function – Assembling, standardization and Grading and packaging ,product planning and development ,importance of fashion products , Nature of fashion products. The fashion industry and new product development, product mix and range planning, Fashion and related cycles.

UNIT-III

Fashion Advertising and preparation of advertising for apparel market , Advertising media used in apparel market – Advantages and limitations, Advertising department – structure and functions , advertising agencies – structure and functions . Advertising Budget.

UNIT-IV

Fashion sales promotional programme for apparel marketing , communication in prop motion, Personal selling, point of purchase, sales promotion – Objectives and methods, Marketing Research – Definition, Scope and Process – Areas of research.

UNIT-V

Pricing policies and strategies for apparel products, importance of price policies , Functions and factors Influencing pricing- internal and external, pricing strategies for new products, methods of setting prices.

References:

- 1.Marketing- RSN Pillai and Bhagavathi, S Chand and Company Ltd , New Delhi,1987.
- 2.Marketing management – Dr B K Chatterjee Jaico, Juice publishing house , Bombay 1982.
- 3.Marketing Principles and methods – Philip C F and Duncon, Irwin Publications.
- 4.Principles of marketing – back Man T N , Munard H H and Davidson W R, Ronald Press Company Newyork 1970.
- 5.Fashion marketing – Mike Easey ,Black well Science Ltd,1995.
- 6.Advertising – C N Sonatakki, Klyani Publishers New Delhi, 1989.

Elective –I (b)

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Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	VISUAL MERCHANDISING	6	0	0	4	ELE1

Unit I

Introduction to Visual Merchandising (VM): Introduction, Objectives, Concept of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising, Visual Merchandising in India, Scope of visual merchandising in India, Visual Merchandising as a Support for Positioning Strategy, Prospects of Visual Merchandising, Challenges in Visual Merchandising, The common challenges, Ways to overcome the visual merchandising challenges

Unit II

The Merchandise Mix: Introduction, Objectives, Concept of Merchandise Mix, Merchandise line, The Assortment of Products, Assortment strategy, Merchandise Mix of Show Off, Role of a merchandiser, Other Atmospherics in Merchandising, Colour scheme, Lighting

Unit III

Store Management in Merchandising: Introduction, Objectives, Types of Stores, Location of a Store, Types of retail locations, Planning a Store Layout, Various Types of Store Layouts, Grid layout, Forced-path layout, Free-form layout, Boutique layout, Combined layout, Store Space Allocation, Heads of space allocation in a store, Managing Customer Navigation in a Store, General Rules of Customer Traffic in a Store, The Loop for Guiding the Shoppers through a Store

Unit IV

Store Design and Display: Introduction, Objectives, Concept of Store Design and Display, Objectives of store design, Purpose and importance of display, Rules of display planning, Display Settings, Store Design, Exterior of a store, Interior of a store, Window displays, Merchandise Presentation Strategies, Colour blocking, Other techniques of merchandise placement, Physical materials used to support the display, Components of display, Some Useful Display Fixtures, Shelves, Gondolas, Round racks, Four ways, Saccades and fixation, Replenishes, Planogramming

Unit V

Store Image & Security: Introduction, Objectives, Concept of Image Mix, Elements of Image Mix, Merchandise, Fixtures, Sound/Music, Odour, Visuals, Employees, Elements that Levy Negative Impact on Shoppers, Change of Image, Security Issues

References

Visual merchandising- Tony Morgan, 2011

Visual merchandising- Swati Bhalla, Anuraag S. – 2010

Visual merchandising and display - Martin M. Pegler – 2011

Visual merchandising for fashion - Sarah Bailey, Jonathan Baker - 2014

Elective –I (c)

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Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	ORGANISATION OF GARMENT UNIT	6	0	0	4	ELE1

Objective:

- To have a overall understanding about the apparel industry
- To understand the production planning and control

Unit-I

Introduction to apparel Industry- Plant Location – Factors influencing plant location - Location Economics. Plant Layout – Classification - Process Layout - Product Layout - Combination Layout – Plant layout procedures – factory building.

Unit-II

Production - Definitions - Terminology - Basic Production Systems - Evaluating and Choosing the System - Process Flow and Charts for Garment - Scheduling Calculations - Introduction to Balancing Theory - Balance Control - Balancing Exercises For Garment -Industry. Job, Mass & Batch –Section Systems, Progressive Bundle System & „Synchro“ System – Conveyor Systems.

