

Sant Gadge Baba Amravati University, Amravati

Part A

Faculty: Interdisciplinary studies

Programme; M.Sc. Textile & Clothing

- **Programme Outcomes (PO):**

While undergoing the 2 years Postgraduate programme in M.Sc. Home Science (Textile & Clothing) 6, the students will

1. Understand current scenario of fashion and apparel design and adapt themselves to the changes in global fashion and commercial market.
2. Gain knowledge in the field of Textiles and Clothing
3. Apply their professional knowledge and their research ideas for developing innovative fashion trends and creative products.
4. Explore the current market trends globally and communicate effectively with the society by designing, marketing and visual presentations.
5. Learn advance textile fabrication systems
6. Apply domain knowledge in Textiles to create innovative products for specific requirements
7. Develop eco-friendly textile products in support of environmental sustainability.
8. Apply the specialized knowledge of textile science to find solution for complex scientific problems related to textile and apparel industry.

- **Programme Specific Outcomes (PSO) :**

After the successful completion of M.Sc. Home Science (Textile & Clothing) 6 2 years Postgraduate programme the students will

1. Gain knowledge in selection, identification of fibers, yarn and fabrics for various end uses.
2. Gain expertise in areas of fashion and design as to adopt current and future trends
3. Excel in the area of computer and soft skills as per industrial needs and start-ups
4. Gain hands on experience in selection of dyes, printing, finishing which will help the students to work in wet processing unit or they can start their own Entrepreneur work.
5. Ability to test and assess quality parameters of various textile materials as per the global standards at testing laboratories.
6. Gain knowledge on CAD application that will help students to design patterns fit for individuals looking into current fashion trends.
7. Gain knowledge in research that will help students to create newer designs suitable for present scenario and current market trends.
8. Apply knowledge about Eco textiles which will help in selection of right eco fabrics, prints and finishes to save environment
9. Grow a scientific & technical acumen for Textiles & Clothing, apparel & cloth designing, tailoring, embroidery & printing, art & design.
10. Acquire entrepreneurial skills in the field of textiles, apparel and fashion

- **Employability potential of the programme:**

The textile industry is one of the most successful in India with growth and attention to fashion and fabric. The job of Post Graduate individuals in the textile industry is for fabric construction, dyeing, printing, assessing, recognizing, and selecting fabrics or products from dealers based on suitability and checking for performance under various conditions. The job profiles are offered in the textile industry area are diverse.

The textile industry in India is the only industry that provides huge employment for both skilled and unskilled labour. This industry is paramount to strengthen the country's core business. At the same time, it makes a great contribution to employment generation, next only to the Indian retail industry, which accounts for more than 10 per cent of the country's GDP and approximately 8 per cent of the total employment.

The textile sector in India employs over 4.5 crore people directly and another 6 crore people in allied sectors, including women and rural population. The Indian textile industry is an important industry locally as well as globally. It has a huge significance in the global context and is considered as second largest industry in the production of fibre, yarn and fabric. India ranks fifth in the production of synthetic fibre.

The programme is beneficial to increase the knowledge base, enhance research aptitude and provide the students with inbuilt confidence in their professional field and cutting edge in the global scenario. It develops the process of critical and analytical thinking and encourages the students to pursue further studies and research in the areas of Textiles and Apparels. The Degree serves as a basis for further higher studies in this field such as Ph.D. and M.Phil. for research work.

The programme prepares students for a wide range of careers in the textile and fashion industry like mills, export houses, buying agencies, design studios, handloom and handicraft cooperatives, NGOs, home and apparel retail brands and online stores as Designers, Merchandisers, Buyers, Managers, Home/Fashion Stylists and Trend Forecasters or work independently as Entrepreneurs.

- **Employment Areas**

- Colleges & Universities
- Fashion Designing Institutes
- Garment Industry
- Garment Showrooms (Self-Employment)
- Research Centres
- Textile Testing Industry
- Accessory Designer cum Merchandiser
- Carpet Designer
- Costume & Garment Designer
- Digital Machine Designer
- Digital Machine Operator
- Lecturer/Professor
- Merchandiser
- Marketing & Sales Executive
- Material Management Executive/Manager
- Production Manager
- Quality Assurance
- Sales Manager
- Textile Designer
- Fashion Blogger
- Fashion/Home stylist
- Entrepreneur
- Craft sector

Fashion designers often work for textile companies, clothing manufacturers, or wholesalers that sell clothing online or to retail stores. They research fashion trends and come up with new designs. The innate artistic ability can make a good career. Some fashion designers are hired by film and video producers to design costumes. Many use computer-aided design, or CAD, programs to experiment with different colors, lines and shapes before selecting fabrics that complement their design. The design is then used to create a garment that is viewed on a model and modified as needed.

Interest in organic, vegan-friendly, sustainable clothing has lit the imagination of eco-conscious garment technologists.

