

**DIPLOMA (FASHION TECHNOLOGY) – PART SIX**

PART SIX			
S. No.	Name of Module	Credits	Total Marks
1	Fashion Industry Roles and Working Practices (Retail Management & Entrepreneurship)	5	100
2	Quality Assurance in Apparel Industry	5	100
3	Creative Use of Materials, Techniques and Processes	5	100
4	Project	7	100
<b>Total</b>		<b>22</b>	

**Module Name:** FASHION INDUSTRY ROLES AND WORKING PRACTICES (RETAIL MANAGEMENT & ENTREPRENEURSHIP)

**UNIT 1: Know about roles and working practices within the fashion industry**

*Industry sectors:* eg design; manufacture; retail; media, marketing; promotion

*Fashion design:* clothing eg women's, men's, children's; specialist eg sportswear, underwear, protective (military, public services, medical); accessories eg footwear, jewellery, hats, bags, belts

*Manufacture:* eg pattern cutting, sampling, showrooms, production, costing, lay planning, finishing, quality control, storage, distribution, logistics, labelling; operation eg mass market, designer, custom made; location eg UK, overseas

*Textiles:* eg dyers, finishers, designers, spinners, weavers, printers, new textiles, distribution, retail, wholesale

*Designers:* eg high street, designer, haute couture, mass market, freelance, full time

*Media:* areas eg television, radio, newspapers, magazines, journals, advertising

*Marketing and Promotion:* eg public relations, marketing offices, advertising, press office, styling, photography Retail: eg buying, merchandising, selling, display, press office

**UNIT 2: Be able to research employment opportunities within different areas of the industry**

*Product development:* eg designer, pattern cutter, sample machinist, grader

*Manufacture:* eg production control, lay planner, quality control, factory manager, distribution and logistics manager

*Textiles:* eg designer, sample producer, colour specialist, yarn development, technical adviser, sales agent, distributor

*Retail:* eg buyer, display designer, events organiser, press officer, sales personnel, personal shopper, visual merchandising

*Media:* television and radio eg programme developer, presenter, researcher, production assistant, broadcaster; print media eg editor, journalist art director, fashion writer, beauty writer, researcher; image maker eg stylist, photographer, illustrator; electronic media eg fashion web site designer, writer, designer, illustrator

*Marketing and Public Relations:* eg trend analyser, forecaster, market researcher, PR account holder, event organiser, publicity officer, fashion show producer  
Employment sources: press eg Drapers, Fashion Weekly, The Guardian, Evening Standard, Retail Week; others eg specialist websites, recruitment agencies, networking, work placements

### **UNIT 3: Know about the product life cycle in the fashion industry**

*Selection:* personal direction eg previous experiences, work from other units; methods eg personal SWAT analysis, brainstorming, interviews with practitioners, discussion with tutors, peers

*Product choice:* eg clothing, accessories, fashion show, magazine, supplement, book, event, TV production, radio broadcast, beauty product, perfume  
Sector development: eg concept, ideas, development, prototype, selection, costing, production, packaging, promotion, marketing, advertising campaign, press packs, press releases, leaflets, flyers, placement, visual merchandising, consumer response, review

*Presentation:* of own work eg report writing, choice of layout, media, typography, format, style, visual presentation, verbal presentation

*Review:* fitness for purpose; strengths; weaknesses eg of product, of own work.

#### **Recommended Readings:**

1. Brown C — Fashion and Textiles: The Essential Careers Guide (Sage, 2006) ISBN 978-0469332114
2. Gorowek H — Careers in Fashion and Textiles (Blackwell, 2006) ISBN 978-1405118347
3. McAlpine M — So You Want To Work In Fashion? (Blackwell, 2005) ISBN 978-0750254823
4. McKelvey K and Munslow J — Fashion Design: Process, Innovation and Practice (Blackwell, 2003) ISBN 978-0632055995
5. Quinn B — Techno Fashion (Berg Publishers, 2005) ISBN 978-1859736203

6. Sterlacci F and Arbuckle, J — The A to Z of the Fashion Industry (Scarecrow Press, 2009) ISBN 978-0810868830
7. Wojak A and Vogt P — Career Opportunities in the Fashion Industry (Checkmark Books, 2002) ISBN 978-081604617

**Module Name:** QUALITY ASSURANCE IN APPAREL INDUSTRY

**UNIT 1: Introduction**

Introduction – quality definition – quality control and its necessity – inspection and importance – functions of inspection – systems of inspection. Types of inspection – hundred percent inspection – sampling inspection – comparison of 100% inspection & sampling inspections. Quality assurance. Difference between quality assurance and quality control.

**UNIT 2: Statistical Quality Control**

Quality standards, statistical process control – seven tools to control quality- cause and effect diagrams, check sheet, control chart, flow chart, histogram, pareto chart and scatter diagram. Statistical quality control – Sampling its importance & use of sampling techniques. AQL standards.

**UNIT 3: Inprocess Quality Control**

Quality control for fabrics – different types of defects in fabrics – major and minor faults – fabric inspection system. Quality control in pattern making, grading, marking and marker efficiency. Quality control in cutting and stitching.

**UNIT 4: Quality Audit & Inspection**

Quality control in finishing, trims and accessories. Final inspection procedure. Quality audit report. Tolerances and standards for fabric checking, cutting, stitching, finished garments and packing. Inspection procedure in warehousing & shipping.