Unit-III

Functions: Planning, action and control phases – Forecasting – order writing – process planning & routing – material control - scheduling – dispatching – re-planning. Coordinating Departmental Activities. Scheduling techniques: Load analysis sheet, Gantt chart, Order schedule chart. Cutting & Sewing room planning: Drawing and reproduction of the Marker – Marker planning & spreading specification – Cutting planning and requirements - Sorting and Bundling

UNIT-IV

Function, Qualitative And Quantitative Analysis Of Production - Coordinating Departmental Activities - Basic Production Systems - Evaluating And Choosing The System - Flow Process And Charts For Garment - Scheduling Calculations -Assigning Operators Optimally - Setting Up Complete Balanced Production Lines To Produce Given Amount Of Garments

UNIT-V

Measurement of Productivity - Total Factor Productivity - Quick Response - Criteria for Increasing Productivity in Garment Industry - conducting productivity analysis survey in the garment industry.

Reference:

1. A. J. Chuter, Introduction to Production Management
2. Tripathi, Personal Management and Industrial Relations.
3. O.P. Khanna, Industrial Engineering and Management.
4. Rama Moorthi, Production and Operations Management.
5. T.R. Banga & S.C. Sharma, Industrial Organisation and Engineering Economics

Elective –II (a)

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Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	FABRIC PRODUCTION & PROCESSING	5	0	0	4	ELE2

Objective:

- To impart knowledge of fabric manufacture and fabric characteristics
- To enable students to understand fabric structures and to analyse them

Unit I :

Fabric forming Techniques – Comparison of weaving and knitting – Principles and Comparison of weft and warp knitting - Classification of machines – Terms and definition of knitting – Basic structures and characteristics – Features of modern knitting machineries.

Unit II:

Formation of tuck and miss stitches and their influence on knitting fabrics – Methods and structures – Need and possibilities. Elastomeric yarn types and its effects in knitting – Study of single Jersey and its derivative structures: Pique, Double pique, Lacoste, pearl and Twill. Study of rib and its derivative: Half cardigan, milano rib, Rib waffle and flat back rib. Concept of 2*2 Rib and rib drop needle. Interlock Derivative: Eight lock, Ottoman Rib, Ponte-Di-Roma, Texipique and Pin tuck. Areal density and production calculation of circular knitting machines.

Unit III:

Weaving Definition – Terms related to woven fabric – Classification of Looms – Sequencing of weaving preparation process – Passage of material through plain loom – Important motions of a loom – Parts of a Loom – Introduction to woven fabric Design and their derivatives.

Unit IV:

Introduction to Processing – Study of preparative process of dyeing and objectives – Dyes and pigments - Classification – Principles and methods of knitted fabrics – Concept of Tie & Dye methods – Study on garment dyeing.

Unit V:

Printing – Comparison of Dyeing and Printing – methods of Printing – study of screen and Rotary Print. Styles of Printing – Study of non conventional printing styles employed in garment printing – Principles and working of garment printing machines. Printing ingredients and model recipe formulation. Need and objectives of finishing – Classification – Brief Study of various mechanical and chemical finishers.

BOOKS FOR REFERENCE:

1. D.B. Ajgoankar, Knitting Technology, Universal Publishing Corporation, Mumbai 1998.
2. David.J.Spencer, Knitting Technology, Woodhead Publishing Limited, Second Ed, England, 1989.
3. Shenai.V.A, Technology of Bleaching and Mercerising Sevak Publications, Mumbai -31.
4. E.R.Trotman, Textile Scouring & Bleaching , B.I Publications Private Ltd, New Delhi, 1968

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Elective –II (b)

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	TECHNICAL TEXTILES	5	0	0	4	ELE2

Objective:

- To impart knowledge of technical fabric manufacture and fabric characteristics
- To enable students to understand fabric structures and its application

UNIT I

Introduction, definition and scope of technical textiles, Application of technical textiles. Bonded fabrics – fibers used, web preparation, opening, cleaning machines, production of parallel laid web, cross laid & random laid web

UNIT II

Bonding Methods – mechanical, thermal, chemical, melt blown and spun lace techniques. Finishing of bonded fabrics.

