UNIT-I:

PATTERN ILLUSTRATION

Apparel Design

Advance pattern making, Drafting method, Flat pattern method
Draping method Construction of women wear- casual, formal wear &
Fashionable wear.Construction of men wear- casual, formal wear &
Fashionable wear.Construction of children wear

Technical Terms

Empire Seam, Princess line, Welt, Gusset, Jetting, Notch mark, Lapel,
Vent

Art of Manipulation

• Slash And Spread/Pivotal method
• Cowl Effect
• Sleeves - set in sleeves, Raglon and kimono sleeves
• Skirts – Gored skirt, yoke skirt, cascade skirt, pegged skirt
• Added fullness- Pleats, Gathers, Darts, Tucks

• Layout and Estimation

UNIT-II:

FASHION ILLUSTRATION

• Fashion cycle
• Nature of fashion
• Structure of fashion market
• Fad
• Trend

• Principles & elements
  • Principle of design
  • Silhouette

• Human Anatomy
  • Eight head, ten and twelve head theory
  • Study of human figures

• Fashion Accessories
  • Brands
  • Styles
  • Assortment
  • Colour Forecast
  • Women accessories
  • Men accessories
  • Children accessories

• Fashion Education
  • Knowledge of organizing Fashion Shows
  • Trade Shows

• Fashion Industry
  • Boutique
- Fashion Marketing
- Present structure of Fashion Industry

- **Study of Colours**
  - Primary, Secondary and tertiary
  - Properties

UNIT-III:

FASHION MERCHANDISING & MARKETING

- **Portfolio**
  - Inspiration Board
  - Concept Board
  - Mood Board
  - Study of individual collection

- **Fashion Forecasting**
  - Trend Analysis
  - Merchandize planning.

- **Range Development**: Product and range development on the basis of
  - Fashion calendar
  - Market research.

- **Historical Fashion in detail**
  - Haute Coutur
  - Casual Wear
  - Ethnic Wear
  - Formal Wear
• **Fashion Business**: Introduction
  - Scope
  - Forms of Business Organisation.

• **Fashion Merchandising**: 
  - Introduction
  - Role and responsibility of Merchandiser.
  - Elements of Visual merchandising

• **Advertising**
  - Role and types of Advertising.

• **Sales Promotion**:
  - Techniques
  - Promotional stores.

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**UNIT-IV:**

**APPAREL INDUSTRY**

• **Product development**
  - Product standards and specification
  - Sources of quality and performance standards
  - Company standards for quality
  - Size, fit and performance developing

• **Preproduction operation**
• Initiation of operation
• Marker making
• Spreading
• Cutting
• Off loading

• Production Process
  • Individual System
  • Batch system
  • Synchronised straight line system

• Industrial Machines
  • Laying & Spreading machine
  • Cutting machines
  • Sewing machines
  • Finishing machines
  • Types of sewing machine beds

• Quality in Apparel Industry
  • Raw material Inspection
  • Final inspection
  • Quality control in various departments

UNIT-V:

TEXTILES
Knit wear design technology
  - Warp Knit
  - Weft Knit

Textile Design Development
  - Design Concept
  - Fabric Structure And Design

Yarns
  - Hosiery Yarns
  - Ply yarns
  - Novelty yarn
  - Textured yarn

Weaving Art: Jacquard & Double Cloth

Manufacturing process
  - Spinning
  - Weaving
  - Yarn twist
  - Yarn numbering system

Equipment’s In Textile Field
  - Advance Knitting Machinery
  - Advance Weaving Machinery
  - Drape Testing
  - Tensile Testing
  - Bursting strength testing
UNIT-VI:

TEXTILE DESIGNING

• Methods of Dyeing and effects achieved on various textile material
  • Fiber stage
  • Yarn stage
  • Fabric stage
  • Garment stage

• Printing
  • Equipment
  • Process.

• Types of Dyes
  • Natural
  • Synthetic

• Methods of printing
  • Direct
  • Resist
  • Discharge

• Styles of Printing
- Block
- Stencil
- Screen
- Roller
- Transfer
- Tie and dye
- Batik
- Duplex printing.

- Laundering
  - Stain And Stain Removal
  - Different process of washing

UNIT-VII:

SURFACE ORNAMENTATION

- Classification of Hand Embroidery
  - Line Stitch group
  - Chain Stitch group
  - Loop Stitch group
  - Flat Stitch group
  - Knot Stitch group
  - Composite Stitch group

- Regional Embroidery
- Kasuthi
- Kantha
- Kashmiri
- Phulkari
- Kutch

- **Western Embroidery**
  - Eyelet work
  - Cutwork
  - Patch Work

- **Machine Embroidery**
  - Appliqué work
  - Mirror Work
  - Bead work
  - Sequence work
  - Cording

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**UNIT-VIII:**

**COMPUTER AIDED DESIGNING**

- **Digitizer**
  - Types
• Functions

• Plotter
  • Functions
  • Advantages and Disadvantages

• Garment Grading
  • Method of grading
  • Uses and importance

• Marker
  • Advantages of marker in apparel industry
  • Importance of efficiency

• Importance of Computer Aided Design in Apparel Industry
  • Pattern Making
  • Cutting
  • Sewing
  • Embroidery
  • Textiles/Texture/Colours
UNIT-IX:

WORLD COSTUMES

- ANCIENT WORLD
  - Egypt
  - West Asia
  - Greece

- ROMAN EMPIRE
  - Rome

- EUROPE IN THE MIDDLE AGES
  - England
  - France
  - Germany
  - Italy

- EAST AND SOUTH EAST ASIA
  - China
  - Japan
  - Thailand

- SOUTH ASIA
  - India
  - North, west and Central India
  - South India
• EUROPEAN REGION
  • Scotland
  • Austria
  • Switzerland
  • Russia
• AFRICA

UNIT-X:
ENTREPRENEURSHIP
• Entrepreneur
  • Types
  • Functions
  • Qualities
  • Risks & Rewards
• Management
  • Principles of Management
  • Process of Management
• Setting up a new Enterprise
  • Preparation of Project report
  • Bank documents required for loan approval
• Research Method
• Planning And Strategic Choice
• Skill for managing Changing Projects
• R&D

• **Entrepreneurship Development**
  • Interview magic
  • Training and development
  • Power of leadership
  • Team Building And motivation
  • Time management

• **Marketing Strategies**
  • Structure of Market
  • Marketing Environment
  • Micro
  • Macro
  • Mass Market