

**BU-COMMUNITY COLLEGE CONSULTANCY CENTRE**

**REVISED SYLLABUS – 2021-22  
FOR  
DIPLOMA IN FASHION MERCHANDISING (DFM)**



**BHARATHIAR UNIVERSITY  
COIMBATORE-641046**

**BHARATHIAR UNIVERSITY: COIMBATORE**  
**DIPLOMA IN FASHION MERCHANDISING (DFM)**  
**(Community College)**

**(for the candidates admitted from the Academic year 2021-22 onwards)**

**Minimum qualification for admission** to Diploma Course in Fashion Merchandising (DFM) is a pass in Standard X.

**SCHEME OF EXAMINATIONS**

<b>S.No</b>	<b>Title of the Course</b>	<b>Credits</b>	<b>Maximum Marks</b>
1	Textile Science	4	100
2	Fashion Designing	4	100
3	Textile wet Processing	4	100
4	Costing and Merchandising	4	100
5	Practical I - Fiber to Fabric Analysis	4	100
6	Practical II - Concepts of Fashion Designing	4	100
7	Practical III Textile Wet Processing	4	100
8	Internship / Apprentice / Teaching Practice / Project*	4	100
	<b>Total</b>	32	800

**Question paper Pattern: Theory**

**Section A:** (10 x 2=20 Marks)

Answer ALL the questions

**Section B:** (5 x 6 = 30 Marks)

Answer ALL the questions either (a) or (b)

**Section C:** (5 x 10 = 50)

Answer ALL the questions either (a) or (b)

Duration of examinations for all papers is three hours.

\*Minimum Pass Mark: 40 Marks

**PAPER I**  
**TEXTILE SCIENCE**

<b>Unit:1</b>		
Introduction to field of textiles, classification of fibers-Natural and Man-made fibers, Primary and Secondary Characteristics of textile fibers. Identification of textile fibers, manufacturing process- properties and uses of natural fibers and manmade fibers.		
<b>Unit:2</b>		
Spinning- definition, classification-Chemical and mechanical spinning- short staple spinning. Yarn definition, Classification- Simple and fancy yarns, Sewing thread and its classification.		
<b>Unit:3</b>		
Looms – Looms and its classification, Weaves- Basic weaves and its variation, Weave - Plain, Twill, Satin, Sateen, Honeycomb, Huckaback, Terry-Extra warp, Extra weft, Backed Fabric, Gauze and Leno, Double fabric.		
<b>Unit:4</b>		
Knitting-Types of knitting, weft knitting-single jersey, purl, rib, interlock .Warp knitting-Tricot and Rachel. Uses and Properties		
<b>Unit:5</b>		
Non-woven -production cycle, Classification of non-woven fabrics, Finishing Methods, Laminates, Bonding and Flocking		
<b>Reference Books</b>		
1	Technology of short – staple spinning, W.D. Klein,Textile Institute, Manchester, 1998	
2	Handloom weaving technology, Fannin, Allen .A, Green editorial, 1998	
3	Textiles: Kadolph S J Pearson New International Edition, Pearson Education Ltd, 2013	
4	The principles of knitting: Methods and techniques of hand knitting. Hiatt, June Hemmons, Simon & Schuster, 2012	
5	Handbook of Nonwovens, , S.Russell, Woodhead Publication, 1st edition ,2006	

**PAPER II**  
**FASHION DESIGNING**

<b>Unit:1</b>		
Terms related to the fashion industry – fashion, style, fad, classic, chic, fashion show, trend, forecasting, high fashion, fashion cycle, haute couture, fashion director, fashion editor, line, buying house, and fashion merchandising.		
<b>Unit:2</b>		
The Environment of Fashion: Demographics and Psychographics – Economic Factors – Sociological Factors – Psychological Factors .The Movement of Fashion: The Cycling of Fashion – Stages of the Fashion Cycle – Consumer Buying and the Fashion Cycle – Factors Influencing Fashion Movement – Recurring Fashions.		
<b>Unit:3</b>		
Design- definition and types – structural and decorative design, Requirements of a good structural and decorative design. Elements of design – line, shape or form, colour, size and texture.		
<b>Unit:4</b>		
Principles of design- balance – formal and informal, rhythm- through repetition, radiation and gradation, emphasis, harmony and proportion. Application of principles of design in a dress.		
<b>Unit:5</b>		
Color- definition, color theories- prang color chart and mun sell color system, Dimensions of color - hue, value, and intensity. Standard color harmonies		
<b>Reference Books</b>		
1	Fashion – From Concept to Consumer – Gini Stephens Frings, 6 th edition, Prentice Hall (1999)	
2	Inside the Fashion Business – Bennett, Coleman & Co, Mumbai (1998)	
3	Advanced Garment Construction Guide, Dr.M.Sumithra Woodhead publishing India in Textiles, 2020	