**UNIT 5: Total Quality Management**

Total quality management, quality circles. Specification sheets. Cost of quality conformance and nonconformance. Coordinating various department activities. ISO 9000. ISO 14000, ISO 18000, ISO 2000 and SA – 8000. Concept of Just In Time, Kaizen, Six Sigma and 5'S. Work Study, Time Study, Method Study, Raised Productivity. Quality System & Methods- Introduction, Quality, Operation of Quality System

**Recommended Readings:**

1. Total Quality Management by R.Kesavan I.K. International Publication.
2. Garment Technology for Fashion Designer by Gerry Cooklin Willy-Blackwell Publisher
3. Apparel Manufacturing: Sewn Product by Ruth E Glock Pearson Education
4. Introduction to Clothing Manufacture by Gerry Cooklin Willy-Blackwell Publishing

5. Garment Technology for Fashion Designers by Gerry Cookin Blackwell Publishing
6. Introduction to Clothing Production Management by A.J. Chuter Blackwell Publication
7. A practical Guide to quality Management in Spinning by B.Purushothama Woodhead Publication

**Module Name:** CREATIVE USE OF MATERIALS, TECHNIQUES AND PROCESSES

**UNIT 1: Be able to explore different materials, techniques and processes**

*Materials:* 2D eg papers, card, fabrics (natural, synthetic), yarns; 3D resistant eg glass, perspex, aluminium (foil, sheet), wood, plastics, concrete, steel; 3D non-resistant eg clay, textiles, papier mâché, found materials, plastics

*2D processes:* eg printing (monoprinting, relief), tapestry, weaving, machine embroidery, pigment printing, imprinting/transfer printing, painting, mixed media drawing, thumbnail sketches; lens-based eg black and white photography, exposing, developing and printing photo-sensitive films

*3D processes:* eg maquette making, armature construction, clay processes (hand building, wheel work, mould-making), sculptural processes (carving, shaping, forming), mixed media work, toiles, model making, paper engineering for realisation purposes

*Mark-making:* eg wet, dry, lens-based (photograms, pin-hole cameras), textiles (dyeing, printing, distorted weft), collage, montage, 3D shaping, fabricating (carving, modelling, gluing, welding, riveting, tying)

*Technological media:* eg computers, scanners, cameras, photocopiers Health and safety: responsible studio practice; safe use of equipment eg sharp tools, electrical equipment; maintenance; cleaning; personal protective equipment (PPE); adherence to appropriate COSHH guidelines on materials

**UNIT 2: Be able to demonstrate the use of materials, techniques and processes in own work**

*Selecting:* appropriate materials eg 2D, 3D, resistant, non-resistant; techniques; processes

*Tools and equipment:* painting eg brushes, paint (gouache, acrylic, oil, watercolour), canvas, board; drawing eg pencils, pastels (hard, soft), charcoal, papers (cartridge, sugar, tissue, tracing, card); design work eg spatial (rulers, technical drawing instruments, drawing boards), printing (rollers, lino blocks, cutting tools), clay work (modelling tools, banding wheels, potter's wheel, kilns), textiles (fabrics, dyes, needles, pins, sewing machines), wood working (saws, hammers, drills, chisels, nails, screws), paper-based (scissors, blades, guillotine, glues)

*Experimentation:* creative potential eg materials, techniques, processes, limitations; experimental techniques eg combining (materials, processes), testing, sample pieces; design development eg research, generating ideas, sketchbook work, drawings, maquette making, reviewing, refining

**UNIT 3: Be able to review the suitability of selected materials, techniques and processes used in own work**

*Review:* evaluate suitability eg materials, techniques, processes, alternative combinations; aesthetic qualities; fitness for purpose *Comment:* describe working processes eg successes, disappointments; assess results eg strengths, weaknesses, opportunities for improvement; appropriateness eg techniques, processes, materials, aesthetics, fitness for purpose; explain decisions eg suitability (materials, techniques, processes)

**Recommended Readings:**

1. Cole D — 1000 Patterns (A&C Black Limited, 2003) ISBN 978-0713667165
2. Fiell C and P — Designing the 21st Century (Taschen, 2005) ISBN 978-3822848029
3. Herbert T and Huggins K — The Decorative Tile (Phaidon Press Limited, 2000) ISBN 978-0714839790
4. Mills J — Encyclopaedia of Sculptural Techniques (B T Batsford Ltd, 2005) ISBN 978-0713489309
5. Powers A — Nature in Design (Conran Octopus, 2002) ISBN 978-1840912579
6. Smith R — The Artist's Handbook (Dorling Kindersley, 2003) ISBN 978-0789493361
7. Terraroli V — Skira Dictionary of Modern Decorative Arts (Skira Editore, 2001) ISBN 978-8884910257
8. Trow A — Surface (RotoVision, 2002) ISBN 978-2880465568
9. Willacy D M — Craft & Design in Wood (Nelson Thornes, 1987) ISBN 978-0748710669

**Module Name:** PROJECT

**Note:** The Normal Rule and Regulation pertaining to the Examination and other issues will be applicable in Faculty of Skill Development & Vocational Studies as per Arunachal University of Studies Act 2012, Subsequent Statute and Rules & Regulations.