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# SRI YN COLLEGE



**DEPT OF FASHION TECHNOLOGY AND APPAREL  
DESIGNING**

## **2022-2023 SYLLABUS**

**B.voc Fashion Technology Apparel Designing**

**Sri Y N College (Autonomous)**

**Narsapur,**

**Andhra Pradesh**

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**I YEAR**  
**Semestres I, II**

<b>S.No.</b>	<b>Course Code</b>	<b>Semester-1</b>	<b>GEC / SCC</b>	<b>Lecture</b>	<b>Practical</b>	<b>Credits</b>
1.	FT1G1	Introduction to Fiber and Yarn Science	GEC	3	3	6
2.	FT1S1	Fundamentals of Fashion Designing	SCC	3	3	6
3.	FT1S2	Garment Construction -I	SCC	3	4	7
4.	FT1S3	Garment Surface Ornamentation	SCC	3	4	7
		<b>Semester-2</b>				
1.	FT2G1	Fundamentals of Textiles	GEC	3	3	7
2.	FT2S1	Elements of Fashion and Design	SCC	3	4	7
3.	FT2S2	Basics of Pattern Making & Sewing	SCC	3	4	7
4.	FT2S3	Industrial visit	SCC		7	7



**SRI Y.N COLLEGE (AUTONOMOUS)- NARSAPUR,W.G.DT**  
(Affiliated To Adikavi Nannaya University)  
**I B.voc Fashion Technology and Apparel Designing**  
2022-2023 Batch, I semester  
**Introduction to Fiber and Yarn Science**

<b>INTRODUCTION TO FIBER AND YARN SCIENCE</b>				
<b>Course Code</b>	<b>FT1G1</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Year &amp; Sem</b>	<b>I – I</b>	<b>3</b>	<b>3</b>	<b>6</b>

**Course Description and Objectives:**

This course provides an essential knowledge to study properties and applications of textile fibers. The objective of the course is to introduce stem and leaf fibers such as jute, hemp, flax, banana. It also includes the basic concept of fiber structure and principles of man-made fiber spinning.

**Course Outcomes:**

The student will be able to:

- define basic terminologies related to textiles.
- classify the textile fibers into different groups.
- understand the process of extraction of the natural fibers.
- understand the principles of spinning of man-made fibers.

**Module 1**

**Introduction To textiles:** Introduction, Textile elements defined Textile fibre, staple fibre, filament; yarn: spun, continuous filament, monofilament and multifilament; single, ply yarns; thread; fabric: woven, knitted and non-woven.

**Additional topic:-** Manufacturing of fibers:- Natural fiber, Advanced fiber.

**Module II**

**Study of Fibres:-** Introduction, Fibre, Classification of textile fibres-Vegetable fibres, Animals fibres, Mineral fibres, Regenerated Man Made fibres, Synthetic fibres

- Common properties of Synthetic fibres and their significance
- Common properties of protein fibres and their significance
- Common properties of mineral fibres and their significance
- The desirable properties of fibres

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### Module III

**Cotton:** Morphology, Physical & Chemical properties.

**Identification of Textile Fibre :-**Introduction, Tests for fibre identification-Burning test, Microscopic test , Chemical test

### Module IV

**Jute and Flax:**Retting methods, Structure and Properties, applications; regenerated and synthetic fibers.

### Module V

**Spinning Yarn Construction:-**Introduction, objectives of various machines in yarn manufacturing process, production process of different types of spun yarns, Classification of Yarns.

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## FT1G1 - Introduction to Fiber and Yarn Science Laboratory

### List of Experiments

1. Microscopic test of fibers.
2. Burning test of fibers.
3. Chemical test of fibers.
4. Feel test of fibers.
5. Determination of fibres in blended yarn.
6. Identify the Natural & Manmade fibers
7. Collection of different types of yarns.
8. Preparation of fibers swatch book
9. Classification of specific manmade fiber out of different manmade fibers.
10. Classification of specific natural fiber out of different natural fibers.
11. Determination of specific cellulosic fiber out of different cellulosic fibers.
12. Determination of specific protein fiber out of different proteine fibers

### Text Books:

1. Gohl, Vilensky, "Textile Science", 2nd Edition, Mahajan Book Publishers, Ahemedabad, 2003.

### ReferenceBooks:

1. S. P. Mishra, "Fibre Science and Technology", New Age International Publishers, New Delhi, 2000.
2. A.A. Vaidya, "Production of Synthetic Fibers", Prentice Hall of India, New Delhi, 2005.



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**Fundamentals of Fashion Designing**

<b>FUNDAMENTALS OF FASHION DESIGNING</b>				
<b>Course Code</b>	<b>FT1S1</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Year &amp; Sem</b>	<b>I – I</b>	<b>3</b>	<b>3</b>	<b>6</b>

**Course Description and Objectives:**

This course offers introduction to fashion, art and design, consists of basic definition of fashion, classification and its type, types of design, elements of designing. The objective of this course is to provide insights into fashion designing and technology.

**Course Outcomes:**

The student will be able to:

- define and discuss fashion, art and design related terms.
- understand the classification and types of fashion.

**Module I**

**Introduction to Fashion Designing:-** Definition for the term Fashion Designing, Importance of cloths for a good personality, Different term of Fashion.

**Module II**

**Principles of Fashion:-** Introduction, Fashion are not Influenced by any of following

- Fashions are not based on styles offered
- Fashions are not based on Price
- Fashions are evolutionary in Nature
- Fashion are not influenced by sales proportion
- All Fashions end in excess

**Module III**

**Nature of Fashion:-** Introduction, Categories of Fashion

- High Fashion
- Mass Fashion
- Mass Fashion or Volume Fashion

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- Nature of Fashion- Fashion Business, Fashion Marketing, Fashion Merchandising, Fashion Technology

#### **Module IV**

**Fashion Terminology:-**Introduction, Classification and Types of Fashion - Factors effecting fashion, Business of fashion, Theories of fashion

#### **Module V**

**Elements of Designing:-**Introduction, Structural lines, Planning of wardrobe, Choosing right fabric for different types of figures, Selecting style lines for different types of figures- Slenderizing, Tall making lines, Lines that fill out the figure, Lines that short in the figure, Figure Analysis-Types of figures and the ways of balancing them, Wedge-Shaped Figure, Hour-glass shaped figure, Triangular figure, Rectangular figure, Thin Figure, Oval Figure - Line, Color, Texture and Shape



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## **FT1S1 - Fundamentals of Fashion Designing**

### **List of Experiments**

1. Lines and strokes using pencil shading techniques; lettering and numbering styles.
2. Illustrate design repeats:- stripe repeat, Mirror repeat, Tossed repeat, ½ Drop repeat, Border repeat, Straight repeat, ¾ drop repeat, Brick repeat, ¼ drop repeat.
3. Illustrate Enlarging & Reducing.
4. Elements of design.
5. Principles of design.
6. Different postures of human head, hand, leg and feet.
7. Different hair styles.
8. Sketching of lay figure using head theory.
9. Preparation of Prang's colour wheel.
10. Preparation of different colour schemes.
11. Rendering different fabric textures.
12. Sleeves, cuffs, and necklines.

### **Text books:**

1. G.Russel, B.Nicholas, "Traditional Indian Textiles", Thames and Hudson, London, 1991.
2. G.S Churye, "Indian Costume", Prakashan Pvt. Ltd., Bombay, 1995.



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**GARMENT CONSTRUCTION-I**

<b>GARMENT CONSTRUCTION - I</b>				
<b>Course Code</b>	<b>FT1S2</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Year &amp; Sem</b>	<b>I – I</b>	<b>3</b>	<b>4</b>	<b>7</b>

**Course description and objectives:**

This course offers the knowledge required for constructing garments by learning various types of seams, stitches and sewing threads, method of construction of different types of sleeves and collars. The objective of this course is to provide basic knowledge and skill required for construction of garment.

**Course outcomes:**

Upon completion of the course, the student will be able to achieve the following outcomes:

- Differentiate various types of seams, seam finishes, stitches and sewing threads.
- Learn techniques involved in the construction of garment closures.
- Perform the construction of garment yokes, fullness and hem etc.

**Module I**

**Seams** - Definition, Types of seams, Seam quality, Seam performance, Factors to be considered in the selection of seam, Seam finishes, Seam defects;

**Module II**

**Stitches** - Definition, Stitch classes, Stitch parameters, Factors to be considered in the selection of stitches, Stitching defects.

**Module III**

**Sewing thread** - Types, Construction, Sewing thread quality, Selection of sewing thread; Types of fabrics - plaid and napped fabrics.

**Hemming Techniques** - Definition, Factors to be considered in the selection of hems, Types of machine stitched hem, Hand stitched hem;

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## Module IV

**Sleeves** - Types of sleeves, plain, puffs, gathered, bell, bishop, circular, leg-o-mutton, Magyar sleeves dolman, kimono;

**Collars** – Classification, full, flat, roll, partial roll, puritan collar, sailor collar, square collar, rippled collar, scalloped collar, mandarin, convertible, tie, shawl reverse and notch collar

## Module V

**Cuffs** - Types, square shape, round shape.

**Yokes:** Yokes - Definition, Selection of yoke design, Different styles of yoke, Simple yoke, yokes with or without fullness, midriff yokes, Methods of attaching yokes.