Textile manufacturers are managers who work at a mill that makes yarn, fabric and clothing from raw materials. They supervise workers who spin yarn, weave, knit or dye fabric, for instance. Supervisory skills and an interest in textiles, offers a career in textile manufacturing.

Getting hired at a fabric mill or a garment factory introduces students to the production side of the fashion and textile industry. Assembly work entails cutting and sewing pieces of material while operating a sewing machine. Mass production, quality control and order fulfillment can be a good choice.

Patternmakers create clothing patterns in specified sizes for ordered garments. They use computers to aid in design and cutting. The idea of working with hands and detail-orientation helps to enjoy this type of career.

Part B
Syllabus prescribed for 2022-2023First Year PG Programme
Programme: M.Sc Home Science (Textile & Clothing) Semester 1

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
TC 101	Textile Chemistry (Tr)	60

Cos:

The Students would be able to:

1. Explain the basics of textile fibres
2. Describe the morphological and chemical structure of natural fibres
3. Demonstrate the manufacturing processes of manmade fibers
4. Identify the properties of natural and manmade fibres
5. Describe the theory of dyeing in relation to various classes of dyes.

Unit	Content	Periods
Unit I	<ul style="list-style-type: none"> • Concepts of: Fibre, Yarn, Fabric, Staple fibre, Filament, Regenerated fibre • Classification of fibres. • Characteristics of fibre forming polymer. • Need and Importance of study of Textile Chemistry Vegetable Fibres <ul style="list-style-type: none"> • Cotton Fibre: Cultivation and harvesting, Development of fibre in seed, Morphological structure, Properties and applications of Cotton fibre. • BastFibres: Retting and extraction process of Bastfibres, Properties and applications of linen fibres. 	12
Unit II	Animal Fibres <ul style="list-style-type: none"> • Wool: Types and grading of wool, Morphological structure, Properties and applications. • Silk: Types of silk, Production of silk, Morphological structure, Properties and applications. 	12
Unit III	Manmade Fibres <ul style="list-style-type: none"> • Polyamide Fibres (Nylon 6 & Nylon 66): Manufacturing process, Properties and applications. • Polyester (Polyethylene Terephthalate): Manufacturing process, Properties and applications. • Polyacrylonitrile Fibre: Manufacturing process, Properties and applications. • Regenerated Fibres Viscose Rayon: Manufacturing process, Properties and applications.	12
Unit IV	Dyeing: <ul style="list-style-type: none"> • Preparation offabric for dyeing and printing • Dyeing: Introduction to dyeing, Principles of dyeing, Methods of dyeing (dope, fiber, yarn, fabric and garment) • Dyes and pigments: classification of dyes and pigments based on application and chemical structures • Color Index and color matching • Study of auxiliaries used for dyeing, Mechanism of various dyeing processes 	12
Unit V	Printing: <ul style="list-style-type: none"> • Introduction to printing • Styles of printing iii. Methods of printing • Study of auxiliaries used for dyeing and printing • Novel methods of printing: Digital, flexography, inkjet, blotch, water mark, roller, foam, bubble, air brush, electrostatic, photo printing, marble, etc • Specialty printing: Rubber, khadi , etc. 	12

Course Material/Learning Resources

References

1. ACIMIT ó Italy, Reference Book of Textile Technology - Man-made Fibres (2011).
2. J. Gordon Cook, Handbook of Textile Fibres. Volume 1 Natural Fibres, Woodhead Publishing Series in Textiles ISBN:978-1-85573-484-5 (1984).
3. J. Gordon Cook, Handbook of Textile Fibres. Volume 2 Man-Made Fibres, Woodhead Publishing Series in Textiles, ISBN: 978-1-85573-485-2 (1984).
4. Murthy, H. V. Sreenivasa, Introduction to Textile Fibres, Woodhead Publishing India in Textiles, ISBN:978-93-85059-57-5 (1984).
5. S.P. Mishra, A Textbook of Fibre Science and Technology, New Age International (P.) Limited, ISBN: 9788122412505 (2000).
6. R. W. Moncrieff, Man-made Fibres, Heywood Books, Open Library-OL5656433M (1966).
7. V. R. Gowariker, Polymer Science, New Age International Publishers; Third edition, ISBN: 9387788644, (1 January 2019).
8. Shenai, V.A.(1991), Introduction to the Chemistry of Dye Stuff-Sevak Publication.
9. Cook, J. Gordon, Handbook of Textile Fibres, Merrow Publishing Co.
10. 10. Trotman, E.R.(1975), Dyeing and Chemical Technology of Textile Fibres, Charles Griffin & Co. Ltd. London.

