



**PSGR  
Krishnammal College for Women**



**DEPARTMENT OF COSTUME AND APPAREL DESIGN**

**PROGRAMME: B.VOC GARMENT DESIGNING**

**CHOICE BASED CREDIT SYSTEM (CBCS) & LEARNING OUTCOMES-  
BASED CURRICULAR FRAMEWORK (LOCF)**

**(I SEMESTER)**

**B.VOC GARMENT DESIGNING (B.VOC GD)**

**2023 - 2024**

## **PROGRAMME LEARNING OUTCOMES (PLO's)**

After completion of the programme, the student will be able to

PLO1: To develop patterns for garments using flat pattern techniques, draping techniques and Computer aided pattern drafting techniques.

PLO2: To construct innovative garments and learn various skills on export management, business communication and boutique management.

PLO3: To create value added garments using surface embellishments, printing and dyeing techniques.

PLO4: To gain knowledge on various methods of producing the fabric and checking the standard and quality of the fabric or garment.

PLO5: To create fashion portfolio for garment designs will be created either manually or using software and to become an entrepreneur.

## **PROGRAMME SPECIFIC OUTCOME (PSO's)**

The students at the time of graduation will

PSO1: To be employed as Assistant Fashion Designer, Fashion Designer, Export Manager and Boutique Manager with their sector skill certificates level – 4, 5, 6 and 7.

PSO2: To be equipped with current industrial trends with 5 internship training during their 6 Semesters study period and this will lead jobs as merchandiser, fashion designer, cutting expert, laying expert, quality controller and sewing supervisor.

PSO3: To provide consultancy services to the garment industry and also boutiques in the areas like visual merchandising, retail marketing, buying & selling.

PSO4: To run training centres for fashion illustration, fashion designing, fashion embroidery, dyeing & printing and entrepreneurial development.

**DEPARTMENT OF COSTUME AND APPAREL DESIGN**  
**CHOICE BASED CREDIT SYSTEM (CBCS) & LEARNING OUTCOME BASED**  
**CURRICULAR FRAMEWORK (LOCF)**  
**SYLLABUS & SCHEME OF EXAMINATION**  
**PROGRAMME: B.VOC GARMENT DESIGNING (B.VOC GD) – 2023-2026 BATCH**  
**Level 4**  
**Job Role: Assistant Fashion Designer**

Sem	Part	Subject Code	Title of the paper		Ins Hrs/ Week	Contact hrs	Tutorial hrs	Duration of Exam	Exam marks			CREDI TS
									CA	ESE	TOTAL	
I	I	VTM2301/ VHI2301/ VFR2301	Language Paper I (Tamil, Hindi, French)	Language	4	58	2	3	25	75	100	3(G)*
	II	VEN2301	Communication & Language Skills I	English	4	58	2	3	25	75	100	3(G)*
	III	VG23C01	Concepts of fashion and design	CC	3	43	2	3	25	75	100	3(S)* *
	III	VG23A01	Business Communication	CC	3	43	2	3	25	75	100	3(S)*
	III	VG23P01	Fashion Illustration Lab I (Practical)	CC	7	105	-	3	25	75	100	7(S)* *
	III	VG23P02	Surface Ornamentation Lab (Practical)	CC	7	105	-	3	25	75	100	7(S)* *
	III	VGINST1	Internship I		(60 hours)						100	2(S)* *
	IV	NME23ES / NME23W S NME23B1 NME23A1	Foundation Course (Introduction to Entrepreneurship/Wo menstudies /Basic Tamil-I/Advanced Tamil-I)	AEC	2	30	-	3	100	-	100	2 (G)*

**\* General Component**

**\*\* Skill Component**

Note: 1 credit is 15 hrs

Internship 1 credit is 30 hrs

CC – Core Courses

GE – Generic Elective

AEC – Ability Enhancing Course

CA – Continuous Assessment

ESE - End Semester Examination

COURSE NO VG23C01	SEMESTER – I CONCEPTS OF FASHION AND DESIGN	Category	L	T	P	Credit
		Theory	43	2		3

### Preamble

To understand the effect of various social and psychological factors on clothing. To study the psychological effect of clothing on the individual in social situations. To impart knowledge on fashion, fashion designers and world fashion centres.