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## FT1S2 - Garment Construction Laboratory

### List of Experiments:

1. To draw any kind of four basic Temporary stitches?
2. Draw and stitch Faggoting and Hem stitch?
3. Draw and stitch the lapped Seam, Flat -Fell Seam and Slot Seam?
4. Prepare French seams
5. Draw and stitch Pinked finish, Overcast finish and Herringbone finish?
5. Collect various types of sewing threads
6. prepare Hemming
7. prepare 3 types of sleeves
8. prepare mens shirt collar
9. prepare shirts cuffs
10. prepare yoke designs (two)
11. Preparing samples of collars - Peter Pan collar
12. Construction of shirt collar
13. Preparing samples of collars - shawl collar, sailor collar
14. Preparing samples of Sleeves - Plain, raglan kimono
15. Preparing samples of Sleeves - puff, bell sleeve

### References:

1. C. Gerry, "Garment Technology for Fashion Designers", Blackwell Science Ltd., 1997.
2. Laing, J Webster, "Stitches and Seams", Woodhead Publishing Ltd., 1998.
3. L. Aitken, "Step by Step Dress Making Course", BBC Books, 1992.



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**GARMENT SURFACE ORNAMENTATION**

<b>GARMENT SURFACE ORNAMENTATION</b>				
<b>Course Code</b>	<b>FT1S3</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Year &amp; Sem</b>	<b>I – I</b>	<b>3</b>	<b>4</b>	<b>7</b>

**Course Description and Objectives:**

This course deals with various types of basic hand embroidery stitches and the application of these stitches to give emphasis to the garment. Also this subject deals with various surface embellishment techniques.

**Course Outcomes:**

Upon successful completion of this course, the student should be able to

- Understand the basic embroidery stitches
- Learn about various types of garment surface ornamental works.
- Learn techniques of fabric painting.

**Module I**

Embroidery-Embroidery tools and techniques, embroidery threads and their classification, selection of threads, needle and cloth, tracing techniques, ironing and finishing of embroidered articles.

**Module II**

Basic Hand Embroidery, their technique, variations and applications. Basic and two variations of running stitch, back stitch, stem stitch, chain stitch, lazy daisy stitch, buttonhole stitch, feather stitch, herringbone stitch, knot stitch, satin stitch and cross stitch.

**Module III**

Traditional Embroideries of India-Mirror work, Kundhan, Chicken work, Kanta Work, Kasuti work, Zhardhosi, kutch work, phulkari; Other embellishment Techniques- Sequence, Quilting, Appliqué, Smoking, Cut work, Patchwork

**Module IV**

Hand painting techniques, Fabric painting – Dry, Wet, Spray;

Stone work with board: materials, procedure of transferring the design.

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## Module V

Machine embroidery –Introduction, basic stitches, eyelet work, lace work, stone work, bead and sequins work, bobbin thread embroidery; computerised embroidery machines, types and purpose of frames and backing material, cost estimation of embroidery articles.

### FT1S3 - Garment Surface Ornamentation Laboratory

#### List of Experiments

1. Basic Embroidery stitches: Running, satin, long and short, chain, stem, herringbone, cross stitch, knotted stitch, fishbone, wheat, couching, buttonhole
2. Special embroidery stitches: Bead work, sequin work
3. Special embroidery stitches: zardosi
4. Special embroidery stitches: aari work, badla work
5. Decorative surface embellishment: Cutwork and drawn thread work
6. Decorative surface embellishment: eyelet and mirror work
7. Decorative surface embellishment: shadow work and ribbon work
8. Decorative surface embellishment: Kundan work
9. Appliqué work and Patch work
10. Fabric Painting: Colour theory, mixing techniques,
11. Fabric Painting: basic paint brush strokes
12. Fabric Painting: Stencil painting, spray fabric paint, sponges and stamp painting

#### Text Books:

1. J.N. Eppers, "Influence of Fabric Surface Effects on Colour Depth and Hue of Garment Dyed Textiles", American Dyestuff Reporter, 1997.
2. J.M. Murphy, "Improving Preparation Techniques for Garment Dyeing", American Dyestuff Reporter, 1987.

#### References:

1. Art of embroidery : History of style and technique, Lantö Synge, Woodridge
2. Encyclopedia of embroidery stitches including crewel, Marion Nicholas
3. Surface design for fabric, Richard M Proctor/Jennifer F Lew, University of Washington Press.
4. The Timeless Embroidery, Helen M, David & Charles



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**FUNDAMENTALS OF TEXTILES**

<b>FUNDAMENTALS OF TEXTILES</b>				
<b>Course Code</b>	<b>FT2G1</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Year &amp; Sem</b>	<b>I – II</b>	<b>3</b>	<b>3</b>	<b>6</b>

**Objective of the Course:**

The objective of the course is to make students understand the concept, process, types and promotion of entrepreneurship. This course will develop skills of students in the area of conducting feasibility studies, analysis of opportunities and strategies, exploration of new start-up businesses and to acquaint the students about various issues of entrepreneurship.

**Course Objectives:**

At the end of the course the student will be able to

- Understand concepts, process and types of entrepreneurship.
- Able to develop skills in the area of conducting feasibility studies, analysis of opportunities and strategies and promotion of entrepreneurship
- To acquaint the students about various other issues of entrepreneurship, like exploration of new start-up businesses and funding.
- To hone their abilities to build their own startups systematically.

**Module 1**

**Weavings:-** Introduction, Yarn for Weaving, Preparation of Yarn for Weaving, Loom, Steps in Weaving, Basic Weaves- Plain Weave, Basket Weave, Rib Weave.

**Module II**

**Knitting** –Classification, Weft knitting, Warp knitting. Lacing, Netting, Felting

**Module III**

**Crocheting:** introduction, basic stitches in crocheting, Single crotchet, double crotchet, triple crotchet, crotchet fabrics, products through crocheting.

**Module IV**

**Finishes:** Finishes- definition, importance to the consumer, classification according to durability and function calendaring, brushing, carbonizing, crabbing, fulling, heat setting, shearing, weighting, stentering, napping and emerging finishes.

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## Module V

Special Finishes and Treatments: water repellent and water proof finishes, antistatic finish, anti-slip finish, flame retardant finishes, crease resistant finishes, durable press and shrink resistant finishes.

### Text books:

1. H. Nandan, Fundamentals of Entrepreneurship, PHI, First Edition, New Delhi, 2007.
2. Robert D Hisrich, Michael P Peters, Dean A Shepherd, Entrepreneurship, TMH, Sixth Edition, New Delhi, 2006.
3. P. Naryana Reddy, Entrepreneurship – Test and Cases, Cengage Learning, Third Impression, New Delhi, 2011

### References Books:

1. MadhurimaLall, Shikha Sahai, entrepreneurship, Excel Books, First Edition, New Delhi, 2006.
2. S.S. Khanka, Entrepreneurial Development, S. Chand and Company Limited, New Delhi, 2007.
3. Thomas W. Zimmerer, Norman M. Scarborough, Essentials of Entrepreneurship And Small Business Management, Fourth Edition, Pearson, New Delhi, 2006
4. Charles E. Bamford, Garry D.Bruton Entrepreneurship: a small business approach, MHE New Delhi, 2015.





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**ELEMENTS OF FASHION AND DESIGN**

<b>ELEMENTS OF FASHION AND DESIGN</b>				
<b>Course Code</b>	<b>FT2S1</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Year &amp; Sem</b>	<b>I – II</b>	<b>3</b>	<b>4</b>	<b>7</b>

**Course description and objectives:**

This course offers introduction fashion designing through computer aided technologies. the student will be able to work on various design software's.

**Course outcomes:**

Upon completion of the course, the student will be able to achieve the following outcomes:

- understand the basics of fashion design softwear
- create fashion sketches.
- understand the aesthetic and functional purpose of commonly used garment accessories.
- discuss key factors in the design of typical leather and ornamental fashion accessories.

**Module 1**

**Elements of Design:-** Introduction, Design, Types of Design- Structural Design, Decorative Design, Naturalistic Design, Stylized Design, Geometric Design, Historic Design, Abstract Design

**Module II**

**Principles of Design:-** Introduction, Design Principles- Balance, Proportion, Rhythm, Emphasis, Harmony

**Module III**

**Color:-** Introduction, Dimensions of color- Hue, Value, Chroma, Classification of color- Primary colors, Secondary colors, Tertiary colors, Quaternary colors, Intermediate colors, PRANG Colors system, Properties of color, The Gray scale, Modification of colors, Color harmonies, Harmony of one color with white, gray and black, Color schemes in dress, Color rendering, Light and shade

**Module IV**

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**fashion illustration:-** Introduction, Proportions of a 12&1/2” Fashion Figure, 12&1/2” Lengthwise Fashion Figure, 12&1/2” Widthwise Fashion Figure, Stick Figure, Fleshing Out of Fashion Figure, Female Figures- Front View, Side View, Back View

### **Module V**

**Factors Influencing the choice of Dress:-** Introduction, Factors Influencing the choice of Dress choosing clothing for Men and Women-Aesthetic requirements for Dress, Style, Styles fashion and fads, Suitability to the individual, Factors in personality, Planning a Wardrobe, Health and comfort in dress, Economy in dress, Men’s dress, Characteristics of a Well-dressed Person, Explain colour expression in dress, Colour Balance in dress, Rhythmic colour in dress, Emphasis in colour for dress, Colour for Individual types

- The effect of Light
- Texture
- The age of the Person
- The size of the Person
- The complexion

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## FT2S1 - Elements of Fashion and Design Laboratory

### List of Experiments:

- 1) Illustrate types of design- Make a portfolio illustrating application of the following types of designs in garments.
  - a) Structural Design
  - b) Decorative Design
  - c) Natural Design
  - d) Geometric Design
  - e) Stylized Design
  - f) Historic Design
  - g) Abstract Design
- 2) Illustrate elements of Design Line -Make a portfolio illustrating application of the following types of lines in garments.
  - a) Vertical Lines
  - b) Horizontal Lines
  - c) Diagonal Lines
  - d) Zigzag Lines
  - e) Curved Lines
- 3) Illustrate elements of Design -Shape
- 4) Illustrate elements of Design-Color and illustrate application of colors in garments
- 5) Illustrate elements of Design-Form
- 6) Illustrate elements of Design-Texture and illustrate textures using different methods
- 7) Illustrate design principle - Formal Balance
- 8) Illustrate design principle-Harmony
- 9) Illustrate the following color schemes in garments.
  - a) Monochromatic
  - b) Analogous
  - c) Direct Complementary
  - d) Split Complementary
  - e) Double Complementary
  - f) Triad Complementary
  - g) Neutral Colors
- 10) Illustrate the color rendering in garments
- 11) Illustrate 9” head fashion croqui. Draw a 9” croqui figure
- 12) Illustrate different poses of female fashion figure.