Syllabus Prescribed for -First Year PGProgramme
Programme: M.Sc Home Science (Textile & Clothing)
Semester 1

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
TC 102	Fashion and Apparel Designing (Tr)	60

- COs:
The students would be able to :
 - Describe the basics of fashion design.
 - Compare Indian and global fashion industries.
 - Identify material sourcing, presenting themselves for various occasion.
 - Develop and understand the elements and principles of design
 - Make aware of fashion and apparel design as an art and science of visualizing, creating and developing fashions

Unit	Content	Periods
1	<ul style="list-style-type: none">Fashion terminologyFashion Development : Timeline of Clothing of Draped Style of Early Civilization till Stitched Style of 21st Century, Indian Costume- Vedic And Mughal	12
2	<ul style="list-style-type: none">History of fashion, concepts of fashion, factors influencing fashion, Classification of fashion, Fashion cycle , Fashion forecastingTheories of Fashion - Trickle-Down Theory, Bottom Up Theory & Trickle Across Theory, Consumer Groups- Fashion Leaders, FollowersTheme / inspiration board, moodboard, colourboard, accessory board, Portfolio	12
3	Protocols in designing: <ul style="list-style-type: none">Definition, classification of design, Types of design(structural, decorative)Elements used in creating a design-Line, shape, texture, colour, space (2 D), form (3 D), SilhouettePrinciples of Design- Proportion or scale, Size, Ratio or division, Balance, Emphasis, Rhythm, HarmonyColour's sensitivity and composition	12
4	Designing A Successful Garment: <ul style="list-style-type: none">Role of A Designer, Facets of Successful Design Aesthetics , Organization of a Line , Fabricating a Line , Cost of a GarmentFashion Centers And Designers of The World -France, Italy, UK, Japan, New York, India, Spain, Germany, Canada	12
5	<ul style="list-style-type: none">Introduction to different type of fabricsFabric types and their buying criteria for woven, nonwoven, knitted and underlying fabricsApplication of design concepts: Trimming and decorationGarment designing according to age, climate, occasion, occupation, figure type	12

Course Material/Learning Resources

References

J.Anderson Black, Mudge Garland,A History of Fashion, Orbis Publishing Ltd.,London

1. Broucher Francois,A History of Costume in the West. Thames and Hudson

- Sharon Lee Tete, Inside Fashion Design. Harper and Row Publishers, N.York
- Kathryn Samuel, Life Styles, Fashion Styles. Orbis London
- 5) Carter E.(1977) The Changing World of Fashion. G.P. Putnam & Sons, New York
- Carr H. and Pomery J.(1992) Fashion Design and Product Development. Blackwell Scientific Publications, London, Edinburgh
- Complete guide to sewing. Reader's Digest Association, New York
- Creative Clothing Construction, McGraw Hill, 1973
- Tate, S.L. (1987). The complete book of fashion illustration. New York: Harper & Row.
- Toledo, R. (1996). Style dictionary. New York: Abbeville.
- J.M. (1986). Fashion design and illustration I- basic guidelines. London: Century Hutchinson
- Carr H., Latham B. (1994), The Technology of Clothing Manufacture, 2nd edition, Blackwell Sc.
- Fringes G. S. (1994), Fashion from Concept to Consumer, 6th edition, Prentice Hall, New Jersey.
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Syllabus Prescribed for 2022-23 FirstYearPGProgramme
Programme: M.Sc Home Science (Textile & Clothing)
Semester 1

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
TC 103	Historic Textiles (Tr)	60

- COs:**

The Students would be able to:

 - Evaluate the historical significance of textiles which influenced the cultures and civilizations.
 - Identify the ancient and traditional textiles.
 - Appraise the role of Indian textiles vis-à-vis developments in the world textiles.
 - Create awareness and foster appreciation of textile masterpieces of the world

Unit	Content	Periods
1	- 1.1-Importance of textiles in historical perspective e 1.2- Early fibers and their use in textile production e in ancient, medieval and rennaissanceperiod : 1.3-Beginnings of the textile industry in ancientcivilizations -Mesopotamia ,Egypt, Persia, Greece, Rome, China, India	9
2	Study of masterpieces of world textiles - Structural Designs (With respect to history, construction techniques, styles colors, motifs and centers of production) <ul style="list-style-type: none"> Brocades (China, India, Persia, Byzantium, Spain, Italy and France) Tapestries (Greece, Coptic, Europe, Peru), Carpets and Floor coverings Shawls Laces 	9
3	Study of masterpieces of world textiles- Applied Designs (With respect to history, construction techniques, styles colors, motifs and centers of production) <ul style="list-style-type: none"> Resist dyed fabrics (India, Indonesia and Japan) Painted and Printed textiles (India ,France and England) 	9
4	Study of embroidered textiles-with respect to history, construction techniques, styles colors, motifs and centers of production) (China,Persia, England, India)	9
5	Indian handloom industry: Historical significance, Importance, Construction techniques, Styles, Colours and Motifs, Centers of production.	9

