

M.Sc.(TEXTILE DESIGN)
SEMESTER- III

M. Sc. (TEXTILE DESIGN) - SEMESTER III

PAPER – 8

DYEING TECHNOLOGY

MTD3T08

Total Marks : 100

Duration of Examination: 3 hrs.

Theory: 80 Marks

Credits : 3

Internal : 20 Marks

COURSE OUTCOME

After successful completion of this course students will be able to:-

1. gain knowledge on different finishing processes
2. understand classification of natural and synthetic dyes
3. analyze dye molecules ,theory and aspects of dyeing
4. know the Impact of fastness properties on dyed and printed goods

UNIT I

(Hours-12)

- Preparatory process in wet processing : sequence of process used in textile wet processing flow chart and process in brief
- Definition-Singeing--desiring-scouring -bleaching- Continuous scouring and peroxide bleaching mercerizing- method of mercerizing for yarn and fabric-comparison of woven and knitted cloth processing,

UNIT II

(Hours-11)

- Introduction to colour -Dyes and pigments The dye molecule (chromophores and auxochromes). Classification of dye molecules: Anionic, Cationic and Disperse. Configuration of the dye molecule. -Classification of dyes –Detail study of Natural and Synthetic dyes

UNIT III

(Hours-11)

- Phenomenon of Dyeing: The general theory of dyeing. Affinity of a dye. Dyeing aspects (Thermodynamic aspect and Kinetic aspect). The role of water, electrolytes, heat and dye auxiliaries in dyeing.
- Application of reactive, vat, direct Dyes: ,Basic dye, Acid dye, Sulphur dye, Disperse
- &Introduction to Properties , Methods of Application (cotton, wool, silk, Blends) After treatments

- Possible problems and remedies -Garment Dyeing. Introduction to Computer Colour matching

UNIT IV

(Hours-11)

FINISHING

- Introduction, Calendaring, starching, creping, softening, crease proofing, anti shrinking; felting, non-felting .

TESTING

- Fastness properties of dyed and printed goods. Assessment of finishes imparted to textiles.

Internal marks –

- **Internal marks will be based on assignments related to contents of the four units.**
- **Assessment will be done based on attendance and regularity in submission**

REFERENCES

1. Dyeing and Chemical Technology of Textile fibres , Trotman. E.R, Charles Griffin And Co. Ltd. London 1990.
2. Introduction to the chemistry of dyestuffs , Shenai. V.A ,Sevak Publications, Chennai, 1991
3. Textile Finishing , Hall. A.J, Elsevier Publishing Co, Ltd, 1986
4. An Introduction to Textile Finishing , Marsh. J.T Chapman and Hall Ltd, London, 1979
5. Chemical processing of synthetic fibres and blends , Datya. K.V,Vaidya .A .A John Wiley&Sons,Newyork,1984
6. Textile Preparation and Dyeing Science, Publishers Roy Choudhury .A.K ,USA and Oxford

M. Sc. (TEXTILE DESIGN) - SEMESTER III
PAPER – 9
ADVANCED KNITTING TECHNOLOGY
MTD3T09

Total Marks : 100

Duration of Examination: 3 hrs.

Theory: 80 Marks

Credits : 3

Internal : 20 Marks

COURSE OUTCOME

After successful completion of this course students will be able to:-

1. differentiate between weaving and knitting and types of knits
2. understand mechanism of modern knitting machines
3. calculate knitting count, study warp knit structures
4. learn circular knitting and flat knitting

UNIT I:

(Hours-11)

- Basic Knitting Technology: Principles and comparison of weaving and Knitting,
- Weft and warp knitting – Classification of weft knitting machines -Terms and definitions of weft knitting
- -Study of basic weft knit structures and their characteristics -Knitting cycle of single jersey, rib and interlock structures

UNIT II

(Hours-12)

- Modern Knitting Machines: Salient features of modern knitting machines
- Basic weft knit
- Characteristics of tuck & Float Adjustments & setting of GSM -Modern double jersey machines
- Structures -Identification of various single and double jersey structures. :

UNIT III

(Hours-11)

- Knitting Calculations: Count-gauge relationship -Production & GSM calculations – Influence of stitch length and tightness factor on fabric characteristics. Fabric faults, causes and remedies.
- Warp knitting: Comparison of warp and weft knitting – Classification of warp knitting machines – Terms and definitions – Study, Knitting cycle & comparison of Tricot and

Raschel machines – Study of warp knit structures. Seamless Knitting: Basic principles & concepts–

- Advantages & Limitations – Applications.