### References:

1. Handbook of Fashion and Textile Design by Anita Tyagi
2. Couture And Fashion Drafting by Anita Tyagi



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2022-2023 Batch, II semester  
**BASICS OF PATTERN MAKING & SEWING**

<b>BASICS OF PATTERN MAKING &amp; SEWING</b>				
<b>Course Code</b>	<b>FT2S2</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Year &amp; Sem</b>	<b>I- II</b>	<b>3</b>	<b>4</b>	<b>7</b>

**Course Description and Objectives:**

This course offers introduction to pattern making and sewing using various tools. The objective of this course is to impart skills of pattern making and sewing.

**Course Outcomes:**

The student will be able to:

- Take the measurements
- Operate various sewing machines
- Prepare various patterns

**Module I**

**Body measurements:-** Introduction, Factors to be considered while taking body measurements, Body measurements, Upper body measurements, Lower body measurements, Sleeve measurements, Skirts measurements, Principles- Direct and standard system of taking body measurements.

**Module II**

**Paper Patterns:-** Introduction, Types of Paper Patterns-Drafting, Pattern making, Drafting method, Principles of pattern drafting, Advantages of paper patterns, Pattern Layout, Transferring Pattern markings, Removing the Pattern

**Module III**

**Introduction to sewing machines, Sewing tools and equipments:-** Cutting tools, Embroidery tools, Measuring tools, Marking tools, General tools, Pressing tools

**Module IV**

**Sewing Machine:-** Introduction to sewing machine, Sewing machine types, Industrial model machines, Domestic models, Different types of sewing machines and equipments and tools, Parts of sewing machines, Troubles –causes and remedies of sewing machine, Selection of needles and thread for suitable material, Care of sewing machines

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## Module V

**Special sewing machine attachments:**-Introduction, Special sewing machines attachments- Ruffler, Cloth guide, Binder, Tucker, Gathering foot, Cover plate

### List of Experiments

1. To develop a basic bodice block and test fit the same?
2. To develop a basic sleeve?
3. To develop a basic bodice block for 3-5 years?
4. To construct a jhangia for 0-1 years?
5. To construct a jabla for 0-1 year kids?
6. To construct a bib?
7. To construct A-Line frock?
8. To construct Round yoke frock, Square yoke frock, Umbrella frock?
9. To construct a Plain Knicker?
10. To construct a Bloomers?
11. To draw embroidery tools?
12. How to remove a strain on Muslim fabric?
13. Collect different types of sewing machines, images and placed it on record?
14. Select a material for jhangia – jabla- bib- A-Line frock

### Text Books:

1. J Helen Armstrong, “Pattern Making for Fashion Designers” 4th edition, Prentice-Hall, New Jersey, 2006
2. C Schaeffer, “The Complete Book of Sewing Shortcuts”, Sterling Publishing (NY), 1981.

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**II YEAR**  
**SEMESTER III, IV**

S.No.	Course Code	Course Name	GEC / SCC	Lecture	Practical	Credits
<b>Semester-3</b>						
1.	FT3S1	Fashion Designing through CAD	SCC	3	3	6
2.	FT3S2	Fashion Accessories	SCC	3	3	6
3.	FT3S3	Lace Making through Crochet Stitches	SCC	2	4	6
<b>Semester-4</b>						
1.	FT4G1	Apparel Production Technology	GEC	3	3	6
2.	FT4G2	Textile Wet Processing	GEC	3	3	6
3.	FT4S1	Garment Construction -II	SCC	3	3	6
4.	FT4S2	Photoshop	SCC	3	3	6
5.	FT4S3	Internship/Industrial tour	SCC		2	2
6.	FT3S4	Mini Project	SCC		2	2



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**II B.voc Fashion Technology and Apparel Designing**  
2022-2023 Batch, III semester  
**FASHION DESIGNING THROUGH CAD**

<b>FASHION DESIGNING THROUGH CAD</b>				
<b>Course Code</b>	<b>FT3S1</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Year &amp; Sem</b>	<b>II – III</b>	<b>3</b>	<b>3</b>	<b>6</b>

**Course description and objectives:**

This course offers introduction fashion designing through computer aided technologies. the student will be able to work on various design software's.

**Course outcomes:**

Upon completion of the course, the student will be able to achieve the following outcomes:

- understand the basics of fashion design softwear
- create fashion sketches.
- understand the aesthetic and functional purpose of commonly used garment accessories.
- discuss key factors in the design of typical leather and ornamental fashion accessories.

**Module 1**

Role of computers in fashion industry – Information flow – CAD, CAM, CIM, CAA, PDC – Definition and functions.

**Module II**

Basic knowledge about various aspects of CAD operations, Paint, Corel draw and Adobe Photoshop, etc.

**Module III**

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

**Module IV**

Sketching through Design software's like Photoshop, Corel draw, REACH Fashion Studio. creating mannequins or model virtually and background selection for designing.



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## Module V

3D simulation of garment design with wrinkles, flairs, lace, texture, folds, decorative items, buttons etc. shadow effects in designing.

### FT3S1 - Fashion Designing through CAD Laboratory

#### List of Experiments:

- 1) Introduction to related software
- 2) Internet search (Images, video clips, Designers fashion shows, fashion links )
- 3) Make a Fabric Swatch design using fashion design software
- 4) Preparing design through fashion Studio software for Women's wear.
  - a) Casual Wear
  - b) Formal Wear
  - c) Party Wear
  - d) Intimate Wear
- 5) Preparing design through fashion Studio software for men's wear.
  - a) Casual Wear
  - b) Formal Wear
  - c) Party Wear
  - d) Intimate Wear
- 6) Preparing design through fashion Studio software for Children's wear.
  - a) Casual Wear
  - b) Formal Wear
  - c) Party Wear
  - d) Intimate Wear

#### References:

3. Jinlian Hu, Computer Technology for Textiles and Apparel
4. R. Bhargav, "Design ideas and accessories" Jain publications pvt. Ltd., 2005.
5. P. Tortora, "Encyclopedia of fashion accessories" Om books publication, 2003.
6. Reach CAD Manual.



**SRI Y.N COLLEGE (AUTONOMOUS) - NARSAPUR, W.G.DT**  
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**II B.voc Fashion Technology and Apparel Designing**  
**2022-2023 Batch, III semester**  
**FASHION ACCESSORIES**

<b>FASHION ACCESSORIES</b>				
<b>Course Code</b>	<b>FT3S2</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Year &amp; Sem</b>	<b>II – III</b>	<b>3</b>	<b>3</b>	<b>6</b>

**Course description and objectives:**

This course offers introduction of fashion accessories, consists of basic introduction, various types and its importance in fashion. The objective of this course is to provide insights into accessories used in fashion designing.

**Course outcomes:**

Upon completion of the course, the student will be able to achieve the following outcomes:

- Understand the basics of fashion accessories
- Design fashion accessories
- Understand the aesthetic and functional purpose of commonly used garment accessories.
- Discuss key factors in the design of typical leather and ornamental fashion accessories.

**Module 1**

Garment Accessories: Introduction to fashion Accessories, Classification of various accessories, selection of materials, design, functional and aesthetic performance and their advantages.

Fashion accessories at 19<sup>th</sup> and 20<sup>th</sup> century.

**Module II**

Ribbons, braids, laces, appliqués, buttons, zippers, snap fastners, hooks and eyes, hook and loop tape; eyelets, neck tie, scarves, stoles, umbrella, socks, stockings, veils.

**Module III**

Leather Accessories: selection of materials, design, functional and aesthetic performance and their advantages; various styles of footwear, belts, gloves, hand bags, hats, wallets, and other personal leather goods; concept of pattern making techniques and the production process of these accessories.

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## **Module IV**

Ornamental accessories: Selection of materials, design, functional and aesthetic performance and their advantages; the various styles: pendants, waist bands, wrist bands, necklaces, head bands, bows, sunglasses, wrist watches, rings, ear rings, bangles, bracelets and anklets.

## **Module V**

Introduction to drawing footwear: Drawing different views of footwear; Rendering buffed leather, satin, suede, woven fabrics, beading, sequins. Introduction to drawing the hat on the head.

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## FT3S2 - Fashion Accessories Laboratory

### List of Experiments:

1. Designing and production of various earrings using coloredpapers – paper quilling
2. Designing and production of various metal earrings
3. Designing and production of bracelets using materials like coloredpapers, buttons, fabric scraps, coloured beads and stones.
4. Designing and production of necklaces using materials like coloredpapers, buttons, fabric scraps, coloured beads and stones.
5. Designing and Construction of handbags
6. Designing and Construction of purses
7. Designing and Construction of headband
8. Designing and Construction of bows
9. Designing and Construction of waistband
10. Designing and Construction of thread earrings and bangles
11. Designing and Construction of wall Hanging using different fabric sources
12. Designing and Construction of product development bed sheet and pillow covers/ diwan set

### Text Books:

1. J. Peacock, “Fashion Accessories – the complete 20<sup>th</sup> century source book”, Thames and Hudson publication, 2000.