Course Material/Learning Resources

Reference Books:

- Annemarie Seiler-Baldinger (1979) Classification of Textile Techniques Ahmedabad, India, Calico Museum of India
- Gillow John and Sentance Bryan (1999) World Textiles, London
- Thames and Hudson Ginsburg, Madeleine (Ed), (1993), Illustrated History of Textiles, London, Studio Edition.
- Harris, Jennifer (Ed), (1993) Textiles - 5000 Years, London, British Museum Press.
- HozreyJanet-(1996)TraditionalTextiles ofCentralAsia-Thames&Hudson,London.
- Gillow John zand Sentence Brgan (1999) World Textiles, Thames &Hudson,London.
- PaineShaila(1990)EmbroideredTextiles,Traditions,Thames&Hudson,London.
- Boucher F. (1987) 2000 years of fashion: The history of costume and personal Adornment, New York: Harry and Abrams Inc. publishers.
- Dar, S. N. (1969) Costumes of India and Pakistan, D. B. Taraporewala Sons & Co, Bombay
- Doreen Y. (1992) Fashion in the western world, 1500-1900, B T Batsford Ltd, London.
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- Chattopadhyay K, "Indian Embroidery", Wiley Eastern Ltd., New Delhi, 1977. Lynton Linda, "The Sari", Thames &Hadson,1995.
- NaikShailaja D, " TraditionalEmbroideries of India" APH Publisher Corporation, New Delhi, 1996.
- SodhiaManmeet, "Dress Designing", Kalyani publishers, New Delhi.

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Programme: M.Sc Textile & Clothing
Semester 1

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
TC 104	Fashion Marketing and Merchandising (Tr)	60
<div><div>• COs:</div><div>The Students would be able to:</div><div><div>1. Identify the marketing environment and the prevalent merchandising practices.</div><div>2. Evaluate the consumer behavior</div><div>3. Develop an understanding of Fashion Merchandising and Production</div><div>4. Appraise the functional nature of Visual merchandising as on Art and also as a science</div><div>5. Apply the principles of Visual merchandising for store display and window display</div></div></div>		
Unit	Content	Periods
1	Marketing and Merchandising:- 1.1-Meaning, Concept , nature, role, type and scope of marketing and merchandising and its importance in the modern economy 1.2-Marketing: 4 P's, Marketing Mix, Market segmentation, targeting and positioning (STP) 1.3-Digital marketing - Role of Digital Marketing (Internet: Internet Retailing and promotion)	9
2	Production relation to fashion: 2.1-Product Mix ,product life cycle, the process of product development 2.2- Brand Management: Brand definition, layers of brand, product and service brands, branding options, branding and buying process 2.3-Brand building- brand building process, value proposition, importance of brands Building , customer relationship	9
3	Fashion promotion <div><div>• Meaning, objective</div><div>• Sales promotion, public relation, methods of promotion & advertising, sales promotion, personal selling. special events, social media</div><div>• Social aspect of fashion promotion</div></div>	9
4	<div><div>• Visual merchandising</div><div>Introduction, meaning, advantages</div><div>The exterior of store- signs, marquees, outdoor display,</div><div>Store interiors- displays, counters and display cases, shadow boxes, Lighting, Mannequins and dimensional forms</div><div>• Packaging:</div><div>Concepts and principles of packaging</div><div>Materials used for packaging in the apparel industry</div></div>	9
5	<div><div>• Pricing:</div><div>Policy and economic concepts in pricing, pricing objectives, principles and strategies</div><div>• Consumer psychology and behavior: Consumer decisions in the market process, factors affecting consumer's decision in purchasing</div><div>• Recent Trends of Textile And Apparel Marketing</div></div>	9

Course Material/Learning Resources

1. Donnellon J. (1999) Merchandizing Buying and Management, New York: Fairfield Publications.

2. Kunz G. (2005) Merchandizing: Theory Principles & Practice. New York: Fairfield Publications & Practice.

3. Sengupta, S. (1990) Brand positioning strategies for competitive advantage. Tata McGraw

4. Daver, R. S. Modern (1992) Marketing Management. Progressive Corporation

5. Diamond E. (2006) Fashion Retailing. New Jersey: Pearson Prentice Hall.

6. Gandhi, R.S. Mehta, Talele, A.B. (1992) De-centralized sector of the Indian textile industry. NICTAS Publication

7. Kale, N.G. (1997) Principles and practices of marketing. Mumbai: Vipul Prakashan.

8. Kotler, P. (1998) Marketing Management. India: Prentice Hall.

9. Stanton W.J, Etzel, M.J., & Walker, B.J. (1994). Fundamental of marketing. 10th Ed. McGraw Hill

Syllabus Prescribed for 2022-2023 First Year PG
Programme:Textile and Clothing
Semester 1