UNIT IV

CIRCULAR KNITTING

(Hours-11)

- Basic knitted structures and their production i.e., Plain, rib, interlock and purl. Quality of yarn required for knitting. Yarn preparation for knitting. Circular knitting
- Mechanics used for the production of basic structure. Various machine elements. Production of various weft knitted structures needle control in circular knitting machines. Factors affecting the formation of loop. Effect of loop length and shape on fabric properties. Faults in knitted fabrics, causes and remedies. Production calculation.

FLAT KNITTING

- Basic principles; Elements of flat knitting machines. Different types of flat knitting machines-manual, mechanical and computer controlled knitting machines. Production of various fabric designs with flat knitting machines.

Internal marks

- **Internal marks will be based on assignments related to contents of the four units.**
- **Assessment will be done based on attendance and regularity in submission**

REFERENCES :

1. Knitting Technology, D.B.Ajgoankar, Universal Publishing Corporation, Mumbai
2. Knitting Technology, David.J Spencer, Wood head Publishing Ltd, Second Edition
3. Circular Knitting, Chandrasekara Iyer, Melsenvech, Bomberg (German) – 1992
4. Knitting Technology, D.J.Spencer, Textile Institute, Manchester, 1989
5. Flat Knitting, Samuel Raz, The new generation Bamberg
6. Warp Knitting Production, Samuel Raz, Melliand Rohrbacher, 1987

M. Sc. (TEXTILE DESIGN) - SEMESTER III

PAPER – 10

ELECTIVE

1. MARKETING & MERCHANDISING

MTD3T10

Total Marks : 100

Duration of Examination: 3 hrs.

Theory: 80 Marks

Credits : 4

Internal : 20 Marks

COURSE OUTCOME

After successful completion of this course students will be able to:-

1. gain knowledge on marketing and merchandising of textiles
2. learn retail structure of textiles and its promotion
3. understand the role of merchandiser
4. study sourcing and selling of textiles

UNIT I

(Hours-15)

- Organizational structure of export house, buying house and domestic companies.
- Buyer classification and buying network in export.
- Marketing channels
- Planning and direction

UNIT II

(Hours-15)

- Retail organization structure, buying and selling, line and staff Function, Role and Responsibility of retail fashion buyer.
- Customer identification and role of buyer.
- Retail Fashion Promotion
 - Fashion advertising, classification of retail advertising: IT application for retailing, electronic data exchange
 - Visual merchandising
 - Relationship marketing

UNIT III

(Hours-15)

- Role and responsibilities of Merchandiser.
- Time Flow management: Order Execution-Sampling to packaging time management, time estimation at every stage of order execution, maintain time scheduling chart, Case study to understand time scheduling
- Vendor Management: Vendor Relations, Vendor Matrix

UNIT IV

(Hours-15)

- Brands and Labels
- Purchase term: Discount, Purchase, Order, Payment Terms
- Sourcing and Global sourcing
- Range development, Fashion calendar, Market Research.

Internal marks

- **Internal marks will be based on assignments related to contents of the four units.**
- **Assessment will be done based on attendance and regularity in submission**

References:

1. Fashion Marketing, Essey Mike, Blackwell Publisher
2. Consumer Behavior in Fashion, Soloman, Michale R, Pearson Publisher
3. Fashion Marketing and Merchandising, Mary, Goodheart Publisher ,Willcox
4. Fashion Marketing and Merchandising , Pooja Chatley, Kalyani Publisher

M. Sc. (TEXTILE DESIGN) - SEMESTER III
PAPER – 10
ELECTIVE
2.GARMENT MANUFACTURING TECHNOLOGY
MTD3T10

Total Marks : 100

Duration of Examination: 3 hrs.