### References:

7. Miller, Steven Thomas, “Drawing fashion accessories”, Laurence King Publishing, 2012.
8. R. Bhargav, “Design ideas and accessories” Jain publications pvt. Ltd., 2005.
9. P. Tortora, “Encyclopedia of fashion accessories” Om books publication, 2003.



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**II B.voc Fashion Technology and Apparel Designing**  
2022-2023 Batch, III semester  
**Lace Making through Crochet Stitches**

<b>Course Code</b>	<b>FT3S3</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Year &amp; Sem</b>	<b>II – III</b>	<b>2</b>	<b>4</b>	<b>6</b>

**Course description and objectives:**

This course deals with the basics of crochet knitting/hand knitting using basic stitches and hands on experience by producing different structures. Also producing crochets at various application.

**Course Outcomes:**

Upon completion of the course, the student will be able to achieve the following outcomes:

- Identify various tools and materials used for the making of crochet fabrics.
- Understand the basic stitches of crochet
- Understand various types of crochet patterns and to know about the gauge.
- Common abbreviations and symbols to prepare the crochet a diagram and chart
- Making of various fabric structures

**Module 1**

Introduction to crochet, material and tools used, types of hooks, parts of hook, understanding hook sizes, types of yarn packages for crochet, types of yarns, standard yarn weight system, holding of yarn for starting crochet, procedure of holding hook.

**Module II**

Basic stitches: foundation of chain, single crochet, fastening off, half double crochet, double crochet, treble crochet, Making slip knot, loop-de-loop, Single and Half Double Crochet Ribbing, single crochet increasing and decreasing, decreasing on double and treble crochet.

**Module III**

Crochet patterns: making circles, rings, how to work in a spiral, how to work in joined rounds, joining yarn, joining new yarn color, weaving in the ends.

Gauge, measuring gauge. Adding an edge, edging in single crochet, edging with other stitches, Schematics: finishing, blocking

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## **Module IV**

Pattern reading: most common crochet abbreviations, patterns for rows, rounds.

Garment construction: order of assembling, marking for armhole, measuring length, seaming.

Crochet patterns: Bruges crochet, crocodile stitch.

## **Module V**

Fruit Platter Scarf, barefoot sandals, afternoon wrap, easy peasy pompom hat.

Abbreviations and terms, symbols How to read and crochet a diagram and chart, basic ripple pattern, Double Crochet Chevron Pattern, ripple variations.

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## FT3S3 - Lace Making through Crochet Stitches Laboratory

### List of Experiments

1. A study on material required for lace making
2. Preparation of single crochet knitted fabric
3. Preparation of double crochet knitted fabric
4. Construction of crochet circle and rings
5. Construction of crochet knitted circles with two colours
6. Construction of square crochet knitted fabrics with multi colour
7. Construction of Fruit Platter scarf
8. Prepare two colour barefoot sandals
9. Prepare easy peasy pompom hat
10. Construction of crochet baby frock
11. Prepare crochet flower
12. Preparing of crochet fabric with mixed stitches

### References

1. Beatrice Crimbleton, how to crochet volume-1, a complete beginner's guide with step by step instructions with pictures, 2014.
2. Sara Delaney, How to Crochet-Learn the Basic Stitches and Techniques. A Storey BASICS, Title-Storey Publishing, LLC (2014).
3. Schultz, Florence, The Crochet Handbook-Learn What Equipment You Need to Crochet, The Basics of Crochet, How to Read Written Patterns, Graphs, Charts and Diagrams, and More (2015)
4. WilksDorothy-Crocheting, Crochet for beginner's-the complete guide on the basics of crochet.



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**II B.voc Fashion Technology and Apparel Designing**  
2022-2023 Batch, IV semester  
**APPAREL PRODUCTION TECHNOLOGY**

<b>APPAREL PRODUCTION TECHNOLOGY</b>				
<b>Course Code</b>	<b>FT4G1</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Year &amp; Sem</b>	<b>II – IV</b>	<b>3</b>	<b>3</b>	<b>6</b>

**Course description and objectives:**

This course teaches the students about fundamental concepts of various types of fabric packages and their spreading methods. Also includes the various types of garment machinery, process and machinery involved in the garment manufacturing.

**Course Outcomes:**

At the completion of this course, the student should be able to

- Understand the structure of garment industries in India & Globally
- Understand Different concepts and terminology of Garment manufacturing process.
- Understand different concepts in Pattern Making, cutting and fusing technology etc.
- Understand different types of Stitches and seams
- Understand different concepts in inspection and transportation and warehousing.

**Module 1**

The Garment Industry: Structure of the garment Industry, product types and organization, Apparel industry in India.

Types of Fabric Packages – Types of Fabrics: One Way, Two Way Fabrics; Types of Spreading: NOW, NEW&NUD, Methods of Fabric spreading, Spreading equipment – Computerized spreaders, Marker making, Marker efficiency.

**Module II**

Basic Pattern Making: Measurement Taking – Size chart and Measuring of Sizes, Definition of various garments parts & positions.

Anthropometry – Process Of Standardizing The Sizes, Preparation of basic blocks, muslin pattern, commercial pattern, sizes and its understanding, Spreading parameters, types of spreads, manual and automatic spreading.

**Module III**

Introduction to Cutting Machines: Types and functions of cutting machines – straight knife, round knife, band knife, cutting machines – Notches, drills, diecutting machines – Computerized



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cutting machines –maintenance of cuttingmachines – common defects in cutting & their remedies.

#### **Module IV**

Types of needles – Parts of needles and their function – Needle size – sewingthread – properties of sewing threads – ticket number – fabric sew ability.

Seam quality, Federal classification of seam and stitches, Fusing and Pressing.

#### **Module V**

Basic parts of sewing machine – Needle – Bobbin case /Bobbin hook,Loopers – Loop spreader – Threading fingers – Throat plate – Take-updevices – Tensioners – Feed dog – Pressure foot for sewing.

Sewing Technology: Feed systems, machinery and equipment, basic sewingmachines. Garment finishing and inspection.

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## FT4G1 - Apparel Production Technology Laboratory

### List of Experiments:

1. To study and prepare different types of Seams.
2. To study and prepare different types of Stitches.
3. To perform fusing operation to garment parts like collars and cuffs.
4. To prepare different types of Collars
5. To prepare the samples of DARTS, PLEATS, TUCKS
6. To prepare Shirring's, frills and Gathers.
7. To Prepare different types of Plackets
8. To Prepare a given Baby's Garments
9. To prepare a given Men's Garment
10. To Prepare a given Women's Garment

### Text books:

1. Gerry Cooklin&Marshell, "Introduction to Clothing Manufacture", 6<sup>th</sup> Enlarged Edition, Blackwell Publications, USA, 2007
2. Natalie Bray, "Dress Pattern Designing", Blackwell Publications, USA, 2007.

### References

1. Peggali - I & Marshall Caverdesh, "The Complete Dress Maker", Textile North Publishers, London ,2004.
2. David .T .Tyler, "Materials Management in Clothing Production", Blackwell Publications, USA, 2007.
3. Gerry Cooklin, "Garment Technology for Fashion Designers", Blackwell Science, 1997.



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**II B.voc Fashion Technology and Apparel Designing**  
**2022-2023 Batch, IV semester**  
**TEXTILE WET PROCESSING**

<b>TEXTILE WET PROCESSING</b>				
<b>Course Code</b>	<b>FT4G2</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Year &amp; Sem</b>	<b>II – IV</b>	<b>3</b>	<b>3</b>	<b>6</b>

**Course Description and Objectives:**

This course is aimed at offering fundamental concepts of grey fabric preparation and its need. Then it introduces the fundamental concepts in Dyeing of various fibers and its bonding with different classes of dyes. It also includes methods and different styles of printing. Finally it deals finishing of textile and need for effluent treatment plant and its cleaning methods.

**Course Outcomes:**

Upon successful completion of this course, the student should be able to:

- understand grey preparation for processing
- understand the dyeing and different classes of dyes used
- dye various fabrics of different shades
- understand different methods of printing, styles of printing
- understand the importance of finishing and different types of finishes

**Module I**

Grey Preparation: Singeing, Desizing and its types, Scouring - Purpose and process, batch, semi-continuous and continuous methods of scouring. Bleaching of cotton goods with sodium hypochlorite, hydrogen peroxide and sodium chlorite.

**Module II**

Mercerisation - objects and principle of mercerisation, yarn mercerisation, fabric mercerisation, outline of pad-less chainless fabric mercerization.

**Module III**

Dyeing: Fundamentals, Classification of colorants, difference between dye and pigment, different kinds of dye-fibre bonds for common fibres, Dyeing of cotton with direct, reactive, vat dyes, Dyeing of wool and silk with acid and basic dyes, Dyeing of polyester with Disperse dyes.

**Module IV**

Printing: Methods of printing - Principles of block printing, roller printing, flat-bed and rotary-screen printing, and transfer printing techniques. Styles of printing - Principles of direct,

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discharge and resist styles of printing. Principles of batik printing, kalamkari printing and flock printing.

### **Module V**

Finishing: Classification of textile finishes - Mechanical finishes: calendering and its types, mechanical shrinking (Sanforising), Compacting of knitted fabric. Outline of functional and aesthetic finishes - wrinkle-free finishing of cotton fabric.