UNIT III

Geo textiles – introduction, properties of geo textiles, fibres used, engineering properties, soil strengthening, frictional resistance & applications.

UNIT IV

Medical textiles – classification and its applications in various fields.

UNIT V

Protective Textiles, Smart & intelligent textiles classification and its applications in various fields.

REFERENCES

- Hand Book of Technical Textiles – A R Morrocks and S C Anand, wood Head publishing Ltd, England 2000.
- Family Clothing –Tate and Glisson, John Wiley and sons., illinas, 1963.
- Designing interior environment – Alexander. N.G., Mascourt, Bizu covanorich. Inc, Newyork, 1972.
- Non woven bonded fabrics – Lunenschloss J and W. Albrocht, Ellis Horwood, London 1985
- Geo textiles – NWM John, blackie London

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Elective –II (c)

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	EXPORT ANALYSIS AND DOCUMENTATION	5	0	0	4	ELE2

Unit I :

Cost estimation of yarn, knitted fabric, dyeing, printing & finishing. Cost estimation for cutting, stitching, checking, forwarding, shipping and insurance –INCO terms & their relationship with costing. Estimation of factory cost for vest, briefs, shorts, T-Shirts, pyjamas, children’s wear and women’s wear. Various factors to be considered in costing for domestic products & international products.

Unit II:

Introduction – Apparel Export promotion Council and it’s role – Registration formalities – Registration cum membership certificate – Import Export code – RBI code. Benefits and incentives offered by Government of India to garment export. Role of SEZ and apparel parks in export.

Unit III:

Need, rationale and types of documents relating to goods – Invoice – Packing note and list – Certificate of origin – Certificates related to shipment – Mate receipt – Shipping bill – Certificate of measurement – Bill of lading – Air way bill – Documents related to payment – Letter of credit – Bill of exchange – Letter of hypothecation – Bank certificate for payment – Document related to inspection – Certificate of inspection – GSP and other forms. Importance of insurance of goods in foreign trade – ECGC and it’s role.

Unit IV:

Import license – Procedure for import license – Import trade control regulation procedure – Special schemes – Replenishment license – Advance license – Split up license – Spares for after sales service license – Code number – Bill of entry.

Unit V:

Pre shipment inspection and quality control – Foreign exchange formalities – Pre shipment documents. Shipment of goods and port procedures – Customs clearance.

BOOKS FOR REFERENCE:

1. Paras Ram, Hand Book of Import and export Procedures

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Elective –III (a)

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	ENTREPRENEURIAL DEVELOPMENT	5	0	0	4	ELE3

Objectives

- To develop entrepreneurship skills among the students. To familiarize the students with the process and procedure of setting up new enterprises.

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 labour, 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. Terry & Franklin, Principles of Management, AITBS, 2002
4. Vasanth Desai, The dynamics of entrepreneurial development & Management: 6th edition Himalaya publish house. 2009.

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Elective –III (b)

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	INDUSTRIAL ENGINEERING	5	0	0	4	ELE3

Objectives:

1. To create good plant layout
2. To create a types of layout Value, concept of value analysis, concept of value engineering, Reasons of unnecessary cost, value analysis procedure.
3. To known the Merit Rating .

UNIT - I

Concept of Industrial Engineering, definition, history & development, various techniques of Industrial Engineering, Scope in Textiles. Objectives of good plant layout, types of layout.

UNIT – II

- a) Production – Definition, Types of production, characteristics of each type production.
- b) Productivity – Definition, ways to increase productivity, measurement of productivity – Total productivity Index & factor productivity indices.
- c) Definition of PPC, Functions of PPC
- d) Sales forecasting, various techniques of sales forecasting, problems.
- e) Gantt chart, types, use.

UNIT – III

Definition, techniques, objectives, use of work study to increase productivity

- a) Method Study – Definition, steps in method study, details of every step, charts used for recording, outline chart, flow process chart & its types, two handed process chart, multiple activity chart, principles of motion economy.
- b) Micro motion Study – Contribution of Gilbreth, Therbligs, Procedure, SIMO Chart.
- c) Work Measurement – Definition, Techniques, concept of total time, standard time, allowances, problems

UNIT - IV

Definition, various techniques of OR (Operation Research).

- a) Basics of linear programming – Formulation of LP, Graphical solution, simplex method, problems
- b) Network Analysis – PERT, CPM, and comparison.