Theory: 80 Marks

Credits : 4

Internal : 20 Marks

COURSE OUTCOME

After successful completion of this course student will be able to:-

1. co- relate design and manufacturing interface
2. understand different manufacturing processes
3. establish co-relation between design and production
4. understand production logistics ,technological nuances in apparel production

UNIT I

(HOURS-15)

- Organization structure of a garment manufacturing unit.
- Work flow in a garment-manufacturing unit (Fabric Inspection to Finishing).
- Designers role in producing functional and production friendly designs - Process involved in designing a design sheet - Analysis and evaluation of counter sample

UNIT II

(HOURS-15)

- Pre-Production Process - Various types of fabrics used - Development of Fabric. Analysis of desk loom and strike offs - Placement of orders - Co-relation of all processes before placement of orders
- Trims - Complete trim details-types, significance of each, sourcing, etc. - Types of trim - shoulder pads, buttons, thread, labels, hang tags, size disc, hanger, hook and bar, zippers, pocketing etc. - Trim calculation based on cutting tickets.
- Interlinings/ Lining - Types/Uses/Methods of Application - Various types of resins used and their Wash instructions - Equipment used for Fusing/ Operation of Fusing machine - Quality Problems associated with fusible interlinings

UNIT III

(HOURS-15)

- Fabric & Cutting Room - Inspection of fabric and it's control-4 point fabric inspection system - Various methods of spreading fabric-requirements of spreading process, different type of fabric spreads. Concept of Splicing and Stepped Lay - Different Types of Spreading Equipment.
- Use and importance of marker-calculation of marker efficiency. Advantages of CAD marker vs manual marker. - Understanding of pattern & methods if laying patterns.
- Cutting- Types of cutting machines and advantage of each-Straight Knife, Round Knife, Band Knife, Die Cutter, End cutters, Notches. Different types of blades of cutting knives. Reasons for Quality problems in cutting.

UNIT IV

(HOURS-15)

- Sewing room - Machines-Types, uses and applications - Use of attachments - Sewing-Stitch types and Properties - Various techniques of production in sewing room - Make through - Modular manufacturing - Assembly Line - Advantages and disadvantages of each
- Finishing Room - Equipment-Form Finisher, Steam Press, Steam Tunnel, Dolly press, heat Chamber - Processes involved-Under pressing, Top pressing – Packing
- Quality Control & Garment Costing - Fabric to Ware house- Definition of Quality, Importance of testing in quality, Stages of QC in Apparel manufacturing company, Purpose of Pilot, Mid and final inspections.

Internal marks

- **Internal marks will be based on assignments related to contents of the four units.**
- **Assessment will be done based on attendance and regularity in submission**

REFERENCES

1. Technology of Clothing Manufacturer ,Carr and Latham
2. Garment Technology for Fashion Designers, Gerry Cooklin
3. Apparel Sewn Product Analysis, Glock and kun

M. Sc. (TEXTILE DESIGN) - SEMESTER III

PRACTICAL – 8

RESEARCH PROJECT (MINOR)

MTD3P08

Total Marks : 100

Practical: 50Marks

Credits : 4

Internal : 50 Marks

COURSE OUTCOME

After successful completion of this course student will be able to:-

1. know the method of doing research in textile design
2. study step wise process of carrying out research by selecting a topic in textiles
3. explore different ideas and concepts applicable for textile research on a selected topic
4. implement the ideas while making a research project

Project Contents

At the beginning of the third semester, each student will conceptualize and develop an innovative theme based on different areas of textile .This theme will be the topic of research project which will be presented by student and approved by the department faculty. It must be an original work and not submitted to any university or organization. Four products from any one category of textiles viz Men's wear, Women's wear, Children's wear, Drapery, Upholstery, Bed linen, Table linen, Wall covering, Floor covering, Railways, Ships, Airlines, Automobiles to be made in research project topic, keeping in view the current trends in theory, research and application of appropriate design and technology. There will be a presentation in presence of guide and external examiner during practical examination based on the following :

Chapter-1- Introduction (Aim , Objectives , Need and Scope of the study)

Chapter-2- Review of Literature

Chapter-3- Methodology

- Concept Board
- Inspiration Board
- Colour Board
- Design Development Process of Products: 1,2,3 & 4

Chapter 4 – Result and discussion with Interpretation

Chapter 5 – Summary and Conclusion

References & Webliography

Research Project (Minor) will continue as research project (Major) in Semester IV.

Internal marks

- **Internal marks will be based on research work done**
- **Assessment will be done based on attendance and regularity in submission**

M.Sc.(TEXTILE DESIGN)-SEMESTER III
PRACTICAL – 9
DYEING TECHNOLOGY
MTD3P09

Total Marks : 100
Practical: 50 Marks
Internal : 50 Marks

Duration of Examination: 3 hrs.
Credits : 3

COURSE OUTCOME

After successful completion of this course student will be able to:-

- 1 perform dyeing cotton cloth with natural and synthetic dyes
- 2 understand the dyeing of silk ,wool, and Synthetic
- 3 identify different dyes
- 4 use natural and synthetic dyes

PRACTICAL CONTENTS

- Exhaust Dyeing using reactive dyes on cotton yarn/fabric.
- Vat Dyeing exhaust method on cotton yarn/fabric.
- Napthol dyeing by exhaust method on cotton yarn/fabric.
- Polyester dyeing by exhaust method on polyester yarn/fabric.
- Acrylic dyeing by exhaust method on yarn/fabric.
- Wool and silk dyeing by exhaust method on wool and silk yarn/fabric.