## **FT4G2- TEXTILE WET PROCESSING LABORATORY**

### **List of Experiments**

1. Scouring of cotton using alkali-boiling method
2. Bleaching of cotton using hydrogen peroxide
3. Dyeing of cotton with direct dyes
4. Dyeing of cotton with cold brand reactive dyes
5. Dyeing of cotton with Hot brand reactive dyes
6. Dyeing of cotton with vat dyes
7. Dyeing of silk fabric with acid dyes
8. Dyeing of wool fabric with acid dyes
9. Printing of cotton with reactive dyes using blocks
10. Printing of cotton with reactive dyes using screens
11. Direct printing of cotton with pigment colours using screens
12. Discharge and resist (batik) styles of printing on cotton
13. Discharge and resist (tie & dye) styles of printing on cotton

### **Text Books:**

1. Koushik C. V. and Antao Irwin Josico, "Chemical Processing of Textiles – Grey Preparation and Dyeing" – NCUTE Publication, New Delhi, 2004 (Units 1, 2 and 5)
2. Shenai V. A., Technology of Finishing Sevak Publications, Mumbai, 1995, Nitra, "Pollution Control in Textile

### **References:**

1. Palmer John W., Textile Processing and Finishing Aids: Recent Advances, Mahajan Book Distributors, 1996



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2022-2023 Batch, IV semester  
**GARMENT CONSTRUCTION - II**

<b>GARMENT CONSTRUCTION -II</b>				
<b>Course Code</b>	<b>FT4S1</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Year &amp; Sem</b>	<b>II – IV</b>	<b>3</b>	<b>3</b>	<b>6</b>

**Course Description and Objectives:**

This course deals with the various types of seams, seam finishes, stitches and sewing threads. Discuss the method of construction of different types of sleeves and collars. Explain the steps in the construction of yokes, fullness, hem, necklines and hems. Describe stitching methods used for pockets, plackets, waist bands and cuffs. Explain the techniques involved in the construction of garment closures.

**Course Outcomes:**

Upon successful completion of this course, the student should be able to

- Learn techniques involved in the construction of garment closures.
- Do the construction of garment yokes, fullness and hem etc

**Module I**

**Fullness** - Definition types; Darts - single, double, pointed darts, tucks, pin tucks, cross tucks, piped tucks, shell tucks, Pleats - knife pleats, box pleats, invertible box pleats, kick pleats, flare, godets, gathers, shirrings, single or double frills, ruffles;

**Module II**

**Neckline Finishes** - Preparation and uses of True Bias, Facings, and Binding.

**Module III**

**Plackets** : Plackets -Types, two piece plackets, continuous plackets, kurtha plackets, shirt cuff placket.

**Module IV**

**Pockets** - Types, patch pocket, patch with lining / flap, front hip, set-in seam, slash pocket with flap, single lip, double lip.

**Waistband:** one-piece, two-piece and tailor waistband, elastic applied;

**Module V**

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**Fasteners** : Introduction and construction techniques of garment closures; Applications of zippers, Types of button and button holes and their applications, Types and applications of hooks and eye snaps; Velcro, Eyelets, Cords

## **FT4S1 - Garment Construction Techniques Laboratory**

### **List of Experiments**

1. Preparing samples of darts
2. Construction of pleats
3. Preparing and construct Band blouse.
4. Preparing and construct High 'V' neck blouse.
5. Preparing and construct Katori blouse.
6. Preparing and construct Saree petticoat.
7. Preparing and construct Salwar, Chudi pant.
8. Preparing and construct Patiyala pant.
9. Preparing and construct Night dress.
10. Project work – Ladies wear.

### **Text Books**

1. Clair B. Shaeffer "The Complete Book of Sewing Shortcuts" Sterling Publishing Company, 1981.

### **Reference Books**

1. Claire Shaeffer, "Sewing for Apparel Industry", Prentice Hall, 2000.
2. Cooklin Gerry, "Garment Technology for Fashion Designers", Blackwell Science Ltd., 1997
3. Laing, Webster J "Stitches and Seams" Woodhead Publishing Ltd., 1998
4. Leila Aitken, "Step by Step Dress Making Course", BBC Books, 1992



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**PHOTOSHOP**

<b>PHOTOSHOP</b>				
<b>Course Code</b>	<b>FT4S2</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Year &amp; Sem</b>	<b>II – IV</b>	<b>3</b>	<b>3</b>	<b>6</b>

**Course description and objectives:**

This course offers the knowledge required for constructing garments by learning various types of seams, stitches and sewing threads, method of construction of different types of sleeves and collars. The objective of this course is to provide basic knowledge and skill required for construction of garment.

**Course outcomes:**

Upon completion of the course, the student will be able to achieve the following outcomes:

- Differentiate various types of seams, seam finishes, stitches and sewing threads.
- Learn techniques involved in the construction of garment closures.
- Perform the construction of garment yokes, fullness and hem etc.

**Module I**

**Photoshop introduction**

Theory on graphic designing, Toolbar, Menu Bar, Options Bar, Toolbox All New, Opening an Existing File, Screen Modes, Standard Screen Mode, Full Screen Mode with Menu Bar, Creating a New Document, Saving Files, Reverting Files, Closing Files and Quitting Photoshop.

**Assignment:** Create Different type Documents.

**Document Window**

Selecting Workspace, keyboard Shortcuts and Menu, File Handling Preferences and cursor Preferences, Differences between Bitmap and Vector Images, Understanding Image Resolution, Understanding Pixel Logic, Changing the Resolution of an Image, Changing the Size of a Document, Re-sampling an Image, Editing Images, Rotating an Image, Cropping an Image, Hiding an Image Instead of Cropping, Adjusting the Canvas Size, Duplicating an Image.

**Assignment:** Photo Merge

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## Module II

### **Working with Selections:**

Working with Selection Tools, Marquee Tools, Lasso Tools, Magic Wand Tool, Making a Selection Based on Color Range, Modifying a Selection, Adding and Subtracting from a Selection, Expand and Contract Commands, Grow and Similar Commands, Refine Edges, Inverse Selection.

**Assignment:** Background, Different Selection, Change the bg of foreground.

### **Transforming a Selection**

Scaling a Selection, Rotating a Selection, Distorting a Selection, Skewing a Selection, Warping a Selection, Saving and Loading Selection.

**Assignment:** Black n white to color.

## Module III

### **Setting the Current Foreground and Background Colors through Pen tool**

the Color Picker Dialog Box, Eyedropper Tool, the Color Palette, the Swatches Palette, the Drawing Tools Using Ellipse Tool, Custom Shape, Pen Tool, Painting Tools, And Gradient Tool.

**Assignment:** Tracing image

### **Stationary Items, Advertising Items**

Paint Bucket Tool, Brush Tool, Pencil Tool, Color Replacement Tool,

Retouching Tools, Spot Healing Brush Tool, Healing Brush Tool, Patch Tool, Clone Stamp Tool, Pattern Stamp Tool, Eraser Tools, Background Eraser & Magic Eraser Tool, Blur Tool, Sharpen Tool, Smudge Tool, Dodge Tool, Burn and Sponge Tool.

## Module IV

### **Working with color mode:**

Different Color Modes in Photoshop, The RGB Color Mode, The CMYK, Indexed, Duotone, Grayscale, HSB, Lab, Multichannel Color Mode, Changing the Color Mode, Making Color Adjustments, Color Levels, Curves palette, Brightness/Contrast Palette ,Hue/Saturation, Histogram Palette, Variations Command, File Formats in Photoshop, Photoshop Document (PSD),Bitmap (BMP), Encapsulated PostScript (EPS), Tagged Image File Format (TIFF), Graphics Interchange Format (GIF), Joint Photographic Experts Group UPEG), Portable Document Format (PDF).

**Assignment:** using Logical color for digital painting and all other assignments.

### **Mastering Layers in Photoshop:**



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About the LAYERS Palette, Working with Layers, Creating a New Layer, Hiding and Showing Layers, Deleting Layers, Deleting a Layer using Layer Menu, Changing the Stacking Order of the Layer, Relocating Layers in the Image, Merging Layers, Flattening Images, Moving Layers between Images, Linking and Un linking Layers, Working with Adjustment Layers, Applying blend Modes, Masking Layers, Layer Masking, Vector Masking Type Masking, Shape Masking.

**Assignment:** Matte Painting, Some logical Layer merging assignments.

## **Module V**

### **Layer Style and Filter Effects:**

Layer Style & Layer Style Dialog Box, Applying a Layer Style Copying Styles Clearing Styles, Creating Layers from Layer Styles, using filters, About Smart Objects and filters.

Creating a Smart Object, Editing Smart Objects, Filter Gallery, Applying the Mosaic Tiles Filter, Liquify Filter, Applying the Vanishing Point Filter, Applying the Artistic Filters, Applying the Blur Filters, Applying the Brush Stroke Filters, Distort and Noise Filters, Sketch Filters, Render Filters.

**Assignment:** BG Making for Movie, Poster and etc.

### **Automation, 3D and printing in Photoshop:**

Creating an Action, Performing Photo merge in Photoshop, TextEditing in Photoshop, Finding and Replacing Text, Creating 3D Artwork in Photoshop, Creating a 3D Shape, Editing 3DShape, Loading a New Texture to 3D Shape, Animation in Photoshop.

