



**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)

(SEMESTER – I)

B.VOC GARMENT DESIGNING (B.VOC GD)

2024 – 2027 BATCH



PROGRAMME LEARNING OUTCOMES (PLO's)

After completion of the programme, the student will be able

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 standards and quality of the textiles.

PLO5: To create fashion portfolio for garment designs either manually or digitally.

PROGRAMME SPECIFIC OUTCOME (PSO's)

The students at the time of graduation will

PSO1: 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: 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: Be able to provide consultancy services to the garment industry and also boutiques in the areas like visual merchandising, retail marketing, buying and selling.

PSO4: Be able to run training centres for fashion illustration, fashion designing, fashion embroidery, dyeing, printing and entrepreneurial development.

**B.Voc GARMENT DESIGNING (2024 – 2027 BATCH & ONWARDS)
CHOICE BASED CREDIT SYSTEM (CBCS) & LEARNING OUTCOME BASED
CURRICULAR FRAMEWORK (LOCF)
(SEMESTER – I)**

Programme and Branch B.Voc GD													
Syllabus & Scheme of Examination 2024 -2027 Batch & Onwards													
Semester	Part	Course Code	Title of the course	Course Type	Ins Hrs/ Week	Contact Hrs	Tutorial Hrs	Duration of Exam	Exam marks			CREDITS	
									CA	ESE	TOTAL		
I	I	VTM2301/ VHN2301/ VFR2301	Language I Tamil Paper I/ Hindi Paper I/ French Paper I	L	3	43	2	3	25	75	100	3(G)*	
	II	VEN2301	English Paper I	E	3	43	2	3	25	75	100	3(G)*	
	III	VG24C01	Core I - Concepts of fashion and design	CC	4	58	2	3	25	75	100	3(S)**	
	III	VG24A01	Allied I - Business Communication	GE	3	43	2	3	25	75	100	3(S)**	
	III	VG24P01	Fashion Illustration Practical I	CC	7	105	-	3	25	75	100	6(S)**	
	III	VG24P02	Surface Ornamentation Practical	CC	8	120	-	3	25	75	100	7(S)**	
Non-Tamil Students													
I	IV	NME23B1 / NME23A1	Basic Tamil-I/ Advance Tamil-I	AEC	2	28	2	-	100	-	100	2 (G)*	
Students with Tamil as Language													
I	IV	NME23ES	Introduction to Entrepreneurship	AEC	2	30	-	-	100	-	100		
I - V	VI	24BONL1 24BONL2 24BONL3	Online Course 1 Online Course 2 Online Course 3	ACC	-	-	-	-	-	-	-	-	

* General Component

Note: 1 credit is 15 hrs

L : Language

CC : Core Courses

AEC : Ability Enhancement Course

CA – Continuous Assessment

* CA conducted for 25 and converted into 15, ESE conducted for 75 and converted into 3

** Skill Component

Internship 1 credit is 30 hrs

E : English

GE : Generic Elective

ACC : Additional credit Course

ESE - End Semester Examination

COURSE CODE	COURSE NAME	Category	L	T	P	Credit
VG24C01	CONCEPTS OF FASHION AND DESIGN	Theory	58	2	-	3

Preamble

To impart knowledge on various terminologies and concepts of 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	Understand fashion terms and fashion theories.	K2
CLO2	Associate design concepts in apparel	K3
CLO3	Impart knowledge on Indian and global fashion designers.	K3
CLO4	Determine forecasting and design process for portfolio presentation and fashion show.	K4

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

Syllabus

UNIT-I

12 Hrs

Definition of fashion concepts. Terms related to the fashion clothing - fashion, style, fad, classic, collection, chic, custom made, mannequin, silhouette, designer label, mass fashion, knock off/high street, avant-garde, 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

11 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**11 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**12 Hrs**

Understanding fashion designers - Indian and global fashion designers. Haute couture - Indian - Sabyasachi Mukherjee, Manish Malhotra, Anamika Khanna, Masaba Gupta. Global - Christian Ernest Dior, Calvin Richard Klein, Thomas Carlyle Ford, Giorgio Armani. **World fashion centres - New York, London, Milan, Paris and Los Angeles.**

UNIT -V**12 Hrs**

Fashion forecasting – process of forecasting, techniques and presentation of forecast - forecasting agencies. Design process - innovation of practice, analysing the brief, research inspiration - research direction, prototyping, planning a collection, designer boards, ethnographic research, **trend forecasting and portfolio presentation. Steps involved in organizing fashion show.**

Text Books

S.No.	Author	Title of the Book	Publishers	Year and Edition
1	Gwyneth Moore	Basics Fashion Management 02: Fashion Promotion	AVA Publishing	2012 1 st Edition
2	Simon Seive wright and Richard Sorger	Research and Design for Fashion	Bloomsbury	2021 4 th Edition
3	Jochen Strähle	Green Fashion Retail	Springer	2017 1 st Edition
4	Phyllida Jay	Fashion India	Thames & Hudson	2015 1 st Edition

Reference Books

S.No.	Author	Title of the Book	Publishers	Year and Edition
1	Véronique Pouillard	Paris to New York The Transatlantic Fashion Industry in the Twentieth Century	Harvard University Press	2021 1 st Edition
2	Andrew Reilly	Key Concepts for the Fashion Industries	Bloomsbury Publishing	2018 1 st Edition

Online Reference

1. <https://study.com/academy/lesson/principles-of-fashion-design.html#:~:text=The%20five%20basic%20principles%20of,is%20equal%20on%20both%20sides>
2. <https://dde-ac.in/sem/BFD/BFA101.pdf>
3. <https://www.jameshillman.co.uk/blog/2021/3/4/how-to-create-a-fashion-concept>

Pedagogy:

Chalk& talk, lecture, seminar, ppt, group discussion and case study.