Essential Machines Required

- Laboratory fabric and yarn dyeing machine for exhaust method having temperature control, dye bath(fabric) having pots for dyeing(Stainless Still).
- Yarn dyeing laboratory dyeing machine (Cotton, Acrylic, Silk, Nylon, Wool).
- Laboratory Level Temperature range 65-100⁰C.
- Lab level polyester material high temperature dyeing machine for yarn and fabric (130⁰C under pressure)

Practical Examination :

- Select any three fibre/fabric material for dyeing (polyester is essential and any other two fibres, fabric, yarn material as given in syllabus).
- This three experiments will carry 10 marks each ($10 \times 3 = 30$) and students have to attempt a viva of 20 marks which includes the details of the experiments performed and technicalities of the process.

Internal marks

- **Internal marks will be based on assignments related to contents.**
- **Assessment will be done based on attendance and regularity in submission**

M. Sc (TEXTILE DESIGN) - SEMESTER III

PRACTICAL - 10

ELECTIVE

1. MARKETING & MERCHANDISING

MTD3P10

Total Marks : 50

Internal : 50 Marks

Credits : 3

COURSE OUTCOME

After successful completion of this course student will be able to:-

1. survey on textile brands and labels available locally
2. do order execution
- 3 .understand visual merchandising in textiles
4. conduct market research for sale of textile products

PRACTICALS CONTENTS

- Study of different Brands and Labels
- Fashion calendar
- Order Execution-Sampling to packaging time management, time estimation at every stage of order execution, maintain time scheduling chart, case study to understand time scheduling
- Visual merchandising
- Market Research of different shopping malls regarding the sale of Fashion and Textile product

Internal marks

- **Internal marks will be based on assignments related to contents.**
- **Assessment will be done based on attendance and regularity in submission**

M. Sc .(TEXTILE DESIGN) - SEMESTER III
PRACTICAL - 10
ELECTIVE
2. GARMENT MANUFACTURING TECHNOLOGY
MTD3P10

Total Marks : 50

Internal : 50 Marks

Credits : 3

COURSE OUTCOME

After successful completion of this course student will be able to:-

1. learn teck pack and its need in garment industry.
2. make teck pack with all its stepwise details.
3. prepare teck pack for garments made from woven fabric.
4. prepare teck pack for garments made from knitted goods.

PRACTICALS CONTENTS

- Prepare a practical file for teck pack of four garments two garments each of woven and knitted fabrics, based on the outline given below :
 - Specification sheet
 - Construction details
 - BOM (bill of materials)
 - Colour ways specification
 - Packing details
 - Art way specification
 - Size measurements
 - Care label instructions
 - Fabric specifications

Internal marks

- **Internal marks will be based on assignments related to contents.**
- **Assessment will be done based on attendance and regularity in submission**

M. Sc. (TEXTILE DESIGN) - SEMESTER III
PRACTICAL - 11
CRAFT SURVEY AND DOCUMENTATION
MTD3P11

Total Marks -50
INTERNAL - - 50

Credits - 2

COURSE OUTCOME

After successful completion of this course student will be able to:-

1. systematically document any one craft in and outside India.
2. apply the skills to craft any textile product
3. explore the skills by changing materials used in craft
4. present the crafted product to textile world

PRACTICAL CONTENTS

- Student are required to travel to a place and stay with artisans and explore designing/making of the art or craft from them and develop an end product with them.
- The product should necessarily be any textile art or craft.
- One complete product of the craft is compulsory individually.

