PSG COLLEGE OF TECHNOLOGY

Department of Apparel & Fashion Design
PSG College of Technology
Peelamedu, Coimbatore-641004, Tamil Nadu, India
Phone: 0422-2572177, 2572477, 4344777
Website: www.psgtech.edu
ABOUT THE COLLEGE

PSG College of Technology, established in the year 1951 by the PSG & Sons’ Charities Trust is an AICTE approved autonomous institution affiliated to Anna University and ISO 9001 certified. A number of educational programmes are offered in Engineering, Technology, Management and Science at Bachelors, Masters, M.Phil, MS and Ph.D levels on full-time and part-time basis. PSG College of Technology has collaborative arrangements with industries, research organizations and universities abroad in various areas of research and training apart from offering joint academic programmes.

Vision

PSG College of Technology aspires to be recognized as one of the leaders in engineering education, research and application of knowledge to benefit society.

Mission

Provide world-class Engineering Education, Foster Research and Development. Evolve innovative applications of Technology. Encourage Entrepreneurship. Ultimately mould young men and women capable of assuming leadership of the society for the betterment of the Country.

ABOUT THE DEPARTMENT

The Department of Apparel & Fashion Design was constituted as a new department in the year 2014. It offers M.Sc. FASHION DESIGN & MERCHANDISING. The Course is the first of its kind at the university level offered to meet the creative and technological manpower needs of the industry. This programme primarily aims at equipping the students to face the intellectual demands imposed by the complex fashion and apparel industry.

Vision

To be one of the pioneer institutes offering students an array of collaborative design, research and problem-solving skills in fashion education.

Mission

To equip the students with a unique blend of fashion designing and management skills and mould them as a complete professionals with knowledge, skills and competencies, enabling them to be socially responsible entrepreneurs, to meet the diverse demands of the fashion industry through Research and Development.
PROGRAMME PROFILE

Fashion Design & Merchandising is a five-year integrated degree programme started in the year 2015. The programme consists of ten semesters (8 semesters of theory and practical courses and 2 semesters of project work/internship associated with apparel manufacturing industry/retail industry/product development/consumer studies). The curriculum is designed to prepare graduates with a solid understanding and expertise required to enter professional practice in the challenging and competitive fashion industry. After completing the course, the students will be moulded as “Complete Professionals” bestowed with design competence and managerial acumen, enabling them to face the industrial and managerial demands in the fashion arena. The uniqueness of the course is, it includes cluster visits and industrial visits in each year to expose the students to industrial practices and thereby keeping them abreast with the industry.

CURRICULUM

Semester 1
- Applied Geometry
- Applied Science
- Textile Science
- Elements and Principles Of Design
- English For Professional Skills
- Applied Science Laboratory
- Technical Drawing
- Basics Of Drawing

Semester 2
- Textile Manufacturing
- Fabric Structure
- Indian Art and Craft
- Pattern Making I
- Fashion Communication
- Material Exploration Laboratory
- Fashion Illustration Laboratory I
- Basic Apparel Production Laboratory
- Industrial Visit and Lecture I

Semester 3
- Dyeing and Printing of Textile Materials
- Process Flow in Apparel Manufacturing
- History of Costumes
- Trend and Fashion Forecasting
- Fashion Design
- Computer Aided Textile Design Laboratory
- Surface Embellishments Laboratory
- Dyeing and Printing Laboratory

Semester 4
- Research Methods
- Textile & Apparel Quality Evaluation
- Knitwear Design and Manufacture
- Pattern Making II
- Fashion Branding
- Textile & Apparel Quality Evaluation Laboratory
- Fashion Illustration Laboratory II
- Apparel Production Laboratory I
- Industrial Visit and Lecture II

Semester 5
- Finishing and Clothing Care
- Clothing Science
- Apparel Production Planning and Control
- Apparel Marketing
- Professional Elective I
- Computer Aided Fashion Design Laboratory
- Apparel Production Laboratory II
- Cluster Visit and Craft Documentation
- Industrial Visit And Lecture III

Semester 6
- Principles of Management
- Apparel Costing
- Apparel Merchandising
- Fashion Retail Management
- Open Elective I
- Computer Aided Apparel Design Laboratory
- Fashion Draping and Styling Laboratory
- Apparel Production Laboratory III

The curriculum is set with the following Programme Educational Objectives:-
- To provide strong grasp of fashion history, theory, and cultural relevance of clothing to encourage design output generated by inspiration and research.
- To provide students with a thorough comprehension of the design process through critical and creative thinking, theoretical and historical study, along with conceptual and experimental exploration.
- To address specific areas of domestic and international marketing, management and research, as they relate to the business operations of fashion and retail merchandising.
Semester 7
Project Work I
[Internship in industry/ research]

Semester 8
Ergonomics In Clothing Design
Visual Merchandising
Financial Management
Professional Elective II
Open Elective II
Fashion Accessories Laboratory
Ethnic Wear Laboratory
Fashion Photography Laboratory

Semester 9
Apparel Export Documentation
Logistics and Supply Chain Management
Entrepreneurship
Professional Elective III
Professional Elective IV
Home Furnishings Laboratory
Specialty Wear Laboratory
Portfolio Development

Semester 10
Project Work II
[Internship in industry/ research]

List of Professional Electives (PE)
Theatre costumes and design
Footwear designing
World art and craft
Garment trims and accessories
Ergonomics in apparel industry
Intimate apparels
Sports wear
Fashion denim wear
Garment size and fit analysis
Human resource management
Operations management