Course Designer:

V. S. Karpagavalli

COURSE CODE	COURSE NAME	Category	L	T	P	Credit
VG24P01	FASHION ILLUSTRATION PRACTICAL I	Practical	-	-	105	6

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	Inspect design in detail, garment components and accessories.	K4
CLO4	Develop designs for different seasons.	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	L	M	M

S- Strong; M-Medium; L-Low

Syllabus

- Motif development - lines dots, checks and curves. Enlarging and reducing any two motifs **7 Hrs**
- Object drawing and shading concepts. Drapes 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. **4 Hrs**
- Preparation of samples for prang colour chart. **3 Hrs**
- Application of colour harmonies – monochromatic, analogous, complimentary, double complementary, split complementary, triad and tetrad colour harmony. **11 Hrs**
- Rendering prints – any three and textures for different fabrics – any three. **10 Hrs**
- Illustrating details of pleats, ruffles, shearing, smocking and gathering. **6 Hrs**
- Illustrating garment components - pockets, sleeves, yokes, skirts, trousers and tops–each two. **10 Hrs**
- Illustrate garments for different season – spring, summer, autumn and winter with

- background. **12 Hrs**
12. Design Development (Children / Women/ Men) **8 Hrs**
- Research, theme, mood board, colour board, fabric sourcing board
13. Product Development **10 Hrs**
- Design finalization
 - Flat board
 - Silhouette board
 - Composition to portfolio sheet

Text Books

S.No.	Author	Title of the Book	Publishers	Year and Edition
1	Robert Leach, Shelley Fox	Fashion Resource Book	Thames and Hudson	2012 1 st Edition
2	Kaur	Comdex Fashion Design, Vol I, Fashion Concepts	Dreamtech Press	2010 1 st Edition
3	Martin Dawber	Big Book of Fashion Illustration	Batsford Ltd	2007 1 st Edition
4	Elisabetta Kuky Drudi	Fashion Prints How to Design and Draw	Pepin Press	2008 Multilingual Edition

Reference Books

S.No.	Author	Title of the Book	Publishers	Year and Edition
1	Ranjana Singhal and Kanaki Bharati	Fashion Rendering	Om Books International	2010 1 st Edition
2	Dr. M. Sumithra	Advanced Garment Construction	Woodhead Publication	2021 1 st Edition

Online Reference

1. <https://www.youtube.com/watch?v=bPrJZer9xAk>
2. <https://www.youtube.com/watch?v=7laDG8-3VU0>
3. <https://www.youtube.com/watch?v=irqmjK-zMB8>
4. <https://fashionillustrationtribe.com/illustrating-fashion-in-gouache/>

Pedagogy:

Chalk & talk, lecture, seminar, ppt, and group discussion.

Course Designer:

V.S. Karpagavalli

COURSE CODE	COURSE NAME	Category	L	T	P	Credit
VG24P02	SURFACE ORNAMENTATION PRACTICAL	Practical	-	-	120	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.	K3
CLO4	Identify Indian traditional embroideries as embellishment	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	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. | 15 Hrs |
| 2. Machine embroidery- 9 stitches - 3 samples. | 6 Hrs |
| 3. Applique- 3 types– hand, machine and iron appliqué. | 4 Hrs |
| 4. Smocking -3types. | 8 Hrs |
| 5. Tatting and crochet – each one sample | 9 Hrs |
| 6. Bead work and sequins work –each one sample | 6 Hrs |
| 7. Zardosi work - one sample. | 6 Hrs |
| 8. Belts and bows – any two types. | 6 Hrs |
| 9. Mirror and stone work - one sample. | 6 Hrs |
| 10. Patch work – one sample. | 3 Hrs |
| 11. Quilting - one sample. | 3 Hrs |
| 12. Tassels and fringes each one sample | 4 Hrs |
| 13. Traditional embroideries of India – Pulkari of Punjab, Kasuti of Karnataka and Kashida of Kashmir – each one sample. | 12 Hrs |
| 14. Traditional embroideries of India – Chickankari of Luknow, Kanta of Bengal and Kutch of Gujarat – each one sample. | 12 Hrs |
| 15. Design Development (any one experiment) | 8 Hrs |
| • Research and theme finalization | |

- Design finalization and sourcing
- Mood and colour board

16. Product development

12 Hrs

- Motif and product development
- Composition to portfolio sheets

Text Books

S.No.	Author	Title of the Book	Publishers	Year and Edition
1	Pepin Van Roojen	Textile Motifs of India	Agile Rabbit	2008 Cdr Edition
2	David Villasenor	Indian Designs	Nature graph Pub	1983 1 st Edition
3	Gayla Partridge	Stitch craft	Blue Star Press	2019 1 st Edition

Reference Books

S.No.	Author	Title of the Book	Publishers	Year and Edition
1	Charn Smita Gupta	Zardozi: Glittering Gold Embroidery	Abhinav Publications	1996 1 st Edition
2	Country Bumpkin	A-Z of Embroidery Stitches	Search Press	2014 1 st Edition

Online Reference

1. <https://www.youtube.com/watch?v=KT4aarxRXw0>
2. <https://www.youtube.com/watch?v=EPwQ1DLMqDg>
3. <https://www.youtube.com/watch?v=B85a3dBug7s>

Pedagogy:

Lecture by chalk and talk, power point presentation, and demonstration.

Course Designer:

V.S. Karpagavalli