A portfolio will be prepared and presented by each student based on the following outline :

- 1) Profile
- 2) Inspiration Board
- 3) Mood Board
- 4) Colour Board
- 5) Introduction
- 6) Place of origin of craft
- 7) Historical background
- 8) Current scenario
- 9) Production process, raw materials, tools, labour& artisans)
- 10) Costing & packaging of articles of the craft (minimum 5)
- 11) Marketing & Advertising
- 12) Designers work on the selected craft
- 13) Illustration of the product
- 14) Details of the crafted product
- 15) My visit / my work

Internal marks

- **Internal marks will be based on assignments related to contents.**
- **Assessment will be done based on attendance and regularity in submission**

M.Sc. (TEXTILE DESIGN)
SEMESTER- IV

M. Sc. (TEXTILE DESIGN) - SEMESTER IV

PAPER - 11

PRINTING TECHNOLOGY

MTD4T11

Total marks : 100

Duration of examination : 3hrs

Theory : 80 Marks

Credits: 3

Internal :20 Marks

COURSE OUTCOME

After successful completion of this course students will be able to:-

1. differentiate between dyeing and printing
2. understand different textile printing methods
3. gain knowledge on materials used for printing
4. know the range of technology used to create colour and interest in textiles

UNIT I

(Hours -11)

- Difference between dyeing and printing.
- The general theory of printing; Introduction to printing and its Historical Background
- Thickeners and Ingredients used in printing. Preparation of grey fabric for printing – desizing – scouring – bleaching - mercerization. Degumming of silk.
- Essential constituents of printing paste and their importance . Preparation of printing Paste and its importance Auxiliaries used for Printing

UNIT II

(Hours – 11)

- Classification of textile printing - the method of printing and the style of printing.
- Methods of printing , merits and demerits
- Block printing Screen printing - preparation of design and screen - table screen printing. Block printing - preparation of blocks - preparation of colour pads - printing process.
- Stencil printing - preparation of stencils - printing process. Printing styles- positive – negative – spraying –sponging - brushing.

UNIT III

(Hours – 12)

- Methods of Printing, merits and demerits
- Roller Printing - Roller Printing Machine and its main parts. Its advantages and disadvantages.

- Screen Printing- Automatic flat-bed screen printing machine.
- Rotary Screen Printing, Transfer Printing, Foam Printing
- Faults in Roller Printing and Screen Printing and their rectification.

UNIT IV

(Hours – 11)

- Direct dyeing with process details
 - Resist Tie and dye techniques- method of tying-dyeing method.
 - Batik types of waxes – waxing – dyeing – de-waxing.
- Discharge Printing,Mordant/dyed Non-conventional -
- After treatment of printed material :- -,Washing off Colour fixation and after treatments – Drying ,steaming – curing - thermal fixing ageing

Internal marks

- **Internal marks will be based on assignments related to contents.**
- **Assessment will be done based on attendance and regularity in submission**

REFERENCES

- 1.Technology of Printing , VA Shenai
- 2.Technology of Printing , Kalley
3. A glimpse of Chemical Technology of Fibrous Materials, RR Chakravorty
4. Dyeing and Printing, Varke
- 5.Dyeing and Printing , Jyoce Storey
6. Introduction to Textile Printing , Clark
- 7.Screen Printing Designs and Technique , Biegelesien and Co

M. Sc. (TEXTILE DESIGN) - SEMESTER IV
PAPER - 12
QUALITY ANALYSIS OF TEXTILES
MTD4T12

Total Marks: 100
Theory: 80 Marks
Internal : 20 Marks

Duration of Examination : 3 hrs
Credits : 3

COURSE OUTCOME

After successful completion of this course student will be able to:-

1. understand methods and techniques used to analyze textile fibers, yarns and fabrics for end use performance
2. gain knowledge and understanding of various structural properties of textiles
3. analyze and interpret the results and predict the general textile behavior performance
4. understand the importance of quality control in textile testing

UNIT I

(Hours – 11)

- The aims of quality assessment. Online and off line testing techniques
- Importance of inspection and quality control
- Definition of quality control, quality control organisation and its functions
- Importance of keeping standards and various factors responsible for deviation from standards
- Curative and preventive measures as quality control

UNIT II

(Hours – 11)

- THE THEORY OF QUALITY CONTROL SYSTEMS
- The design of experiments. Statistical tools for quality control. Testing according to end use. Quality control systems for the shop floor.
- ISO-9000, Total Quality Management
- Routine tests performed in the textile industries- standards and specification used in textile industries – control chart concepts, control limits.
- Types of Chart - X and R Chart.

UNIT III

(Hours – 12)

- **FIBRE TESTING**
- Fibre testing-Length & Length Uniformity-Fineness-Strength-Maturity-Trash content-Moisture content.
- Yarn Testing – yarn numbering – simple calculations, yarn strength, twist, and evenness, neps, crimp, hairiness and yarn appearance.
- Aspects of Uster evenness tester.