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1	Differentiate fashion terms and fashion theories.	K2
CLO2	Application of design concepts in apparel	K3
CLO3	Illustrate knowledge on Indian and global fashion designers.	K3
CLO4	Application of forecasting and design process for portfolio presentation and fashion show.	K3

### Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	S
CLO2	S	S	S	S	M
CLO3	S	S	S	S	M
CLO4	S	S	S	S	M

S- Strong; M-Medium; L-Low

### Syllabus

#### UNIT-I

8 hrs

Definition of fashion concepts. Terms related to the fashion clothing - fashion, style, fad, classic, collection, chic and custom made, mannequin, silhouette, designer label, mass fashion, knock off/high street, avant grade, concepts of fashion show, trend, forecasting, high fashion, haute couture. Consumer groups in fashion cycles – fashion leaders, fashion innovators, fashion motivation, fashion victim, fashion followers.

#### UNIT II

8 hrs

Design - definition, elements and principles of design, design types - natural, stylized, geometric, historic and abstract. Garment design- structural, decorative and functional. Colour - definition, dimensions of colour - colour categories and psychology -colour theories - prang colour system and munsell colour system - colour harmonies.

#### UNIT - III

9 hrs

Principles of fashion movement, fashion evolution, fashion cycle - length of fashion cycle, adoption of fashion - trickle down, trickle up and trickle across theory, reverse adoption. Factors influencing fashion changes. Role of costume as a status symbol, personality and dress, clothes as sex appeal, repetition of fashion. Fashion services - video services, newsletter services, web sites, directories and references.

**UNIT -IV****9 hrs**

Understanding fashion designer - Indian and global fashion designers. Haute couture - any three Indian fashion designers. World fashion centres - New York, London, Milan, Paris and Los Angeles and any three designers.

**UNIT -V****9 hrs**

Fashion forecasting - role of forecasting agencies, techniques and presentation of forecast. Design process - innovation of practice, analyzing the brief, research inspiration - research direction, prototyping, planning a collection, designer boards, ethnographic research, trend forecasting and portfolio presentation. Organizing fashion show.

**Reference Books**

S.No.	Author	Title of the Book	Publishers	Year of publication
1	<u>Gwyneth Moore</u>	Basics Fashion Management 02: Fashion Promotion	<u>AVA Publishing</u>	2012
2	Simon Seivewright and Richard Sorger	Research and Design for Fashion	<u>Bloomsbury</u>	2021
3	Jochen Strähle	Green Fashion Retail	<u>Springer</u>	2016
4	<u>Phyllida Jay</u>	Fashion India	<u>Thames &amp; Hudson</u>	2015
5	<u>Véronique Pouillard</u>	Paris to New York The Transatlantic Fashion Industry in the Twentieth Century	<u>Harvard University Press</u>	2021
6	Andrew Reilly	Key Concepts for the Fashion Industries	Bloomsbury Academic India	2018

**Course Designer:**

V.S.Karpagavalli

<b>COURSE NO</b> <b>VG23A01</b>	<b>SEMESTER – I</b> <b>BUSINESS COMMUNICATION</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
		<b>Theory</b>	<b>43</b>	<b>2</b>		<b>3</b>

### Course Learning Outcomes

On the successful completion of the course, students will be able to:

<b>CLO Number</b>	<b>CLO Statement</b>	<b>Knowledge Level</b>
CLO1	Identify the importance of communication to gain a general understanding of communication process, and to overcome barriers in communication.	K1
CLO2	Recognize the importance of non-verbal communication and use of various communications devices.	K2
CLO3	Associate the importance of dress and the importance of Negotiating skill in work place and interpret voice control and pronunciation of words while Negotiating and entertaining customers	K3
CLO4	Demonstrate the critical thinking skills to produce successful letters or emails; agenda and minutes and participation in meetings in any given context or situation.	K4

### Mapping with Programme Learning Outcomes

<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
CLO1	S	S	S	L	L
CLO2	S	S	S	L	L
CLO3	S	S	S	L	L
CLO4	S	S	S	L	M

S- Strong; M-Medium; L-Low

### Syllabus

#### UNIT – I

**8 Hours**

Communication: Meaning – Objectives – Importance – Channels – Media – Barriers to communication – Essentials of Effective Communication.

#### UNIT – II

**9 Hours**

Communication through letters – Layout of letter – Business letter format--Enquiries and Reply – Offers and Quotations – Orders and Execution – Claims and Adjustments – Collection – Status Enquiries.

#### UNIT – III

**9 Hours**

Non-verbal communication – Body Language - Business meeting- Initiating Interactions – Participating in Business Conversation- Preparing Agenda & Minutes- press release.

#### UNIT – IV

**9 Hours**

Dressing for Work - Managing appointments- Negotiating skill -Voice control and pronunciation of words- Negotiating with Customers - Entertaining Customers

#### UNIT – V

**8 Hours**

Interpersonal communication- Inter cultural communication– Communication devices – Use of internet and email\*-- Business étiquette and email étiquette\*.

