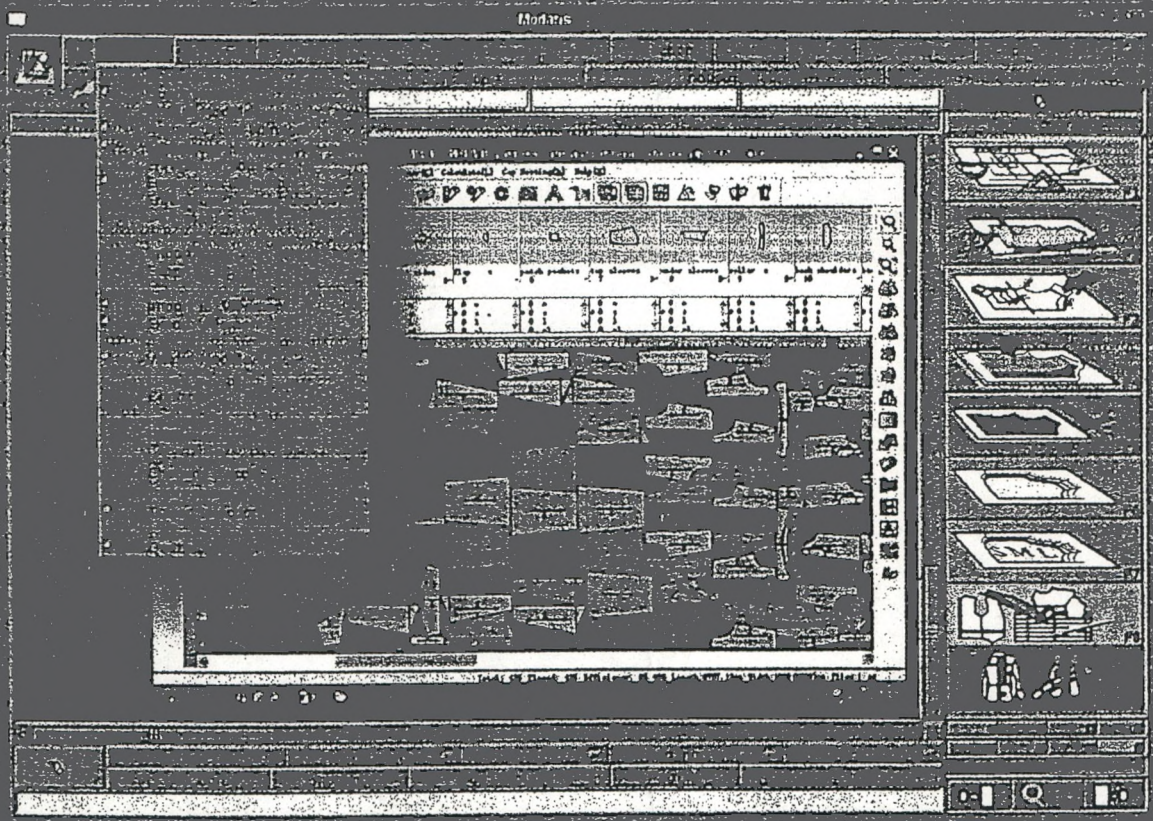


Faculty of Design and Architecture
School of Fashion Education

B.Sc. Apparel and Fashion Design (3rd Year)



B.A.F.D. - P.S. COMPUTER AIDED
Garment Design Lab

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TEXTILES AND DRESS DESIGNING

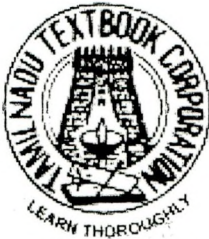
**THEORY
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Untouchability is a sin
Untouchability is a crime
Untouchability is inhuman



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14. APPAREL MERCHANDISING

INTRODUCTION

Apparel merchandising attempts to the structural changes in the textile industry, focusing on the export of textiles and garments. The textile industry employs several mode of production. Apparel merchandising refers to the techniques used to sell products to consumers. A merchandiser is someone who purchases a product from a manufacturer, and then sells it to shoppers. There are numerous techniques that a merchandiser may use to convince shoppers to buy the products, he or she is selling. It is usually more than just setting products on a shelf and hoping that they are purchased.

An apparel merchandiser, also known as a fashion merchandiser, is the person who conceives and implements merchandising, displays in retail environments focused on the sales of clothing and accessories. She may dress mannequins, create fashion-focused scenes in store windows and design promotional graphics for in-store promotions.

14.1 DEFINITION

Generally, Merchandising is planning, developing and presenting product lines for identified target markets, with regard to pricing, assortment, styling and timing. Merchandisers may be involved in the apparel-manufacturing and retailing levels of the apparel business. Merchandising is the central coordinating point for the product line.

- Precise: Merchandising is defined as the planning and promotion of sales by presenting a product to the right market at the proper time, by carrying out organized, skillful advertising, using attractive displays, etc.,

14.2 FUNDAMENTALS OF TECHNOLOGY FOR APPAREL MANUFACTURING

Traditionally, the textile-apparel industry is horizontally structured with the manufacture of cloth not distinct. The flow sequence begins with fibre producers supplying raw materials to yarn manufacturing plants, and then to weaving and knitting facilities. Manufactured fabric is then sold to the fabric finisher, and then to the garment manufacturer.

Today, the textiles and apparel market is increasingly global, operating in a highly competitive spirit, requiring specialization and targeting market niches. The industry has restructured from one of the many small firms to one of the few large integrated firms. More significant is the array of new production and control technologies, controlled through a 'quick response' network that effectively reduces the distance between producers and retailers. Industry trade groups see technological advancements, as the key to increased competitiveness in the global marketplace.