UNIT - V

Value, concept of value analysis, concept of value engineering, Reasons of unnecessary cost, value analysis procedure. **Merit Rating** -Introduction, objectives, methods of merit rating **Inventory Control** – Concept, Types, ABC Analysis, EOQ, EBQ

Reference Books:

1. Work Study in Textiles – ILO
2. Elements of Production Planning & Control – Samuel Eilon.
3. Industrial Engineering & Management – Banga Sharma.

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Elective –III (C)

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	BUSINESS FINANCE	5	0	0	4	ELE3

UNIT I :

Business Finance: Introduction – Meaning – Concepts – Scope – Functions of finance, Traditional and modern concepts – content of modern finance functions.

UNIT II:

Financial Plan: Meaning – Concept – objectives – Types – Steps – Significance – Fundamentals.

UNIT III:

Capitalisation – Bases of Capitalisation – Cost Theory – Earning Theory – Over Capitalisation – Under Capitalisation – Symptoms – causes – remedies – Watered Stock Vs. Over Capitalisation.

UNIT IV:

Capital Structure – Cardinal Principles of capital structure – Trading on equity – Cost of capital – concept – Importance – Calculation of Individual and composite cost of capital.

UNIT V:

Sources and forms of Finance: Equity Shares, Preference Share, Bonds, Debentures and fixed deposits – features – advantages and disadvantages.

BOOKS FOR REFERENCE:

1. Essentials of Business Finance – R.M.Sri Vatsava
2. Financial Management – SaravanaVel
3. Financial Management – L.Y.Pandey
4. Financial Management – S.C.Kuchhal
5. Financial Management – M.Y.Khan and Jain

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SEMESTER-III

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
BALC1	DYEING AND PRINTING	0	0	0	2	ALC1

UNIT I

Introduction:

Introduction to wet processing. Preparatory processes for woven and knitted fabrics: singeing – desizing – scouring – bleaching – mercerization

UNIT – II

Dyeing:

Dyes: Classification And Application. Dope dyeing – Principles & Method of Dyeing Of Cotton -Concept of Tie and Dye. Garment dyeing.

UNIT – III

Printing:

Introduction – Printing paste ingredients- Printing Methods - Styles Of Printing – Novel printing methods: yarn printing - photo printing – glitter – sugar – inkjet – foil – flock – high density – spray – transfer – plastisol – khadi – pearl – burnout printing

UNIT – IV

Finishing & Testing:

Introduction To Finishing – Types of Finishing – raising - shearing – embossing – heat setting – Sueding – emerising – ballon padding

UNIT –V

Introduction to Testing Of Colored Fabrics For Fastness Properties. Computerized colour matching. Eco friendly textiles : Eco label & norms

References:

1. Technology Of Textile Processing (Vol 1 To 10) – V.A. Shenai.
2. Textile Finishing – J.T. Marsh.
3. Industrial Effluents – M. Manivasakam.
4. Prayag.R.S. Tech.Of Tex.Printing,1986 Mrs.Prayag 127 Belgaum Rd, Dharwad-580 008.
5. Kale.D.G., Principles Of Cotton Printing Edition - 2, 1976, Mahajan Book Depot, Ahmedabad-9.
6. Mills.Lwc, Tex.Printing 1981, Sdc Perkin House, 82, Grattom Rd, Yorkshire, England.
7. Datye.K.V.& Vaidya, Chemical Processing Of Synthetic Fibres And Blends 1984, Johnwiley & Sons Publications, New York.

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SEMESTER-III

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
BALC1	GARMENT MANUFACTURING MACHINES	0	0	0	2	ALC1

UNIT I

Introduction to garment industry – Detailed study of process sequence. Lay and marker planning
– Study of methods of marker planning – Study of spreading methods.

UNIT II

Introduction to garment cutting machines – Types of cutting machines and applications – Detailed study on straight knife, band Knife and round knife cutting machines. Brief study on notchers, drills & thread markers.

UNIT III

Classification of industrial sewing machines – Applications – Description and working of Single Needle Lock Stitch machine, Double Needle Lock Stitch machine, Over Lock machines, Flat Lock machine – Types and parts of sewing machine needles – Needle sizes.