UNIT IV

(Hours – 11)

- Fabric testing ,Fabric particulars – length, width, crimp, threads / inch, thread count, weight. Fabric strength – tensile, tearing & bursting. Abrasion resistance, pilling resistance, crease recovery, stiffness, drapability, air permeability and water permeability
- Determination of Construction parameter -Fabric strength - Comfort properties & durability. Determination and control of weaving defects. Objective evaluation of fabrics.
- Common faults in fabric and their analysis
- Colour fastness in textiles – washing, light rubbing, perspiration bleaching and dry cleaning. Colour matching cabinets shade matching.

Internal marks

- **Internal marks will be based on assignments related to contents.**
- **Assessment will be done based on attendance and regularity in submission**

REFERENCES:

1. Principles of Textiles Testing , Booth.J.E , Butterworth, London, 1989
2. Progress in Textile Technology, Kothari.V.K, Vol.I, Testing and Quality Management, IAFL Publications, New Delhi, 1999
3. Textile Testing , Skinkle.J , Taraporevala & Sons, Bombay, 1987
4. Characterisation and evaluation of sensory and mechanical Properties of fabrics , Cassidy . C and Bishop D , T.P. Vol.26, No.4, Textile Inst. 1995
- 5.Physical testing and Quality control , Slater K. , TP vol.23, No.1/2/3, Textile Inst.1993

M. Sc. (TEXTILE DESIGN) - SEMESTER IV
PAPER - 13
ELECTIVE I

1. INDIAN ART APPLICATION

MTD4T13

Total Marks: 100 Marks

Theory: 80 Marks

Internal : 20 Marks

Duration of Examination : 3hrs

Credits : 4

COURSE OUTCOME

After successful completion of this course student will be able to:-

1. gain knowledge on indigenous art of India and globe
2. study different ethnic textiles of India
3. apply Indian aesthetics in promotion of Indian art
4. relate pre historic period to present in creation of innovative textiles

UNIT I Indian Painting

(Hours – 15)

- Formal and stylistic aspects of pre – historic, Ajanta, Bagh and Mural tradition, Manuscript painting (Eastern Indian and Western Indian), Sultanate (Mandu) pre – Mughal schools, Mughal (Akbar to Shahjahan), Rajasthani (Mewar, Bundi, Kotah, Bikaner, Jaipur, Kishangarh, etc.), Malwa, Pahari (Basholi, Guler, Kangra)
- Miniature Rajasthani painting
- Tribal paintings , Mughal painting
- Rajput painting, Mysore painting
- Tanjore painting

UNIT II

(Hours – 15)

- Pata painting (Rajasthan, Bengal, Orissa), Madhubani, Warli, Pithoro painting.
- Dokra bronzes, Terracotta horses (Gujarat, U.P., Bengal, M.P., Tamil Nadu), Wood carving (Kondappalli, Karnataka , Bengal, M.P)
- Brocades of Banaras , Baluchari, Chanderi, Tanchoi, Kanjivaram,
- Himru, Amru, Mashru & Dacca muslin, Tie & Dye, Ikat, Bandhani ,Block Printed, Screen Printed

UNIT III

(Hours – 15)

- Study of various phases of Indian Art History from Pre – Historic times to 18th century from the point of view of general formal and stylistic features and development of ideology, materials technique and themes.
- History of modern Western art
- History of modern Indian art
- History of far eastern art

UNIT – IV

(Hours – 15)

- Advertising theory - Indian aesthetics
- Advertising and Society – Advertising business offers, employment.
- Influences of Art trends and trends in design and Art direction.
- Campaign planning, Selling methods, Role of Appeal in campaign planning.
- Advertising- Creative brief, Message execution, Print, Newspaper, Magazine Advt.
- Layout stages & principles, Science & Creativity, Radio/T.V. Advt; Creative thinking

Internal marks

- **Internal marks will be based on assignments related to contents.**
- **Assessment will be done based on attendance and regularity in submission**

References

1. A Handbook of Indian Art , *John Murray, London, 1920*
2. Indian Painting, Percy Brown, Y. M. C. A. Publishing house, 1960
3. Indian Painting, Philip S. Rawson, Published by P.Tisné, 1961
4. Indian Painting, The Scene, Themes, and Legends, Mohindar Singh Randhawa, John Kenneth Galbraith, Published by Houghton Mifflin, 1968
5. Indian Painting, Douglas E. Barrett, Basil Gray, Published by Skira, 1978. ISBN 0-8478-0160-8