**Assignment:** 3D Shapes, Text and etc.

*Note: the experiments were also listed in the syllabus, topic wise.*

### **References**

1. Adobe Photoshop CC Classroom in a Book by Andrew Faulkner and Conrad Chavez, 2018
2. Adobe Photoshop: The World'S Best Imaging and Photo Editing SoftwarebyBittu Kumar, 2013.
3. Photoshop Brushes and Creative Tools: Floral and Botanical (Electronic Clip Art Photoshop Brushes) by Alan Weller, 2009.
4. Photoshop CS6 Training Guide by Saish Jain, 2014

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**III YEAR  
SEMESTER V, VI**

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## COURSE STRUCTURE

**Year 3**

**Sem 5 & 6**

S.No	Code	Semester-5	GEC/SCC	Lecture	Practical	Credits
1.	FT5G1	Fashion Business Management	GEC	4		4
2.	FT5G2	Environmental Studies-II	GEC	2		2
3.	FT5S1	Pattern Drafting	SCC	3	3	6
4.	FT5S2	Apparel Quality Assurance	SCC	3	3	6
5.	FT5S3	History of Indian Costumes	SCC	3	3	6
6.	FT5S4	Portfolio Preparation & Presentation	SCC		6	6
						30
		<b>Semester-6</b>				
1.	FT6G1	Garment Clothing Care	GEC	4		4
2.	FT6G2	Retailing and branding in Apparels	GEC	4		4
3.	FT6G3	Department Electives: 1. Fashion Forecasting 2. Visual Merchandising 3. Research And Development For Fashion 4. SWAYAM Courses approved by institution based on availability during the course duration	GEC	4		4
4.	FT6S1	Industry Visit- Textiles	SCC		2	2
5.	FT6S2	Internship / Project work	SCC		16	16
						30



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**FASHION BUSINESS MANAGEMENT**

<b>FASHION BUSINESS MANAGEMENT</b>				
<b>Course Code</b>	<b>FT5G1</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Year &amp; Sem</b>	<b>III – V</b>	<b>4</b>	<b>0</b>	<b>4</b>

**Course description and objectives:**

**This course deals with** the structure of the industry and the way that fashion works. This will provide you with a good foundation on which to build deeper specialist knowledge

**Course Outcomes:**

**Upon completion of the course, the student will be able to achieve the following outcomes:**

- **Identify various tools and materials used for the making of crochet fabrics.**
- **Understand the basic stitches of crochet**
- **Understand various types of crochet patterns and to know about the gauge.**
- **Common abbreviations and symbols to prepare the crochet a diagram and chart**
- **Making of various fabric structures**

**Module 1**

**Introduction to Business of fashion; Scope of fashion business; Forms of business ownership; Business growth & expansion;**

**Module II**

Fashion Concept to Catwalk to High Street; Key functions in the industry; Supply chains, Internationalization; Introduction to current fashion businesses within the fashion industry.

**Module III**

**Introduction to contemporary issues in fashion business.; Research through thorough exploration and investigation into the fashion industry.; Context using a range of secondary sources.**

**Module IV**

**Knowledge and understanding of the business of fashion; Fashion industry structure and current fashion businesses.; Major domestic retailing/overseas retailing.**

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## Module V

Retailing in fashion merchandising & formation; History & development of fashion retailing.; Types of retailer's fashion merchandise-; E-commerce in Apparel industry –ERP, EDI.;Case Studies relating to fashion business models. Like Aditya Birla Fashion & Life style, Arvind VF brands, Big Bazaar Fashion , ZARA, private labels Etc.

### References

4. Laine stone, Jean Samples, „Fashion merchandising-An introduction „Mc-grawHill Frings G (2005) Fashion: From Concept to Consumer, Prentice Hall, Book Co.1985
5. Easey M(ed),“Fashion marketing” Blackwell sciences, 1994
6. Taarnow, Guerreiro&Judelio,“Inside the fashion Business” 1995, Waddell G (2004 How Fashion Works
7. Burns L & O Bryant N (2002) The Business of Fashion: designing, manufacture and marketing
8. Jenkyn Jones S (2002) Fashion Design
9. The Fashion Book (2001) 7 Frankel S (Ed) (2001) Visionaries: Interview with Fashion Designer



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2022-2023 Batch, V semester  
**ENVIRONMENTAL STUDIES - II**

<b>ENVIRONMENTAL STUDIES-II</b>				
<b>Course Code</b>	<b>FT5G2</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Year &amp; Sem</b>	<b>III –V</b>	<b>2</b>	<b>0</b>	<b>2</b>

**Course description and Objectives :**

The objective of this course is to heighten on awareness of nature and its importance to students and make them understand the need to make judicious use of all natural resources for long term sustenance of life on this planet.

**Course Outcomes:**

1. To provide Knowledge on importance of natural resources and integrate technical “field” knowledge with analytical skills to prevent natural resources depletion
2. To maintain healthy and Diverse Ecosystems.
3. Work together to conserve the biodiversity
4. Take immediate measures to control the Pollution
5. Adopt Ecofriendly technology.
6. Maintenance of hygienic conditions

**Module I**

**Social issues and EIA :**

Sustainable development -water conservation: Cloud Seeding (Artificial rainmaking system), rainwater harvesting, watershed management – Disastermanagement: floods, earthquake, cyclone and landslides – EnvironmentProtectionAct. -Air (Prevention and Control of Pollution)Act. -Water (Preventionand control of Pollution) Act - Wildlife Protection Act - Forest Conservation Act .

**Module II**

**Environment Impact Assessment:** introduction to E.I.A.-definition of E.I.A and E.I.S – scope and objectives ofE.I.A.- Methods of E.I.A –CEIA, REIA, MOEF, CPCB, SPCB – Importance ofE.I.A in proposed Projects / Industry.

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### **Module III**

**Developmental activity -Remote sensing /GIS:** Introduction of remote sensing/ GIS, definition of remote sensing, applications of the remote sensing on environment (site selection, land use/land cover pattern, water/air/soil quality models, a criteria of environmental information systems)

### **Module IV**

**Food sanitation:** food and drugs Act, food preservations, food borne diseases-Milk sanitation: tests for milk, pasteurization of the milk - water borne diseases air borne diseases-viral diseases (HIV/AIDS, SARS, bird-flu, anthrax)- maintenance of sanitary and hygienic conditions.

### **Module V**

**Field Work/Environmental Visit:** Visit to a local area to document environmental assets – river/ forest/ grassland / hill /mountain - Study of local environment - common plants, insects, birds - Study of simple ecosystems – pond, river, hill, slopes etc - Visits to industries, water treatment plants, effluent treatment plants.

### **TEXTBOOKS :**

1. Y. Anjaneyulu, “Introduction to Environmental Science”, B S Publications, 2008.
2. Dr. M. Chandrasekhar, “A Text book of Environmental Studies”, HI-TECH publications, 2006

### **References:**

1. Dr. M. Anji Reddy, “A Text book of environmental science and Technology”, B S Publications, 2008
2. Dr. K. Mukkanti, “A Text book of Environmental Studies”, S.CHAND Company Ltd, 2009.
3. EHILRS and ST, “Text book of Municipal and Rural Sanitation”, M.S Hill, 1998.
4. C. S. Rao, Wiley Eastern Ltd, “Environmental Pollution Control Engineering”, New Age International Ltd, 2001
5. Dr. M. Anji Reddy, “Introduction to Remote Sensing”, B S Publications, 2004.
6. Kurian Joseph and R.Nagendram, “Essentials of environmental studies”, Pearson Education Pt Ltd, Delhi, 2007.
7. Sharma &Kour “Text book of Environmental pollution”.
8. H.C Perkins “Text book of Air Pollution”.



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**III B.voc Fashion Technology and Apparel Designing**  
2022-2023 Batch, V semester  
**PATTERN CONSTRUCTION**

<b>PATTERN CONSTRUCTION</b>				
<b>Course Code</b>	<b>FT5S1</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Year &amp; Sem</b>	<b>III – V</b>	<b>3</b>	<b>3</b>	<b>6</b>

**Course description and objectives:**

This course offers concepts of pattern making for a specific garment. It starts with workroom practices that form the basis for garment cutting, making of basic body slopers with dart manipulation, sleeves and collars. The objective of this course is to impart the knowledge and skill of converting designs, sketching into a product

**Course Outcomes:**

Upon completion of the course, the student will be able to achieve the following outcomes:

- Understand various pattern making tools and concepts involved in pattern making.
- Apply the concepts of pattern making and making of patterns.
- Analyze the needs of fit in pattern making in a given particular at of conditions or constrains.
- Evaluate the patterns for better fit.

**Module I**

Importance of pattern drafting in fashion industry, Tools & instruments used, Terminology & indications used, Standard body measurement charts : Front & Back, Basic Sleeve Pattern, Sleeve variations, Sleeve terminology, Sleeve Bodice combination

**Module II**

Children Bodice Block with size variations. Sleeves (Children) : Plain, Puff, Fancy puff, Leg-o-mutton.

Skirts (Children): Straight basic, A-line. Skirts (Adult) : Basic single & double dart, A line, Paneled, Gored, Flounce, Wrap

**Module III**

Collars (Children) : Peter pan, Cape, Bishop, Sailors. Nightwear (children) : Pajama, Top. Collars (Adult) : Convertible ,Non convertible, Flat roll, Partial roll, Full roll, Collars with deep open necklines

**Module IV**



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Dart Manipulation: Slash and spread technique, Pivot transfer technique, Single dart series, Double dart series. Dart Manipulation: Curved, Parallel, Graduating, Radiating, Dart Equivalents

### **Module V**

Skirt: Introduction to fullness & skirt variations : Dirndl skirt, Gypsy skirt, Tiered skirt, Balloon Skirt. Introduction to Slash n spread technique & yoke with gathers.

Note: lab experiments to be conducted in CAD Software for pattern making.

#### **List of experiments:**

The list of experiments to be changed based on time and availability of software. A minimum of 4 garments complete pattern set to be prepared in software.

#### **References**

1. Laine stone, Jean Samples, „Fashion merchandising-An introduction „Mc-grawHill Frings G (2005) Fashion: From Concept to Consumer, Prentice Hall, Book Co.1985
2. Easey M(ed),“Fashion marketing“ Blackwell sciences, 1994
3. Taarnow, Guerreiro&Judelio,“Inside the fashion Business“ 1995, Waddell G (2004 How Fashion Works
4. Burns L & O Bryant N (2002) The Business of Fashion: designing, manufacture and marketing
5. Jenkyn Jones S (2002) Fashion Design
6. The Fashion Book (2001) 7 Frankel S (Ed) (2001) Visionaries: Interview with Fashion Designer



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**APPAREL QUALITY ASSURANCE**

<b>APPAREL QUALITY ASSURANCE</b>				
<b>Course Code</b>	<b>FT5S2</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Year &amp; Sem</b>	<b>III – V</b>	<b>3</b>	<b>3</b>	<b>6</b>

**Course description and objectives:**

This course offers concepts of Quality and testing in garment manufacturing industries. it also emphasis on the importance of quality assurance in fashion industry.