UNIT IV

Sewing machine feed mechanisms: Drop feed – Differential feed – Variable top feed combined with drop feed - Variable top feed combined with differential feed – Compound feed – Unison feed. Machine bed types: Flat bed - Cylinder bed - Post bed – Feed – off – the – arm – Applications. Types of work aid: Guides – Folders. Details of stand, Table and motor for sewing machines.

UNIT V

Brief study on computer controlled cutting machine, Laser and Plasma cutting. Brief study on safety stitching, blind stitching, button stitching, button holing, placket making and bar tacking machines. Study on various garment finishing machines for Fusing, Sucking, Ironing and Packing.

REFERENCES:

1. *Harold Carr and Barbara Latham*, The Technology of Clothing Manufacture, Blackwell Science Ltd, England (1994).
2. *Gerry Cooklin*, Introduction to Clothing Manufacture, Blackwell Science Ltd, England (1991).
3. *Dora.S.Lewis, Mabel Goode Bowers and Marietta Kettunen*, Clothing Construction and Wardrobe Planning, The Macmillan Company : New York (1955).
4. *Terry Brackenbury*, Knitted Clothing Technology, Blackwell Science Ltd, England

SEMESTER-III

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
BALC1	ORGANIZATION OF GARMENT UNIT	0	0	0	2	ALC1

Unit I

Entrepreneurship – meaning, definition and types, need for entrepreneurs, qualities and types of entrepreneurs. Difference between Entrepreneur and Manager
Management – Definition, Management as a process – Planning, Organising, Directing, Controlling, Co ordination

Unit II

Institutions supporting entrepreneurs – DIC, NSIC, SISI, SIPCOT, TIIC, KVIC, CODISSIA, Commercial banks – SBI Organisational Structure of a garment unit – Hierarchical organization, production planning and control

Unit III

Different departments in a garment unit – Design department, finance department, purchasing department, production department, Organizing different sections – hierarchy. Personnel involved in all the departments, Nature of the job

Unit IV

Factory Design and layout – importance of factory design, factors affecting factory design, types of buildings (single and multi-storey) – Advantages and limitations. Factory layout – process, product and combined layout
Design requirements – requirements relating to health, safety and welfare

Unit V

Performance of Indian Garment Exports, SWOT Analysis, Setting up garment unit for export market, export documents, export finance – payment methods, export shipping. Role of merchandiser in a garment unit

REFERENCE:

1. Principles of Management – Dinakar pagare, Sultan Chand and Sons, delhi
2. Entrepreneurship Development in India – Dr. C B Gupta, Dr, N P Srinivasan, Sultan Chand and Sons Delhi (1997)
3. Garment Expots – Darlie O Koshy (1997)

SEMESTER IV

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
BALC2	FASHION& APPAREL MARKETING	0	0	0	2	ALC2

Unit I

Meaning and classification of marketing, Fashion marketing, fashion market – size and structure, marketing environment – micro and macro marketing environment, trends in marketing environment

Unit II

Marketing function – assembling, standardization and grading and packaging, product planning and development, importance of fashion products, nature of fashion products. The fashion industry and new product development, product-mix and range planning, fashion and related cycles.

Unit III

Fashion advertising and preparation of advertising for apparel market, advertising media used in apparel market – advantages and limitations, advertising department – structure and functions, advertising agencies- structure and functions. Advertising budget

Unit IV

Fashion sales promotional programmed for apparel marketing, communication in promotion, personal selling, point of purchase, sales promotion – objectives and methods, Marketing research – definition, scope and process – areas of research

Unit V

Pricing policies and strategies for apparel products, Importance of price policies, Functions and factors influencing pricing – internal and external, pricing strategies for new products, methods of setting prices

REFERENCES :

1. Marketing – R S N Pillai and Bhagavathi, S Chand and company ltd, New Delhi, 1987
2. Marketing management – Dr B K Chatterjee Jaico, Juice Publishing house, Bombay 1982
3. Marketing Principles and methods – Philip C F and Duncon, Irwin Publications
4. Principles of marketing – Backman T N, Munard H H and Davidson W R, Ronald Press company, New York 1970

SEMESTER IV

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
BALC2	COSTUMES AND TEXTILES OF THE WORLD	0	0	0	2	ALC2

UNIT I

North America -Inuits and Aleuts, American Indians of the southwest, American Indians of plains and northwest, and Amish costumes.