M. Sc. (TEXTILE DESIGN) - SEMESTER IV
PAPER - 13
ELECTIVE II

2. FASHION ACCESSORY DESIGNING

MTD4T13

Total Marks: 100 Marks

Duration of Examination : 3hrs

Theory: 80 Marks

Credits : 4

Internal : 20 Marks

COURSE OUTCOME

After successful completion of this course students will be able to :-

- 1 gain knowledge on history of fashion accessories.
2. study different types of accessories
3. know the materials used for accessories.
4. know the materials used for jewellery

UNIT I : Fashion accessories

(Hours – 15)

- Introduction, definition. History
- Classification and types of Fashion accessories, Importance of Fashion accessories.
- How To Choose The Right Fashion Accessories.
- How To use accessories With Outfits, Types Of Accessories For Men and Women

UNIT II : Accessory types

(Hours – 15)

- Detail study of types of Headgears, Footwear, Bows, neckties and belts.
- Handbags, Gloves, Scarves, Stoles, Shawls.
- Eyewear, handkerchief types of hosiery for men and women.
- History of Sandals, History of Women's Shoes, Masks in Fashion, Men's Hosiery, Muffs, Pointed Shoes, Shoes, Sneakers, Sport Shoes, Sunglasses, Turban, Umbrellas and Parasols, Veils, Watches, Women's Stockings

UNIT III : Detail study of following accessory**(Hours – 15)**

- Belts and Buckles, Beret, Brooches and Pins.
- Canes and Walking Sticks, Children's Shoes, Codpiece,, Crowns and Tiaras, Cuff Links and Studs,
- Materials and processes-leather, straw, fur, wood. Materials required. Material sourcing. Design development & production.
- Trends and Marketing- Fashion trends and marketing of accessories. Study of any 4 accessory designers. (two Indian and two international)
- History of Necklaces and Pendants Earrings, Bracelet strings, hair ornaments, Costume Jewelry

UNIT IV: An introduction to jewellery making**(Hours – 15)**

- History of jewellery Egypt, Sumerians, Greek, Rome and Indian jewellery
- Various types of jewellery, materials used for making jewellery, metal sandstones,
- Jewellery- Jewellery Design and production, Types of Jewellery – precious, costume, bridge. Traditional Indian jeweler–temple, kundan, minakari, thewa, filigree, terracotta.

Internal marks

- **Internal marks will be based on assignments related to contents.**
- **Assessment will be done based on attendance and regularity in submission**

Reference:

1. Century of Bags ,Claire Billcocks, Chart well Books, New Jersey, 1997
2. Fashion Accessories-Men, John Peacock, Thames and Hudson, London,1996
3. Thecomplete20thCenturySourceBook, JohnPeacock,ThamesandHudson,London,2000

M. Sc. (TEXTILE DESIGN) - SEMESTER IV
PRACTICAL - 12
RESEARCH PROJECT (MAJOR)
MTD4P12

Total Marks – 150 marks

Credits - 6

External – 100 marks

Internal – 50 marks

COURSE OUTCOME

After successful completion of this course student will be able to:-

1. study in detail the design development process of a collection in detail
2. interpret the research work in doing a collection on a theme
3. evaluate the work done in a collection
4. state the limitations and recommendations of the work on a particular theme

PROJECT CONTENTS

In continuation of research project (Minor) students will follow the outline given below to complete the research project work in Semester IV. Two hard bind copies and one soft copy of the complete research project work to be submitted to the department.

There will be presentation of the research project in presence of guide and external examiner at the end of the Semester IV during practical examination.

The Research Project will be made and presented with the following outline.

Chapter 1 – Introduction (Aims, Objectives, Need and Scope of the study)

Chapter 2 – Review of Literature

Chapter 3 – Methodology

- Concept Board
- Inspiration Board
- Design Development Process – Product – 1,2,3 & 4
 - Illustration Sheet
 - Selected design (colour illustration with details)
 - Cost Sheet
 - Photograph

Chapter 4 – Result and discussion with Interpretation

Chapter 5 – Summary and Conclusion

References & Bibliography

Internal marks

- **Internal marks will be based on assignments related to contents.**
- **Assessment will be done based on attendance and regularity in submission**

M. Sc. (TEXTILE DESIGN) - SEMESTER IV

PRACTICAL 13

PRINTING TECHNOLOGY

MTD4P13

Total Marks - 75

External – 50 Marks

Internal- 25 Marks

Duration of Examination – 6 hrs

Credits – 3

COURSE OUTCOME

After successful completion of this course student will be able to:-

1. perform printing of cotton and synthetic fabrics.
2. carryout printing at different temperatures.
3. handle different printing machines.
4. perform colour fixation of different fabrics.