Global marketing
Strategic business management
Total quality management
Business ethics & social responsibility
Intellectual property rights
Fashion journalism
Fashion advertising and promotion
Organizational behaviour
Sustainable fashion
Store planning and display techniques
Fashion consumer behavior
New product design
Threads and needles for sewing

List of Open Electives

Physics
Color science
Plasma and processing of textiles

Chemistry
Environmental science
Green chemistry
Industrial chemistry

English
Corporate communication

Applied mathematics and computational sciences
Optimization techniques
Data base management system
C programming
Web designing
Computer graphics for virtual reality

Fashion Technology
Industrial engineering
Lean manufacturing of apparels

Textile Technology
Technical textiles
Industrial textiles
Non-wovens

Associate Professor and Head
Dr. D. Vijayalakshmi

Associate Professor
Dr. Nirmala Varghese

Assistant Professor
Ms. R. Thenmozhi
Ms. N. Santhi
Ms. S. Banumathy
Ms. A. Ragavi

Assistant Professor (SI. Gr.)
Dr. Mariyam Adnan

Teaching Assistant
Ms. N. Mahalakshmi

Technical Assistant
Ms. M. Anusuyadevi

Assistant Professor (Sr. Gr.)
Dr. R. Prathiba Devi

Junior Assistant
Ms. K. S. Nithiya
CO-CURRICULAR & EXTRACURRICULAR ACTIVITIES

Students take part in various intra/inter college competitions such as product design development, illustration, draping, paper presentations, painting, quiz and debate. They also take part in events organised by retailers and export industries. Apart from the co-curricular activities, students are also encouraged to participate in extracurricular activities via various clubs in college, sports, NCC and NSS to enhance their personality and character development.

LAB FACILITIES

To give hands-on experience on par with industry-standards, the laboratories are equipped with the latest machinery and software.

**Pattern Making Laboratory**

Pattern Making Laboratory is equipped with the facilities and tools for drafting and has dress forms for fit analysis and draping.

**Computer-Aided Fashion Designing Laboratory**

The CAFD Laboratory trains the students in enhancing their creativity in fashion designing with the help of software like: Corel draw, Adobe Photoshop, Adobe Illustrator, Colour Matters. It is also equipped with license of WGSN - a leading website for trend forecasting, which bestows the students a wealth of information in different areas of fashion research.

This laboratory also offers internet browsing facilities to the students.

**APPAREL & FASHION DESIGN ASSOCIATION**

**AFDA** functions as a forum for students to organize design and technical events; and thereby facilitate interaction with experts from industry and academia. Students actively assist in organizing national / international conferences, seminars, workshops, symposia and participate in the proceedings. Eminent speakers from industry and academia deliver lectures on current trends in the apparel and fashion industry.

**Fashion Styling and Product Development Laboratory**

This laboratory is equipped with free style embroidery machines. It mainly caters to enrich the creative skills of the students by helping them to style and develop new products, give value addition and surface embellishments to apparel.

**Garment Construction Laboratory**

This laboratory is equipped with industrial sewing machines like single needle lock stitch machines, over lock machines and flat lock machines.
**PLACEMENT & FUTURE SCOPE**

The students will have placement opportunities in well-renowned apparel industries based at metropolitan cities. They can also become entrepreneurs in various fields such as setting up a boutique/garment industry and freelance designing. The prospects of the course is enormous, the students can begin their career as:

<table>
<thead>
<tr>
<th>Fashion Designer – industry or freelance</th>
<th>Fashion/Trend Forecaster</th>
<th>Production Manager</th>
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<tbody>
<tr>
<td>Fashion Buyer &amp; Fashion Consultant</td>
<td>Graphic Designer</td>
<td>Quality Controller</td>
</tr>
<tr>
<td>Fashion Stylist</td>
<td>Accessory Designer</td>
<td>Fashion Retail Manager</td>
</tr>
<tr>
<td>Fashion Photographer</td>
<td>Costume Designer</td>
<td>Fashion Marketing Manager</td>
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<tr>
<td>Fashion Journalist</td>
<td>Apparel Merchandiser</td>
<td>Visual Merchandiser</td>
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**ELIGIBILITY**

Higher Secondary examination (any group) of the (10+2) curriculum prescribed by the appropriate authority of the Govt. of Tamil Nadu or equivalent.

**ADMISSION PROCEDURE**

Based on the total marks obtained in the plus two examination, the students will be called in batches for the single window counseling for admission and admitted following government reservation norms. Counseling intimation letter will be sent separately. The counseling schedule will also be made available in our college website www.psgtech.edu.

**HOW TO APPLY**

Application for admission should be made only in the prescribed form. Applications suppressing information or providing misleading information or incomplete in any respect will be summarily rejected. Completed applications along with a demand draft as presented in website drawn in favour of “The Principal, PSG College of Technology” payable at Coimbatore should reach The Principal, PSG College of Technology, Peelamedu, Coimbatore – 641004, on or before the last date prescribed in website, late applications will not be entertained.

**CONTACT INFORMATION**

Dr. D. Vijayalakshmi  
Associate Professor and Head  
Department of Apparel & Fashion Design  
PSG College of Technology  
Peelamedu, Coimbatore-641004, Tamil Nadu, India.  
Email: hod@afd.psgtech.ac.in  
Phone: 0422-2572177, 2572477, 4344777 Extn: 4655

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