Central America - Men and women costumes of Guatemala, Mexico, Andean countries- Colombia, Ecuador, Peru and Bolivia, Chile, Argentina. North east-Brazil, Venezuela, Paraguay and Uruguay.

UNIT II

European countries - Egypt, Greece, Roman, Norway, Sweden, Denmark, Scotland, Austria, Germany, Switzerland, Hungary, Poland, Ukraine,Belarus and Netherlands

UNIT III

Far Eastern Countries - Mangolia, China, Taiwan, Hong Kong, Japan, North and South Korea, SriLanka, Pakistan, Burma, Thailand, Philippines, Malaysia and Singapore. .

UNIT IV

Africa- Costumes of North, East, West and South.

UNIT V

Middle East Countries:' Turkey and Iran, Pakistan, costumes of Arab Peninsula.

REFERENCES:

1. Costumes of Indian and Pakistan, Das S N, D B Taraporevala Sons & Co, Bombay (1958) ""
2. Historic Costume, Chas A, 'Bernard and Co, illinois (1961)
3. Costume through the Ages, Laver, JamesSimon and Schuster, New York (1968).

SEMESTER IV

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
BALC2	FASHION MERCHANDISING	0	0	0	2	ALC2

UNIT I

Introduction to Merchandising, Understanding fashion Merchandising, Scope of Merchandising, Fashion merchandising terminology, Role of Merchandiser

UNIT II

Types of Merchandising - Export House - manufacturer - Buying house, Buying Agency - Selection of Buyer's & Buying Agency

UNIT III

Pre-buying Activity, Fabric types, properties and Behavior, selection of Fabric, Garment construction, Quality requirements; quality problems, Merchandiser's role after production, Delivery date extension, transport delays - Natural calamities, Importance of LC amendments

UNIT IV

Knowledge of Fashion Trends, Brands and Designers, Introduction to international designers, Business opportunities and avenues, Interdepartmental relationship for merchandiser, Boutique handling

UNIT V

Marketing analysis - Advertising and Media Planning, Fashion shows and other events, Industry tour and Project. Role play, Surveys and organizing of exhibitions

REFERENCES:

1. Fashion Design and Product Development, Harold Carr and John Pomeroy, Black well Science Inc, Cambridge (1992)
2. Fashion marketing, Mike Basey, Oxford University press, Wynford Drve, Don Mills,Ontario (1995) . .
3. Introduction to Fashion, Patrick John, B T Batsford Ltd, Ireland, Fullham road, London (1992).
4. Fashion From Concepts to Consumer, Stephens Frings, Prentice Hall, 7th Edition 2002.
5. Marketing Management, Philip Kotler, Prentice Hall, 7th Edition 1996

Detailed Syllabus B.Sc. Costume Design and Fashion 2015 -2016,Based on the decision taken by BOS,
Costume Design Design and fashion UG, Rathinam College of Arts and Science(Autonomous) Dated
10.4.2017

SEMESTER V

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
BALC3	CAD IN FASHION DESIGNING	0	0	0	2	ALC3

UNIT I

Computer Basics- computer specifications- input / output devices - concept of CIM
Computer Aided Fashion- Computer Aided Garment Manufacture
CorelDraw .Development of designs for surface decorations

UNIT II

Computer Pattern making, grading, and marker planning, Draping on Mannequins to
check the fitting and texture mapping
Study of LECTRA, GERBER and other software's Enterprise resource planning, supply
chain management.

UNIT III

Computer application in sewing and embroidery- Computer aided colour matching -
computer controlled overhead transport and ware house storage systems .

UNIT IV

The impact of colour graphics of clothing design - CAD in fabric design - CAD in
clothing design- Computer colour graphics- creating visual images.

UNIT V

Computer Applications in Fabric Design,
Creating weave designs, creating jacquard designs

REFERENCES:

1. Softwares; Adobe PhotoShop, CorelDraw, TukaCAD, Tuka Studio
2. Computer Aided Design and Manufacturing, Groover M P, Zimmers E W, Prentice hall International.
3. CAD in Clothing and Textiles, Winfred Aldrich, II

Approved in the UG – Costume Design and Fashion BOS Meeting on 10.4.2017

SEMESTER V

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
BALC3	CLOTHING CARE	0	0	0	2	ALC3

UNIT – I

Laundry equipment. Minimum requirements – Availability – Effective arrangements of space and equipment – purchase and maintenance of equipment. Water – hard and soft water – Methods of softening water

UNIT – II

Soaps and detergents – cleansing action of soap, indigenous cleaning agents like Rita nuts. Shikkakai – green gram- bran solutions.