**PAPER III**  
**TEXTILE WET PROCESSING**

<b>Unit:1</b>		
Introduction to quality of water used in textile industry-Preparation: Impurities Present in Gray Cotton Fabric – Singeing – Singeing Machine – Desizing – Continuous Enzyme Desizing Process – Scouring – Bleaching – Type of Bleaching – J-Box.		
<b>Unit:2</b>		
Dyeing – Classification of Dyes – Direct, Acid, Basic, Reactive, Vat, Disperse, Eco Friendly Dyes, Tie and Dye – Dyeing Defects and remedies. Type of Dyeing Machines – Hank, Beam, Jigger, Winch, Jet, Soft Flow Dyeing Machines, Colour Matching Cabinet, Pantone Colour, Delta Value, Lab Dip.		
<b>Unit:3</b>		
Printing: Introduction – Different Types of Printing – Screen, Roller, Rotary-different styles of – Discharge, Resist, and Pigment – Curing. Printing Defects and remedies.		
<b>Unit:4</b>		
Finishing-Classification of finishing- mechanical and chemical finishing- Enzymes, wrinkle free, water repellent, water proof finishing, bio polishing, bio washing, stone wash, acid wash, flame retardant finishes, Mildew finish -Mercerizing – Methods of mercerizing – Damping and Calendaring. Finishing Defects and remedies.		
<b>Unit:5</b>		
Quality control and pollution control: Importance-Need of quality control-Importance and need of environment protection-Air & Water pollution.		
<b>Reference Books</b>		
1	Fabric Finishing , Dr. Nalankallai, new age International (2000).	
2	Technology of Textile Processing, Shenai V.A, Sevak Publications, Mumbai (1996).	
3	An Introduction to Textile Printing , W. Clarke, Woodhead Publishing Limited, Cambridge England (2004).	
4	Fundamentals of Textiles and their Care , Susheela Dantiyagi. (V edition) (2000).	

**PAPER IV**  
**COSTING AND MERCHANDISING**

<b>Unit:1</b>		
Merchandise, apparel and fashion merchandising – role of merchandiser – type of merchandising – export house – manufacturer – buying house – buying agency – selection of buyers and buying agencies, merchandising corresponding: orders – handling of orders and dealing with manufacturers – trade fair participation and other methods of sales promotion in merchandising		
<b>Unit:2</b>		
Retail Merchandising - The Marketing Channel, Retail organization structures, retail merchandising, Retailing Formats - Department stores specialty stores , Retail Locations, Brands and Private Labels, Financial Aspects of Merchandising, Store Layout and Merchandise Presentation, Contemporary Issues		
<b>Unit:3</b>		
Visual Merchandising-Window Display-Concept, Types of Display, Display settings, Window Display-Exterior of a store- Banners, Outdoor lightings, Planters, Awnings, Windows in Store Front Design, Arcade front, Corner window.		
<b>Unit:4</b>		
Mannequins, Display Window Construction- Closed back window. Floor, Back of the window, Ceiling, Side walls, Masking, Open Back windows, Special Windows- Store Interiors-Columns, Focal points, Fascia, Counters and Display cases, Ledges, Risers, Enclosed Displays, 100 % Traffic Areas.		
<b>Unit:5</b>		
Cost Control, Function of Cost Control: Types of Costs and Expenses – Apparel Manufacturing Cost Categories – Sales Cost Control – Purchasing Cost Control – Production Cost Control – Administration cost control – Cost Ratio Policies – the manufacturing Budget – Cash flow Control – Standard Cost Sheet, Break–Even Charts.		
<b>Reference Books</b>		
1	Merchandising- Theory, Principles and Practice, Grace I. Kunz II Edition, Fairchild Publications, Inc. New York. 2005	
2	Fashion Marketing ,Easey M(Ed), Blackwell Science 1994	
3	Visual Merchandising and Display ,Martin M Peglar S. V. M, Fairchild Publication, Inc, New York – 2002	

**PAPER V**  
**PRACTICAL I**

<b>Fibre to Fabric Analysis</b>	
1	<b>Fibre Testing-</b> To analyses the a. Microscopic Test b. Solubility Test c. Burning Test
2	<b>Yarn Testing</b> -To analyses the a. Yarn count b. Yarn Twist c. Lea Strength d. CSP calculation e. Fabric Count
3	<b>Fabric testing-</b> To analyses the woven and knit fabrics. a. Plain weave and its derivatives b. Twill weaves – 2/1, 3/1. c. Satin / Sateen d. Honey comb e. Huck – a – back f. Single Jersey knit g. Interlock knit h. Rib



**PAPER VI**  
**PRACTICAL II**

<b>Concepts Of Fashion Designing</b>	
1	Illustrate garment designs for the Elements of Design a. Line b. Colour c. Texture d. Shape or Form e. Size
2	Illustrate garment designs for the Principles of Design a. Types of design b. Balance in dress c. Harmony in dress d. Emphasis in dress e. Proportion in dress f. Rhythm in dress
3	Prepare the following Charts a. Prang colour chart b. Value chart c. Intensity chart
4	Illustrate the Colour Harmony in Dress Design a. Monochromatic colour harmony b. Analogous colour harmony c. Complimentary colour harmony d. Double Complimentary colour harmony e. Split Complimentary colour harmony f. Triad colour harmony
5	Application of colour and Principles of design in dress a. Harmony through colour b. Emphasis through colour c. Proportion through colour d. Rhythm through colour e. Balance through colour

**PAPER VII**  
**PRACTICAL III**

<b>Textile Wet Processing</b>	
1	Bleaching of cotton fabric using Hydrogen Peroxide.
2	Dyeing the given cotton fabric using- Direct dyes.
3	Dyeing the given cotton fabric using- Vat dyes
4	Dyeing the given cotton fabric using- Reactive dyes
5	Dyeing the given silk fabric using – Acid dyes
6	Dyeing the given polyester fabric using -Disperse dyes
7	Dyeing the given cotton fabric using –Tie & dye techniques
8	Screen printing on cotton fabric.
9	Stencil printing on cotton fabric.
10	Batik printing on cotton fabric.

**PAPER VIII**  
**INTERNSHIP**

<b>Industrial Training Report</b>	
Prepare Industrial training Report in any of the following departments or in combinations	
1	Sampling Department
2	Knitting & Weaving Department
3	Textile Wet Processing (Dyeing & Printing) GMT Department
4	Quality Department Finishing Department Packing Department