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
TC 105	Textile Chemistry (Practical)	60
COs: The Students would be able to:		
1. Prepare the fabric for dyeing and printing		
2. Formulate suitable dyeing and printing techniques on different type of fabrics		

*** List of Practical/Laboratory Experiments/Activities etc.**

1	Preparation of fabric for dyeing and printing (desizing, scouring and bleaching)
2	Dyeing of yarns and fabric. <ul style="list-style-type: none">• Direct, reactive, vat, sulphur, azo.• Acid, chrome, metal complex• Basic, disperse• Natural dyes
3	Printing of Screen, block, resist, discharge, stencil and flock, etc
4	Preparation of natural dye shade card
5	Apply suitable dyeing and printing techniques on different type of fabrics

Syllabus Prescribed for 2022-2023 Year PG Programme
Programme: Semester 1

Code of the Course/Subject	Title of the Course/Subject (Laboratory/Practical/practicum/hands-on/Activity)	(No. of Periods/Week)
TC 106	Fashion and Apparel Designing-(Practical)	60

- COs:**
The Students would be able to:
 1. Read and elaborate styles and patterns.
 2. Be equipped with the techniques of fashion illustration
 3. Develop fashion portfolio

*** List of Practical/Laboratory Experiments/Activities etc.**

1	Basic figure drawing for women.
2	Sketching of Croquis mechanical, fleshed out (3 poses)
3	Rendering different fabrics textures & prints
4	Illustration <ul style="list-style-type: none">• Garment and garment details• Accessories
5	Designing for different figure types
6	Development of fashion portfolio-customer profile, theme board, mood board, colour board, fabric board, flat presentation, story board and accessory board Illustration of any one garment (according to body type)
7	Styling and Grooming for any one body type as illustrated above

Syllabus Prescribed for 2022-2023 Year PG Programme
Programme: M.Sc. Home Science (Textile & Clothing)
Semester 1

Code of the Course/Subject	Title of the Course/Subject (Laboratory/Practical/practicum/hands-on/Activity)	(No. of Periods/Week)
TC 107	Historic Textiles (Practical)	30

- COs:
The Students would be able to:

1. Orient the rich heritage of world textiles
2. Create the technique of embroidery for value-addition.
3. Develop manual techniques of traditional embroidery so that they can be adapted to modern trends.
4. Develop the process of product development based on traditional textiles

* List of Practical/Laboratory Experiments/Activities etc.

1	Visits to various places like production centers, art galleries/ museums to study the traditional textiles
2	Preparation of Portfolio of masterpieces of world textiles- Structural Designs as mentioned in unit II
3	Preparation of portfolio of masterpieces of world textiles- Applied Designs as mentioned in unit III
4	Development of contemporary commercial products/ services with the use of traditional textiles (3 products)
5	Preparation of Portfolio of embroidered textiles as mentioned in unit IV
6	Preparation of Portfolio of Indian handloom textiles

Syllabus Prescribed for First Year PG Programme
Programme: M.Sc. Textile and Clothing
Semester II

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
TC 201	Advance Textile Design (Tr)	60

COs:

- The Students would be able to:
1. Illustrate various woven, knitted, non-woven and other fabric construction methods
 2. Develop skills in textile designing
 3. Apply creative and technical skills required for designing textiles
 4. Recognize the role of Functional textiles in today's world

Unit	Content	Periods
1	<ul style="list-style-type: none">• Textile Designing: Meaning, importance• Role of textile designer• Elements of Woven Design: Classification of different types of yarn• Derivatives of plain, twill and satin weaves.• Fabric weaves-Jacquard, swivel, lappet, figure and dobby weave.• Methods of weave representation, repeat of weave drafts, rowing in weaving plan, lifting plan, peg plan, weave draft.	12
2	<p>Principles of knitting technology:</p> <ul style="list-style-type: none">• Definition of knitting ,basic structural terms• Basic mechanical principle of knitting technology• Elements of knitted loop structure, four primary base structure(plain, rib, interlock, purl.)• Weft and Warp Knitting & related terms and definition, warp and weft knitting machines.	12
3	<p>Other methods of fabric formation</p> <ul style="list-style-type: none">• Knotting, tufting and multi components• Narrow width fabrics & labels, laces etc. Advances in fabric construction• Non & wovens and multi components, types, properties and uses including felts	12
4	<ul style="list-style-type: none">• Process of Designing: Motif development- Geometrical, simplified, naturalized ,stylised, abstract and ornamental, Enlargement and reduction, Lay out, Repeat• Colour consideration & colour harmonies and colour ways.• Sources of inspiration for basic sketching and painting, understanding the tools and equipment and their appropriate use for sketching painting and achieving textural effects.	12
5	<ul style="list-style-type: none">• Functional textiles: Introduction, definition, scope, growth & development - Home textiles, Pack textiles, Agro textiles, Geo textiles, Filtration textiles, Medical textiles, Defense textiles,, survival textiles, Textiles for Automobiles & sports &, Textiles in aircrafts & marine application• Current trends in textile designing	12