UNIT III

Other agents used – stiffening agents – Natural and commercial starches – Preparation of starch; use blueing agents – their application – optical blues, bleaches, types of bleaches and other laundry reagents.

UNIT – IV

Principles of laundering – stain removal, methods of washing – Application of friction - hand friction, Rubbing and scrubbing - Application of light pressure, kneading and squeezing suction – washing – use of washing machine.

UNIT – V

Methods of finishing damping – Ironing Methods of ironing different garments - Drying equipments. Dry cleaning and storage. Visit to soap manufacturing factory and dry cleaning unit.

References:

1. Textiles fabric & Their Selection, Wingate, I.B. Allied Publications Pvt. Ltd., Chennai.
2. Fundamentals of Textiels and Their care. Dantyagi.S. Orient Longman Ltd., New Delhi 1980.
3. Family clothing tate of Glession John wiley & Sons Inc., Illionois latest Edition.

SEMESTER V

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
BALC3	FASHION AND CLOTHING PSYCHOLOGY	0	0	0	2	ALC3

UNIT-I

Factors influencing fashion changes –Psychological needs of fashion , Social psychology of Fashion , technological , economical , political ,legal and seasonal influence .role of costume as a status symbol , Personality and dress, cloths as sex appeal, cultural value Fashion cycles, repetition of fashion .

UNIT-II

Fashion evolution – Fashion cycles , Length of cycles , consumer groups in fashion cycles – fashion leaders , fashion innovators, fashion motivation , fashion victim, fashion victims , Fashion followers .Adoption of Fashion – trickle down , trickle up and trickle across theory .Fashion forecasting – market research , evaluating the collection , Fashion services and resources (fashion services ,Colour services ,video services , News letter services, web sites , Directories and references),Design- Historic and ethnic costumes.

UNIT-III

Visual merchandising of fashion , types of displays – window displays , interior displays , Elements of display – the merchandise , mannequins and forms , props , signage , lighting Merchandising presentation – tools and techniques- back drop, forms, fixtures . Fashion show- Definition , planning ,budgeting, location, timings, selection of models, collection ,set design ,music , preparing the commentary , rehearsal .

UNIT-IV

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 ferrerira, Ritu Kumar ,Rohit bal, 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.

UNIT-V

World fashion centers –France, Italy, America, Fareast. Contributions of well known designers from France, Italy, America, Britain and Fareast Countries.

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10.4.2017**

References:

1. Retail Fashion promotion and Advertising – Drake et-al , Macmillan publications company ,new york. 2. Fashion –From concept to consumer – Gini Stephens Frings , 6th edition, prentice Hall (1999).
2. Inside the fashion business –Bennett, Coleman & o ,Mumbai(1998). Art and Fashion in clothing selection – Harriet T ,Mc Jimsey, The Iowa state university press,Ames ,Iowa (1973).

SEMESTER VI

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
BALC4	COMPUTERS IN THE GARMENT INDUSTRY	0	0	0	2	ALC4

UNIT-I

Classification of computers, computer generations, computer specification ,organization of computer sections .Types of storage devices (primary and secondary) ,input devices , output devices .

UNIT-II

Role of computers in fashion industry – Information flow – CAD, CAM,CIM,CAA,PDC – Definition and functions.Computers in production planning and production scheduling,computerized colour matching system.

UNIT-III

CAD in designing, Textile designing – Weaving , Knitting and printing.Creating embroidery designs. Garment designing – 2D and 3D forms .

UNIT-IV

CAD in pattern making and grading – system description – information flow – process involved in pattern making , process involved in pattern grading.

UNIT-V

Computer application in fabric defect checking, laying / spreading, cutting marker planning,labeling – parts and functions. Computerized sewing machines .