**Course Outcomes:**

Upon completion of the course, the student will be able to achieve the following outcomes:

- Understand various tests carried out in a garment industry.
- Apply the visual inspection concepts in apparel quality inspection.
- Analyze the needs testing of trims in apparels
- Evaluate the trims and garments for suitability of use.

**Module I**

Design satisfaction tests. Fabric specification - cloth defects - four point system - shrinkage potential.

**Module II**

Garment specification - manufacturing specification - name of operation and associated details in respect of sewing, dyeing and washing of garments.

**Module III**

garments testing-seam strength ,seam slippage ,garment checking procedure,interlining-peel bond strength Style features - trims specification - stitch specification - size scale – garment dimensions and tolerances.

**Module IV**

Quality of trims and accessories. Defects in garments and their remedies - A, B and C zones in a garment with respect to defects.

**Module V**

Quality management concepts - quality control and inspections - S.Q.C. - acceptance sampling - T.Q.M. - I.S.O. Laboratory testing for quality and performance.

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## List of experiments

1. 4 point system of fabric defects
2. Fabric shrinkage test
3. garment specification & comparison
4. visual inspection of garments
5. seam strength
6. peel bond strength in fusible interlinings
7. button pull strength
8. color fastness to rubbing on prints – with crock meter
9. color fastness to rubbing on dyed samples
10. to study AQL charts.

## References

1. Mehta V., " Managing quality in the apparel industry ", New Age International, Chennai, 1998.
2. Sigmon, D.M., Grady P.L., and Winchester S.C., " Computer Integrated Manufacturing and Total Quality Management ", Textile Progress, The Textile Institute, Manchester, 1998.
3. Laing, R.M. and Webster J., " Stitches and Seams ", The Textile Institute, Manchester, 1998.
4. Glock R.E. and Kunz G.I., " Apparel Manufacturing: Sewn Product Analysis ", Prentice Hall, 1995.
5. Mehta P.V. " An Introduction to Quality Control for the Apparel Industry ", Marcel Dekker, 1992.
6. Cooklin G., " Garment Technology for Fashion Designers ", Blackwell Science.



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**III B.voc Fashion Technology and Apparel Designing**  
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**HISTORY OF INDIAN COSTUMES**

<b>HISTORY OF INDIAN COSTUMES</b>				
<b>Course Code</b>	<b>FT5S3</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Year &amp; Sem</b>	<b>III – V</b>	<b>3</b>	<b>3</b>	<b>6</b>

**Course description and objectives:**

The objective of the course is give an insight and input about the various aspects of the History of the Indian costumes from the ancient times onwards. The students learn about the historic importance and relevance of the costumes and take inspiration and influence for their own creations.

**Course Outcomes:**

**Upon completion of the course, the student will be able to achieve the following outcomes:**

- **Understand various historic costumes in India**
- **Apply the design concepts of Historic india to present day designs.**

**Module I**

**TRADITIONAL TEXTILES OF INDIA: History of embroidered, hand-woven, dyed, printed and painted textiles of India; Floor coverings: Carpets and durries; Colored textiles — Bandhani, Patola, Ikkat, Pocchampall;**

**Module II**

**Woven textiles Brocades, Jamavar, Paithani, Jamdani, Chanderi, Maheshwari, Kanjivaram, Kota, Baluchari, Dacca Muslin, Himrus and Amrus; Printed textiles — Chintz, Sanganeri; Painted textiles — Kalamkari; Shawls of Kashmir.**

**Module III**

**Clothing in the socio-cultural-content- factors affecting clothing habits and preferences. Study of any one tribe from any part of the world. Study of regional costumes and lifestyles of India.**

**Module IV**

**Indus Valley civilizations, Vedic period (1200 BC to 600 BC) Early Vedic Period (1200 – 900 BC); Late Vedic Period (900-600 BC) Past – Vedic period (600 BC- 323 BC); Maurayan & Sunga period (321 BC-72 BC) Maurayan (321-185 BC); Sunga (185-72 BC); Satavhana Andhra period (200 BC-250 AD) ; Early period (200 BC-160 BC); Late period (100 BC-250 AD); Kushan period (130 BC-185 AD); Gupta period (4<sup>th</sup> Century AD-Middle 8<sup>th</sup> Century)**

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## **Module V**

Natya Shastra –Performing Arts. Mughal Period, British Period; Pre and Post –independence era ; Contemporary costumes

### **List of experiments**

Costumes design collection of various eras to be given to the student y the teacher at the start of the course. Each student should be given with at least 2 eras. Exercises can be made with students groups of 2 – 3 students.

Exercise 1: Costumes: beginning of costumes, origin of clothing, growth of dress, painting, cutting and other methods

Exercise 2: Costumes of India: traditional costumes of different states of India.

Exercise 3: Fabric Development of India: different traditional textiles and embroideries, brocades, dyed and printed textiles

Exercise 4: Costumes: Thailand, Cambodia, Philippines, Srilanka, Indonesia, Burma, Pakistan, China, Japan

Exercise 5: Costumes of ancient civilization Exercise

6: French Costumes during renaissance-Ad 1500-1600 Exercise

7: English Textiles and Costumes- Middle Age. Exercise

8: American Costumes-18th -20th Century Exercise

9: Development of Apparel Industry through different stages.

Exercise10: Major Trimmings and Decorations.

### **References**

1. G. Russel, B. Nicholas, “Traditional Indian Textiles”, Thames and Hudson, London, 1991.
2. John Gillow , Nicholas Barnard, “Traditional Indian Textiles”, 1993
3. Shailaja D Naik, “Traditional Embroideries of India” – 1996



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**PORTFOLIO PREPARATION & PRESENTATION**

<b>PORTFOLIO PREPARATION &amp; PRESENTATION</b>				
<b>Course Code</b>	<b>FT5S4</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Year &amp; Sem</b>	<b>III – V</b>	<b>0</b>	<b>6</b>	<b>6</b>

**Course description and objectives:**

The objective of the course is that the students at this stage should be able to create own design portfolio and present it with either creating one or two or more garments supported by the Theme, Mood board, color board etc.

**Course Outcomes:**

**Upon completion of the course, the student will be able to achieve the following outcomes:**

- **Understand various styles of portfolio presentation**
- **Apply the design concepts in sketching for preparation of portfolio**
- **create one or two garments on their own with supporting to a Theme base.**

**Module I**

CREATION OF PORTFOLIO with their choice of Design Theme for inspiration, preparation of Mood board, Color board



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2022-2023 Batch, VI semester  
**GARMENT CLOTHING CARE**

<b>GARMENT CLOTHING CARE</b>				
<b>Course Code</b>	<b>FT6G1</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Year &amp; Sem</b>	<b>III – V</b>	<b>4</b>	<b>0</b>	<b>4</b>

**Course description and objectives:**

**This course deals with** the techniques and machinery for dyeing and finishing of garments and to impart knowledge on different garment care techniques.

**Course Outcomes:**

**Upon completion of the course, the student will be able to achieve the following outcomes:**

- **Identify Dyeing techniques for apparel**
- **Applying of different finishes on garments**
- **Machinery and equipments for garment care**

**Module 1**

Water –soft water –hard water – methods of softening water. Garment dyeing, dye selection, garment-dyeing machinery. Washing: Stone washing, acid washing, enzyme washing, bio polishing, mesmerisation, bleaching.

**Module II**

Study of laundry equipment and reagents – soaps – detergents – cleaning action of soaps, study of modern and industrial cleaning agents. Finishing: Optical brightening, mercerization, liquid ammonia, treatment, stiffening, softening,

**Module III**

Finishing with crease resistant and crease retentive finish, anti-static finish, anti-bacterial finish, water proofing, flame proofing, soil release finish, mildew and moth proofing

**Module IV**

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Study of garment finishing room equipments – steam iron – steam busters – vacuum ironing tables – form finishing equipments – trouser topper, shirt press, collar/cuff press,

### **Module V**

Form finisher for jackets and coats – study of boiler and related equipment for finishing room. Fusing machines for interlinings.

### **References**

1. Dantyagi S., “Fundamentals of Textile and their care”, Oriental longmans Ltd, New Delhi, 1980.
2. Denlkar, “Household Textiles & laundry work”, Atma Ram & Sons, Delhi, 1993.
3. Harrison. P (Editor), “Garment Dyeing: Ready to wear fashion from the dye house”, The Textile Institute, U.K. 1988.
4. Noemia D’ Souza., “Fabric Care”, New Age International (P) Ltd. Publisher, Chennai, 1998.





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2022-2023 Batch, VI semester  
**RETAILING AND BRANDING IN APPARELS**

<b>RETAILING AND BRANDING IN APPARELS</b>				
<b>Course Code</b>	<b>FT6G2</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Year &amp; Sem</b>	<b>III – VI</b>	<b>4</b>	<b>0</b>	<b>4</b>

**Course description and objectives:**

**This course deals with** the techniques and machinery for dyeing and finishing of garments and to impart knowledge on different garment care techniques.

**Course Outcomes:**

**Upon completion of the course, the student will be able to achieve the following outcomes:**

- To provide the fundamental knowledge of concepts of retailing.
- To provide knowledge on the customer relationship management.
- To develop the understanding of retail advertising and retail sales promotion.
- To provide the knowledge of international retailing and influence of information technology on retailing.
- To educate the students about the branding and its concepts.