Reference Books:

1. Prakash K.(1992), Expression Ethnic Indian Textile Designs, Deluxe Packaging.
2. Prakash K.(1989), Impressions, Deluxe Packaging.
3. Prayag, R.S., Technology and Textile Printing Noyes Data Corporation.
4. Shenai, V. A.(1977), Technology of Textile Printing- Technology of Textile Processing Vol.-IV, Sevak Publication.
5. Black, M.E. (1966). The key to weaving New York: Macmillan. Brown, R. (1978). Weaving, spinning and dyeing book. London: Routledge & Kegan Paul.
6. Corbman, B. P. (1983) Fibre to Fabric step by step weaving (6th Ed.) New York: McGraw Hill.
7. Kishore, Punnett. (1990). Weaving technology in India & Jacquards. New Delhi.
8. Sengupta, R. (1982). Weaving calculations. Bombay: D.B. Taraporewala Sons.
9. Hollen, Norma. (1988). Textiles. (6th Ed) New York: Macmillan publishing company.
10. Grosicki, Z. J. (1980). Watson's textile design and color. London: Newness Butterworths.
11. Nisbet, H. (1978). Grammar of textile design. Bombay: Taraporewala Sons.

Syllabus Prescribed for First Year PG Programme
Programme: M.Sc. Textile and Clothing
Semester II

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
TC 202	Apparel Construction (Tr)	60

- COs:
The students would be able to :
 - Develop skills in Apparel making
 - Interpret the terminologies related to apparel and its construction
 - Be aware of quality assurance norms and evaluating quality in apparel.
 - Use the techniques and skills of garment construction through flat pattern
 - Apply the tools and equipment used for sewing.

	Content
1	<ul style="list-style-type: none">Techniques in pattern making :Pattern making terms, Flat pattern, draping, drafting, application, principles and limitationsAnthropometric measurements, Correct procedure of taking body measurements, Ease type and amount in different garment, size chartsUnderstanding the commercial paper pattern-Pattern envelope and guide sheet <p>(12 Periods)</p>
2	<ul style="list-style-type: none">Introduction To Draping- Terminology, Elements of fabric, Silhouette, Dress form, Muslin PreparationIntroduction to Grading: Terminology Grading Methods Procedure for grading blocks to various sizes <p>(12 Periods)</p>
3	<ul style="list-style-type: none">Dart ó Importance and typesDart manipulation for pattern makingFabric selection, calculation of materials for different garmentsPreparation of fabrics for clothing construction- shrinking, straightening, layout , marking,Basic cutting procedure (markings, tracing, pinning and cutting) <p>(12 Periods)</p>
4	<ul style="list-style-type: none">Sewing equipments ,maintenance and careIndustrial machines and equipment used for: Cutting Finishing Sewing Embellishment <p>(12 Periods)</p>
5	<ul style="list-style-type: none">Study of garment components: Seams and Seam finishes, necklines, collars, sleeves, plackets, fasteners, pockets, hemlines, yokes, trimmings, etc. Disposal of fullness- Darts, tucks, pleats and gathersEvaluating the quality of apparel:Fibre content, shaping devices ,pockets, necklines ,hemTreatments &decorative details.Standards for evaluating the various components <p>(12 Periods)</p>

References:-

- Stampler,Sharp&donnell:EvaluatingApparel,QualityóFairchildPublications.NewYork.
- NatalleBrayDressFitting,PublishedbyBlackwellScienceLtd.
- MargolisDesignYourOwnDressPattern,PublishedbyDoubleDayandco-Inc,NewYork.
- PatterngradingforchildrenøAwomenø/menøclothestechnologyofsizingGerryCo&Lin,OxfordB.S.P.Profession alBooksLondon.
- Pattern Making for Fashion design by Armstrong, Vikas Publishing House Pvt.Ltd. Delhi.
- Armstrong, H (2014) Ed. 5th, Pattern Making for Fashion Design. Delhi India: Dorling Kindersley Private Limited
- Doongaji, S &Deshpande, R. (1968). Basic Processes and Clothing Construction. India: New Raj Book Depot.
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Syllabus Prescribed for First Year PG Programme
Programme: M.Sc. Textile and Clothing
Semester II

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
TC203	Fashion Communication (Tr)	Theory-60

COs:

- The students would be able to:
1. Appreciate and understand the intricacies of the fashion industry
 2. Impart skill of communication comprising of visualization and illustration.
 3. Develop understanding regarding vital aspect of communication
 4. Organize set-up of fashion industry
 5. Develop skills to prepare and use communication tools