\*-Self study

Case study Analysis- simple cases from all units

**Text Book**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	Rajendra Pal & Korlahalli	Essentials of Business Communication	Sultan Chand & Sons.	2014
2	Gupta C.B	Basic Business Communication	Sultan Chand & Sons.	2014

**Reference Books:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1	Kitty O. Locker & Stephen Kyo Kaczmarek	Business Communication- Building Critical Skills	McGraw-Hill Irwin	2014
2	Raj Kumar	Basic Business Communication	Excel Books Publishing house	2010
3	M.V. Rodriques	Effective Business Communication	Concept Publishing Company	2003
4	Ramesh, MS,& C. C Pattanshetti	Business Communication	R.Chand& Co,	2003

**Course Designers:**

J Sheela

COURSE NO VG23P01	SEMESTER – I FASHION ILLUSTRATION LAB I (PRACTICAL)	Category	L	T	P	Credit
		Practical			105	7

### Preamble

To give a thorough knowledge on illustrating the parts of the garments, accessories, head theories, colour theories, colour harmony, elements and principles of design.

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1	Illustrate the motif of the embellishment.	K2
CLO2	Illustrate elements and principles of design, colour theories and harmonies.	K3
CLO3	Design in details, garment components and accessories.	K4
CLO4	Develop designs for different seasons.	K4

### Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	M	S	S	M	L
CLO2	S	S	S	M	L
CLO3	S	S	S	M	L
CLO4	S	S	L	M	M

S- Strong; M-Medium; L-Low

### Syllabus

- Motif development - lines dots, checks and curves. Enlarging and reducing any two motifs. **8 hrs**
- Object drawing and shading concepts. Drape of fabrics and shading with different mediums. **8 hrs**
- Application of elements of design in garments-line, colour, texture, shape, size. **8 hrs**
- Application of principles of design in garments- harmony, emphasis, proportion, rhythm, balance. **8 hrs**
- Preparing samples for dimensions of colour – hue, value and intensity. **7 hrs**
- Preparation of samples for prang colour chart. **6 hrs**
- Application of colour harmonies – monochromatic colour harmony, analogous colour harmony, complimentary colour harmony, double complementary colour harmony, split complementary colour harmony, triad colour harmony and Tetrad. **8 hrs**
- Rendering prints and textures for different fabrics (woven, knitted and non-woven). **8 hrs**
- Illustrating details of pleats, ruffles, shearing, smocking and gathering. **8 hrs**
- Illustrating garment components - pockets, sleeves, yokes, skirts, trousers and tops. **8 hrs**
- Illustrate garments for different season – spring, summer, autumn and winter with background. **10 hrs**
- Design Development (Men's/Women's/Children's) **10 hrs**
  - Research
  - Finalization of Theme
  - Sourcing



- Fabric Board
- Color board
- Finalization of Designs

13. Product Development

**8 hrs**

- Flat sketch to Final Sketch based on theme
- Preparation of Mood board
- Photo shoot

**Course Designer:**

V.S.Karpagavalli

COURSE NO VG23P02	SEMESTER – I SURFACE ORNAMENTATION LAB (PRACTICAL)	Category	L	T	P	Credit
		Practical			105	7

### Preamble

To impart thorough knowledge on surface embellishments of the garments.

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1	Prepare samples of embellishment – hand and machine embroidery.	K3
CLO2	Apply suitable embellishment in garments.	K3
CLO3	Develop suitable value additions for apparel.	K4
CLO4	Application of Indian traditional embroideries as embellishment	K3

### Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	M	S	S	M	L
CLO2	S	S	S	M	L
CLO3	S	S	S	M	L
CLO4	S	S	S	M	S

S- Strong; M-Medium; L-Low

### Syllabus

Prepare samples for the following

1. Hand embroidery - 15 stitches and fancy embroideries – 5 stitches.	10 hrs
2. Machine Embroidery- 9 stitches - 3 samples.	8 hrs
3. Applique- 3 types– hand, machine and iron appliqué.	8 hrs
4. Smocking -3types.	8 hrs
5. Tatting and crochet .	8 hrs
6. Bead Work and Sequins work –each one sample .	6 hrs
7. Zardosi work -1 sample.	6 hrs
8. Belts & Bows – any 2 types.	6 hrs
9. Mirror & Stone work -1 sample.	6 hrs
10. Patch work -1 sample.	6 hrs
11. Quilting -1 sample.	6 hrs
12. Tassels and fringes.	7 hrs
13. Traditional embroideries of India – Pulkari, Kasuti and kashida– each one sample.	10 hrs
14. Traditional embroideries of India –chickenkari, kanta and kutch – each one sample.	10 hrs

### Course Designers:

V.S.Karpagavalli