References;

- 1.Clothing Technology – Hannelore Eberle et –al, Verlaag Europa – Lehrmittel, Vollmer GmbH & Co 4287, Haan – Gruilen.
- 2.Computer Fundamentals – P K Sinha , BPB Publications, Delhi (1992)
- 3.The technology of clothing manufacture – Harold Carr and Barbara Latham, Blackwell Ltd (1994)

SEMESTER VI

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
BALC4	HOME TEXTILES	0	0	0	2	ALC4

UNIT I

Introduction to home textiles, definition, types of home textiles, factors influencing selection of home textiles, recent trends in home textiles

Unit II

Floor and wall coverings – definition, types of floor covering –hard, soft and resilient floor coverings and uses and care and maintenance of floor coverings .Wall covering- definition, uses, care and maintenance of wall coverings.

Unit III

Door and window treatments –definition and parts of door and windows, curtains and draperies –definition and materials used for curtains and draperies .Types of Curtains –draw, tailored, pleated, café, three tier curtains. Types of Draperies – swags. Accessories- rods hook, rails, racks, curtain tape pins.

Unit IV

Soft furnishings for living and bedlinen. Introduction to living and bedroom linens, types-sofa, sofa covers, wall hangings, cushion, cushion covers, upholsteries, bolster and bolster covers, bedsheets, covers, blankets, blanket covers, comfort and comfort covers, bed spreads, mattress and mattress covers, pillow and pillow covers, pads, uses and care.

Unit V

Soft furnishings for kitchen and dining ,types of kitchen linens – kitchen towel, aprons, dish cloth, fridge, grinder and mixie covers, mittens, fridge holders –their uses and care. Types of dining- table mat, dish/pot holders, cutlery holder, fruit baskets, hand towels-uses and care. Bathroom linens –types, uses and care.

References

- 1.Cheryl Mendelson, Home Comforts-the arts and science of keeping home, published by Scriber, New York,2005.
 2. Hamlyn octopus, Cushions and Pillows- professional skills –made easy, Octopus publishing group, New York,2001.
 3. Magi Mc McCormick Gordon, The ultimate sewing Book 200 sewing ideas for you and your home, Collins and Brown,London,2002.
 4. Anne van Wagner Childs Leisure Arts- Inc., Sew no more Home Décor,Arkansas,U.S.A,1993.
 5. Mary Mulasi, Garments with style, Chiton Book Company,Pennsylvania,1995.
 - 6.Rhoda J.Murphy, House Beautiful-A seasonal guide to decorating with fabric, Quadrille publishing Ltd, New York,1997.
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- 7.Art and craft of fabric decoration-Juliet Bawden, published in London,1994.
 - 8.Dorothy Gates,The essential guide to upholstery ,published in 2000 by Merehurst Ltd, London.

SEMESTER VI

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
BALC4	CARE AND MAINTENANCE OF TEXTILES	0	0	0	2	ALC4

UNIT-I

Water- hard and soft water, methods of softening water. Laundry soaps – Manufacture of soap (Hot process, cold process), composition of soap types of soap, soap less detergents, chemical action, detergent manufacture, advantages of detergents

UNIT-II

Finishes – Stiffening Agents – Starch (cold water and hot water), other stiffening agents, preparation of starch. Laundry blues, their application.

UNIT-III

Laundry equipment – for storage, for steeping and Washing – Wash board, suction washer, wash boiler, washing machine. Drying equipments – out door and indoor type's irons and ironing board – types of iron (box, flat, automatic, steam iron). Ironing board – different types.

UNIT-IV

Principles of washing – suction washing, washing by kneading and squeezing , washing by machine - Process details and machine details.Laundering of different fabrics – cotton and linen, woolens, coloured fabrics, silks, rayon and nylon.

UNIT-V

Special types of Laundry – water proff coats, silk ties, leather goods, furs, plastics, lace. Dry cleaning – using absorbents , using grease solvents. Storing – points to be noted. Stain removal – food stains, lead pencil, lipstick, mildew, nose drops, paint ,perfume, perspiration / mildew, tar, turmeric and kum- kum. Care labels – washing, bleaching,Drying, ironing and different placements of label in garments.

References:

- 1.Textiles fabrics and their Selection – Wingate I B, Allied publishers Ltd, Chennai.
- 2.Fundamentals of Textiles and their Care- Susheela Dantyagi , Orient Longmann Ltd (1980).
- 3.Family Clothing – Tate of Glession , John Wiley & Sons I n c, Illinois.
- 4.Household Textiles and Laundry Work – Durga Duellar , Amla Ram & Sons, Delhi