**Module 1**

Retailing: Introduction to Retail, Functions of a retailer-The Marketing-Retail equation-The Rise of the Retailer – Proximity to customer – Rise of consumerism-Global retail market- Challenges and opportunities-Empowered consumer-Technology enabled effectiveness- FDI in retail- -The Concept of life cycle in Retail-Innovation, accelerative growth- Maturity-Decline-Phases of growth in retail markets-Classification based on ownership /Merchandise offered/Franchising /Non Store Retailing/Direct selling/Direct response marketing/Telemarketing/Fairs and Road Shows/Event Management/Automated Vending/kiosks/ The Cash & Carry/credit Marketing /

**Module II**

**Mall Management:** Types of Various retail formats-Concepts in mall design-Factors influencing Malls establishments-Aspects in Finance-Aspects in security / accounting -Aspects in HR-Aspects in Quality management-Statistical methods used in measuring mall performance.

**Visual Merchandizing:** Different kinds of images, store design, window displays, interior displays **Display props** (rent, buy, or build), lighting the display window,

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**Mannequin:** Types, Functions, Dressing of Mannequins.

**Signs and Communication:** need for signs, merchandise signs, departmental signs, sign sizes, merchandising staff

### Module III

#### Information Technology in retail management

Influencing Parameters for use of IT in Retailing, IT Application for Retail,

Issues concerning the use of Internet and Related Technology to Improve Retail Business, Types on Online Retailing, Effective Management of Online catalogues, Direct Retailing Methods that Involves Technology such as Interactive TV and Mobile Commerce, Electronic Data Interchange, E-Retailing Strategies.

### Module IV

#### International Retailing

Scope and Concepts, assessing the potential of retail markets, Methods of international retailing, accessing retail markets, the form of entry, joint ventures, franchising, acquisition etc- Competing in Foreign Markets( Need and modes) -Competing in Emerging Foreign Markets- - Retail Structure- Enterprise Density- market Concentration- Product Sector.

### Module V

**Branding:** What is a Brand- Brand Development: Extension, Rejuvenation, Re launch- Product Vs Brands, Goods and services, Retailer and distributors. Brand challenges and opportunities, The brand equity concept, Identity and image. Brand Leveraging & Brand Performance- Establishing a brand equity management system, measuring sources of brand equity and consumer mindset, Co-branding, celebrity endorsement. Brand Positioning & Brand Building- Brand knowledge, Brand portfolios and market segmentation

### References

1. J.Paul Peter and JERRY L. OLSON, Consumer Behaviour and marketing Strategy, Tata McGraw Hill, New York-2006.
2. Swapna pradhan, Retailing Management : Text and Cases. Tata McGraw hill, New Delhi- 2nd edition, 2006
3. Patrick M Dunne, Robert F. Lusch and David A. Griffith-Retailing, Thomson Asia Pvt. Ltd. 2002.
4. Gillespie, Hecht and Lebowitz-Retail Business Management, McGraw Hill Book Company, Third Edition, 2002.



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**FASHION FORECASTING**

<b>FASHION FORECASTING</b>				
<b>Course Code</b>	<b>FT6G3/1</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Year &amp; Sem</b>	<b>III – VI</b>	<b>4</b>	<b>0</b>	<b>4</b>

**Course description and objectives:**

**This course aims to develop an intuitive & intellectual approach to predict fashion trends for the coming seasons. this will provide students an In-depth knowledge about how to interpret fashion forecasting journals to design the appropriate product at the right time for their target customer.**

**Course Outcomes:**

**Upon completion of the course, the student will be able to achieve the following outcomes:**

- To provide the fundamental knowledge of concepts Fashion forecasting
- To provide knowledge on various stages of fashion forecasting.
- To develop the research process in forecasting.

**Module 1**

**Fashion Forecasting Process:** Introduction to Fashion; Fashion Trends; Fashion Forecasting; Forecasting in Apparel Planning and Scheduling.

**Introducing Innovation:** Characteristics of an Innovation; the Consumer Adoption Process; Fashions, Fads, and Classics; Consumer Segmentation.

**Module II**

**Direction Change:** Fashion Movement; Theories of Fashion Change; Directional Theories of Fashion: Change in Tandem, Model of Vertical Flow. **Color Forecasting:**Dimensions of the Color Story; Color in Marketing; Consumers and the Psychology of Color; the Language of Color; Color Names; Forecasting with Color Cycles; Color Research; Sources for Color Ideas and Palettes.

**Module III**

**Textile Development:**Fashion in Fiber and Fabric; Sources of Innovation in Textile Development; Fabric Fairs and Trade Shows; Fabric Libraries. **Design and Style Directions:** the

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Fashion Geography; Collections on the Runway; Different Designers with the Same Design Concept.

#### **Module IV**

**Consumer Research** : Fashion Brands; Retail Formats: Emergence of Catalogs, TV Shopping and Online Shopping; Relational Marketing; Demographics: Geodemographics, Demographics and Preferences; Preferences with Ethnicity, Gender and Income.

#### **Module V**

**Sale Forecasting** : Real Time Marketing; Sales Forecasting Basics; Sales Forecasting Methods; Sales Forecasting in Context.

**Presenting the Forecast** : Presentation Design as a Creative Process; Transforming Data into Information and Knowledge; Trend Reporting; Trend Map; Presentation Techniques.

#### **References**

1. Fashion buying, Helen Goworek, Wiley-Blackwell.
2. Fashion art for the Fashion Industry, Rita Gersten, Fairchild Books.
3. Fashion Forecasting: a Mystery or a Method? Rita Perna, Images Publishing Group.
4. The Fashion Design Manual, Pamela Stecker, Macmillan Education.



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**VISUAL MERCHANDISING**

<b>VISUAL MERCHANDISING</b>				
<b>Course Code</b>	<b>FT6G3/2</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Year &amp; Sem</b>	<b>III – VI</b>	<b>4</b>	<b>0</b>	<b>4</b>

**Course description and objectives:**

**This course aims to develop an intuitive & intellectual approach to predict fashion trends for the coming seasons. this will provide students an In-depth knowledge about how to interpret fashion forecasting journals to design the appropriate product at the right time for their target customer.**

**Course Outcomes:**

**Upon completion of the course, the student will be able to achieve the following outcomes:**

- To provide the fundamental knowledge of concepts Fashion forecasting
- To provide knowledge on various stages of fashion forecasting.
- To develop the research process in forecasting.

**Module 1**

**Introduction to Visual Merchandising** Origin and Importance; 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.

**Module II**

**The Merchandise Mix:** Introduction, Objectives, Concept of Merchandise Mix, Merchandise line, The Assortment of Products, Assortment strategy, Merchandise Mix of Show Off

**Module III**

**Merchandise Display** Purpose and Functions of Display; Types of Displays; Display Settings; Elements of Display; Ways to Display; Common Errors in a Display.

**Display Ethics** Design Principles: Balance, Rhythm, Unity (Harmony), Emphasis, Proportion; Design Elements: Line, Form, Color, Pattern, Texture in relation to visual merchandising.

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## Module IV

**Store- as a Merchandise Space** Store Layout and Design; Types of Stores; Exterior Store Design; Interior store design.

## Module V

**Atmospherics for Store Design**Color; Lighting; Fixtures; Signage and Graphics; Sound and Aroma; Mannequins; POPs.

**Present and Future of Visual Merchandising:** Visual Merchandising at Different Stores, Apparel store, Furniture store, Gift store, Future Prospects of Visual Merchandising

### References

1. Visual Merchandising: The Business of Merchandise Presentation, Robert Colborne, Cengage.
2. Visual Merchandising: Principles and Practice, Richard Carty, Thomson Delmar Learning.
3. Visual Merchandising & Display: The Business of Presentation, Martin M. Pegler, Fairchild Books & Visuals.



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**2022-2023 Batch, VI semester**  
**RESEARCH AND DEVELOPMENT FOR FASHION**

<b>RESEARCH AND DEVELOPMENT FOR FASHION</b>				
<b>Course Code</b>	<b>FT6G3/3</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Year &amp; Sem</b>	<b>III – VI</b>	<b>4</b>	<b>0</b>	<b>4</b>

**Course description and objectives:**

**This course aims to develop research attitude in the students to further continue their career in research. the students will be able to understand the fundamentals of the research.**

**Course Outcomes:**

**Upon completion of the course, the student will be able to achieve the following outcomes:**

- To provide the fundamental knowledge of concepts in research.

**Module I**

**Research Methodology** Introduction to Research; Types of Research; Various Research Approaches; Introduction and Formulating Problem; Data development; Collection of Data;

**Module II**

Overseas Market Research; Introduction to Research Process; Field Research; Types of Information.

**Module III**

**Methods of Data Collection** Introduction to Primary Data Collection; Data Collection through Questionnaire; Data Collection through Schedules; Introduction & Methods of Secondary Data Collection.

**Module IV**

**Data Preparation & Analysis** Introduction, Process of Validation; Data Coding Process; Introduction & Types of Tabulation; Guideline for Graphics.

**Module V**

**Research Report and Case Study** Introduction & Steps involved in Report Writing; Steps of Report Writing; Case Study

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**Present and Future of Visual Merchandising:** Visual Merchandising at Different Stores, Apparel store, Furniture store, Gift store, Future Prospects of Visual Merchandising

**References:**

1. Visual Merchandising: The Business of Merchandise Presentation, Robert Colborne, Cengage.
2. Visual Merchandising: Principles and Practice, Richard Carty, Thomson Delmar Learning.
3. Visual Merchandising & Display: The Business of Presentation, Martin M. Pegler, Fairchild Books & Visuals.