PRACTICAL CONTENTS

Printing of following fabrics

- cotton, Silk, Acrylic, Nylon and Polyester the printing should be carried out by screen printing method.
- laboratory should have steamer arrangement for colour fixation.(upto 100⁰C for polyester material 180⁰C)
- printing of cotton fabric using Reactive, Vat, Azo dyes and Pigment immulsion.
- Printing of Wool & Silk using reactive, acid and basic dyes.
- Printing of Nylon by acid and basic dyes.
- Printing of Acrylic by cationic dyes
- Printing of Polyester by Viscose dyes.

Practical Examination:

- Select any two types of fabrics (Cotton, Wool, Silk, Nylon & Acrylic).
- Polyester is essential for performing screen printing process, followed by colour fixation(ready to use).
- This three experiments will carry 10 marks each (10 x 3 = 30) and students have to attempt a viva of 20 marks which includes the details of the experiments performed and technicalities of the process.

Internal marks

- **Internal marks will be based on assignments related to contents.**
- **Assessment will be done based on attendance and regularity in submission**

M. Sc. (TEXTILE DESIGN) - SEMESTER IV
PRACTICAL - 14
ELECTIVE I
1. INDIAN ART APPLICATION
MTD4P14

Total marks – 50

Credits - 2

Internal – 50 marks

COURSE OUTCOME

After successful completion of this course student will be able to:-

1. understand the nuances of various Indian Arts.
2. design and create samples of painted textiles of India.
3. design and create samples of printed textiles of India.
4. prepare and present an album of their own creation.

PRACTICALS :

Prepare an album of creation of following samples:

- Any five paintings of India given in theory contents keeping in the traditional motifs, colour combination, way of doing and finishing.
- Any five printing styles of India given in theory contents keeping in the traditional design, colour combination, style of printing and finishing.

Internal marks

- **Internal marks will be based on assignments related to contents.**
- **Assessment will be done based on attendance and regularity in submission**

M. Sc. (TEXTILE DESIGN) - SEMESTER IV
PRACTICAL - 14
ELECTIVE II

2. FASHION ACCESSORY DESIGNING

MTD4P14

Total marks : 50

Credits - 2

Internal: 50 marks

COURSE OUTCOME

After successful completion of this course student will able to:-

1. create fashion accessories using different materials.
2. create jewellery using different materials.
3. innovate accessories complimenting to garments.
4. innovate jewellery complimenting to garments.

PRACTICALS :

- Design and make any five fashion accessories viz, Bows, Neckties, Belts, Handbag, Gloves, Scarves, Stole , Shawl, Handkerchief, Muffs, Veils, Tiara, Clutcher & Scrunchie using material of your choice keeping in the trend.
- Design and make any five fashion jewellery viz, Necklace, Brooches, Pins, Pendant, Earrings, Bracelets, Anklets and Clips using material of your choice and complementing to your garments.

Internal marks

- **Internal marks will be based on assignments related to contents.**
- **Assessment will be done based on attendance and regularity in submission**

M. Sc. (TEXTILE DESIGN) - SEMESTER IV
PRACTICAL - 15
THEMATIC DESIGN DEVELOPMENT
MTD4P15

Total Marks : 25
Internal: 25 marks

Credits : 1

COURSE OUTCOME

After successful completion of this course student will be able to:-

1. understand the processes of thematic design development in textile designs
2. forecast the trend in textile design
3. application thematic textile trend in apparels
4. application of thematic textile trends in non-apparels

PRACTICALS CONTENTS

Develop five samples of Textile Design one from each category of woven textiles, dyed textiles printed textile, painted textiles, dyed textiles and embroidered textiles, based on the outline given below.

- Concept
- Theme
- Source (Natural, Architecture, History, Folk Art & Trend)
- Colour palette (each separate for five samples)
- Application/Purpose/Use (Apparel and Non-apparel)

Internal marks

- **Internal marks will be based on assignments related to contents.**
- **Assessment will be done based on attendance and regularity in submission**