Unit	Content	Period
1	Concept o f communication: <ul style="list-style-type: none"> • Aims and objectives • Meaning of Fashion: Communication Process, need for promotion of fashion, need for the communication process • Importance and need for communication in textiles and clothing • Factors influencing clothing and fashion 	12
2	Introduction to Fashion Industry: <ul style="list-style-type: none"> • Indian and Global Fashion Market • Levels of fashion industry- couture, ready to wear, mass production • Organizational set-up of fashion industry-The different departments, personnel and their job • Career in fashion industry 	12
3	Fashion and the Communication Process: Written communication <ul style="list-style-type: none"> • Fashion writing, creative writing ,reporting features, editing and printing techniques ,writing management and advertising , image management , public relations, media ethics & press laws 	12
4	Visual Communication: <ul style="list-style-type: none"> • Visual merchandising and display • Exhibitions & sales Visualization of décor and ambience, layouts for stands in exhibitions • Fashion photograph, Fashionshows (concept and presentation skills, choreography) and multimedia, 	12
5	Communication in Practice : <ul style="list-style-type: none"> • Scripting shows, conducting interviews, reporting events, fashion critics, planning PRcampaigns, formulating casestudies, designing Catalogues and Bouchers, preparing short films and audiovisuals • Retailing- department stores, apparel speciality stores, discount retailing, franchise retailing, malls, direct selling, internet selling, catalogue selling, etc • Fashion communication for sustainability 	12

Course Material/Learning Resources
Reference Books:

1. Farbey,A.D.:HowtoProduceSucessfulAdvertising,KoganPageIndiaPvt.Ltd.
2. JethwaneyJ.N.(1999): Advertising, Phoenix Publishing House, Pvt. Ltd.
3. RoundyN.andMair,D.(1985):StrategiesforTechnicalCommunication.LittleBrownandCompany,Boston,Toranto.
4. Maan,GurmeetSingh(1987)TheStoryofMassCommunication:AnIndianPerspective.NewDelhi,HarnamPublishers.
5. TiwariI.P.(1987)CommunicationTechnologyandDevelopment.NewDelhi,MinistryofInformationandBroadcastin g.
6. SharmaS.C.(1987)MediaCommunicationandDevelopment.Jaipur,RawatPublishers.
7. Hartman,Paulandothers(1986)TheMassMediaandtheVillageLife:AnIndianStudy.NewDelhi,SagePublication.
8. MelkoteS.R.(1991)CommunicationforDevelopmentinThirdWorld:TheoryandPractice.NewDelhi,Sage.
9. BhatnagarS.andSatyapalA.(eds.) (1988) education andCommunicationTechnology:Perspective,PlaningandImplementation.NewDelhi.
10. JoshiP.C.(1989)CultureCommunicationandSocialChange.NewDelhi,VikasPublications.
11. ShrivastavaK.M.(1992)MediaIssues,NewDelhiSterlingPub.

Syllabus Prescribed for First Year PG Programme
Programme: M.Sc. Textile and Clothing
Semester II

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods) Theory-
TC204	Eco textiles and Environment (Tr)	60

COs:

The Students would be able to:

1. Make awareness of the importance of designing for sustainability .
2. Develop and design sustainable textile from natural as well as recycled fibres.
3. Identify the toxic and harmful substances being used in textile processing and need to avoid them.
4. Perform ethical manufacturing and the environmental protection
5. Explore the concept of fashion industry and its sustainability with the idea of green consumerism

Unit	Content
1	<p>Pollution and health aspects of textile industry:</p> <ul style="list-style-type: none">• Types of pollution in textile industry• Introduction to air, water and soil pollution• Precautions to minimize pollution such as source reduction, Methods of recovery, reuse and neutralization of various ingredients present in the effluents, cost of effluents treatment• Advantages of pollution control in relation to textile industry• Testing facilities & method, Government and Private testing laboratories• Eco-parameters and eco-mark,Eco-auditing, Eco-labelling <p>(12 Periods)</p>
2	<p>Eco friendly Textiles:</p> <ul style="list-style-type: none">• Eco friendly fibers (Bamboo, Organic cotton, Hemp, Soya Cashmere/silk, Wool)• Other Eco Friendly Fibres (corn fibre, banana fibre, milk fibre, ayurvastra)• Plant Sources for preparation of natural Dyes.• Advantages and disadvantages of natural dyes <p>(12 Periods)</p>
3	<p>Concept of eco-friendliness in dyestuffs and dyeing techniques</p> <ul style="list-style-type: none">• Impact of dyes on soil and water parameters• Impact of dyes and chemicals on ecosystem• Banned dyes, red listed chemicals and their eco friendly substitutes, ISO 14000 certification.• German bans, Indian banned dyes, sensitizing dye stuff, allergenic dyes, carcinogenic amines, harmful dyes• Occupational safety and health hazards in textile units and control• Eco friendly textile auxiliaries <p>(12 Periods)</p>
4	<p>Ecological printing of textiles:</p> <ul style="list-style-type: none">• Recent developments in printing machinery and techniques;• Concept of conservation of water and chemicals in printing• Eco friendly textile printing <p>(12 Periods)</p>

5	<p>Ethical manufacturing :</p> <ul style="list-style-type: none">• Ethical and environmental issues relating to textile and fashion industry• Ethical Standard practices for sourcing of sustainable fashion clothing and accessory• recycling of garments and conversion to new products• Corporate Social responsibility in fashion and apparel industry <p style="text-align: right;">(12 Periods)</p>
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Course Material/Learning Resources

Reference Books:

References:-

1. Shenai V.A.(1997)Ecology and Textiles, Sevak Publications,Mumbai.
2. Shenai V.A.(1998)Toxicity of dyes and intermediates,Sevak Publications,Mumbai.
3. Lever Kusen (1998) : German Legislation on Azo Dyes ó Dystar,Testilarben Germany.
4. The Society of Dyers and Colourists and the American Association of Textile Chemists and Colorists,õColour Index/Colour Index Internationalö, Vol.1-9.\
5. Shenai V.A.(1999),Azo Dyes ó Facts & Figures,Sevak Publications,Mumbai.
6. K.Sangeetha, Eco Textiles and Sustainability, Laser Park Publishing House, 2017.
7. Richard Blackburn, Sustainable Textiles: Life Cycle and Environmental Impact, Wood head Pub.Ltd., 2009.
8. Black S, Sustainable Fashion Handbook, Thames and Hudson, 2013
9. Richard S. Blackburn,Sustainable Textiles: Life Cycle and Environmental Impact,Woodhead Publishing; 2009
10. Rajesh D., Textiles for Sustainable Development, Anandjiwala Nova Publishers, 2007
11. Fletcher K, Sustainable Fashion and Textiles- A Design Journey, Lawrence King Publishing, 2008

Syllabus Prescribed for First Year PG Programme
 Programme: M.Sc. Textile and Clothing
 Semester II

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
TC205	Advance Textile Design (Pr)	Practical-60

COs:

- The students would able to:
1. Identify Sources and fabric samples.
 2. Create different patterns for textile designing
 3. Analyse different woven Samples
 4. Weave fabric samples on Table Loom

* List of Practical/Laboratory Experiments/Activities etc.

1	Sourcing and identification of different Samples (Knitted, Woven, Non- Woven Samples and other Construction methods
2	Creating motif design and patterns for different placements and usages. Create different type of surface patterns on fabric (for scarf, stole, dress material, bedcover, curtain, etc) with Layout based on various Repeat
3	Analysis of Woven Samples for Design, Draft And Peg Plan and other Particulars (3 Samples Under Each Type of Weave)
4	Practical Warping and Weaving of Samples on Table Looms

Semester II

Code of the Course/Subject	Title of the Course/Subject (Laboratory/Practical/practicum/hands-on/Activity)	(No. of Periods/Week)
TC206	Apparel Construction	60

COs:

- The students would be able to:
- 1.Design and Construct garment involving dart manipulation
 - 2.Drape symmetric and asymmetric designs and prepare patterns
 3. Develop variation in sleeves, collars, necklines
 4. Adapt basic block for various garment designs

* List of Practical/Laboratory Experiments/Activities etc.

Unit	Contents
1	Basic Blocks: Adults bodice block, torso and dartless sloper, lower block and sleeve block
2	Adaptation of basic blocks to construct any 2 upper torso garments Incorporate variation in sleeves, collars, necklines
3	Basic skirt block- Adaptation to slim, flared, gored, pleated wrap-around.
4	Draping of symmetric and asymmetric designs and preparing patterns Different silhouettes
5	Designing and Construction of garments involving dart manipulation and handling of different fabrics

Semester II

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
TC207	Fashion Communication (Practical)	Practical-30

COs:

- Students will
1. Prepare portfolio for visual communication
 2. Identify ,understand and use various communication methods for fashion promotion
 3. Designing & Executing Fashion Show .

* List of Practical/Laboratory Experiments/Activities etc.

1	Identifying Themes, Message or Merchandise for promotion Preparation of portfolio for visual communication- advertisement, catalogue and broucher, short films and audiovisuals, Exhibitions& display (according to requirement of the Themes, Message or Merchandise)
2	Designing & Executing Fashion Show- Venue requirements, Stage/ booth design, Seating patterns and plan, Lighting and allied audio-visual effects, Preparation of Programme Booklet, Catwalk Presentation Requirements, Merchandise selection Models selection, Music and choreography, Final show sequence and rehearsals, Fitting sessions, Dressing area arrangements, Commentary requirements, Closing and striking the show