According to the Standard Industrial Classification, textile has nine separate textile mill products sub sectors (three-digit) and twenty three market segments (four-digit) defined by broad product categories. Each of the 6,134 textile establishments operating in the United States was placed in one of these nine industry sub sectors.

They are the following:

- i. Broad woven fabric mills, cotton.
- ii. Broad woven fabric mills, manmade fibre and silk.

16. ADVERTISEMENT

INTRODUCTION

Information is considered to be the most valuable resource in the present day's society and in its economy. The availability of information is more or less a right of the society as it stimulates all economic activity and growth. In the case of marketing as well passing of information is of vital importance. It includes the name of a product or service and how that product or service can benefit the consumer. It persuades a target market to purchase or consume that particular brand through mass media. Mass media can be defined as any media meant to reach the general mass. There are several types and they are television, internet, radio, news programs, published pictures and articles to name a few. Advertising can also serve as a media to communicate an idea to the mass in an attempt to convince them to take certain actions such as encouraging 'environmentally friendly' behaviours and eschew unhealthy behaviours like smoking. Information can be imparted to the children through television programmes as well as through video games.

16.1 DEFINITION

“Advertising is a non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.”

16.2 OBJECTIVES

- To promote a single product or service.
- To make an immediate sale.
- To create the branding of the product.
- To introduce a price deal.
- To inform about new products availability or features.
- To build an overall company image.
- To effect immediate buying action.
- To increase market share.

16.3 CLASSIFICATION OF ADVERTISING

It is classified under nine heads.

16.3.1 Product advertising

A normal characteristic of advertising is to create primary demand for a product category rather than for a specific brand. It is wrongly believed that product advertising must stress on brand name. This is based on the feeling that a good image often enhances the effectiveness of product advertising. However, in practice, most companies are successful in building the product image by using the brand names (e.g., Dettol, Horlicks). In short, when the company tries to sell its product or services through advertising it is referred to as product advertising.

17. ENTREPRENEURSHIP DEVELOPMENT

INTRODUCTION

Starting and operating a new business involve considerable risk and effort to overcome the inertia against creating something new. In creating and growing a new venture, the entrepreneur assumes the responsibilities and risks for its development, survival and enjoys the corresponding rewards. The fact is that consumers, business people, and government officials are interested in entrepreneurship.

17.1 DEFINITION

According to D.C. McClelland entrepreneur and entrepreneurship are defined as follows: "Entrepreneur" is a person who creates an enterprise and the process of creation is called as "entrepreneurship".

Entrepreneurship is doing things in a new and better way and decision-making under the condition of uncertainty.

The assumption of risk and responsibility in designing and implementing a business strategy or starting a business. -Encyclopedia Britannica

Entrepreneurship is the function of foreseeing investment and production opportunity, organizing an enterprise to undertake a new production process, raising capital, hiring labour, arranging for the supply of raw materials, and selecting managers for day-to-day operation of the enterprise.

-Benjamin Higgins

17.2 WHO IS AN ENTREPRENEUR?

- A person who develops and owns his own enterprise
- A moderate risk taker and works under uncertainty for achieving the goal
- Reflects strong urge to be independent and innovative
- Persistently tries to do something better
- Dissatisfied with routine activities
- Prepared to withstand the hard life.

17.3 FUNCTIONS OF AN ENTREPRENEUR

- Perceiving market opportunities
- Gaining command over scarce resources
- Managing human relations within firms
- Marketing of the products
- Responding to the competition
- Dealing with bureaucracy
- Managing finance

15. ROLE OF COMPUTER IN GARMENT DESIGNING

INTRODUCTION

CAD or Computer-aided design has brought a revolution in the Textile Industry. In today's world, the Textile Industry is being modernized day by day. The designs are used in different textiles manufacturing processes made in CAD. The Textile Industry, which wants to stand out from the crowd and be a renowned and a reliable one, must have the CAD system or CAD software in their manufacturing process. CAD has made the time consuming and cumbersome process of textile designing easier. Now thoughtful and innovative designs are available to the textile designers and textile manufacturers. CAD is an electronic tool that enables you to make quick and accurate drawings with the use of a computer. Unlike the traditional methods of making drawings on a drawing board, with CAD you can sit back in an easy chair and create wonderful drawings just by the click of the mouse. Moreover, drawings created with CAD have a number of advantages over drawings created on a drawing board. CAD drawings are neat, clean and highly presentable. Textile drawings can be modified quite easily and can be presented in a variety of formats.

15.1 CAD- WHAT IS IT?

When the products in pre-manufacturing stage are designed with the help of computer-based tools, it is termed as CAD or Computer-aided design. Sometimes the acronyms such as CADD or CAID are also used for "Computer-aided design and drafting" and "Computer-aided Industrial Design" respectively. These terms are mostly used in the sectors related to the manufacturing of engineering goods. As far as textile industry is concerned, CAD is generally used for interpreting computerized designing. It includes both software and sometimes special-purpose hardware.

15.2 APPLICATION OF CAD

The textile designs are the original works of the designers. CAD helps them to visualize and see their imaginative design in the final form without producing any sample watch. Sometimes, the customers too provide ideas for designing according to their requirements. These are in the form of painted artwork or fabric samples and sometimes film negatives. The textile designers, with the help of CAD, convert them into workable designs. For this to be done, the sample is scanned with the help of either scanners or digital cameras and then is edited to obtain the final design of a fabric.

CAD is an accurate pattern making software for perfect fitting garments. It is an integrated suit of software, including pattern design, grading, detailing, marker layout and CAD drafting. A practical affordable pattern making software system is ideal for home based or commercial business.

Different areas of Textiles where the CAD systems are mostly used in:

- Textile Design System: Most fabrics, yarn dyes, Plain weaves, jacquards or dobbies can be designed using a CAD.
- Knitted Fabrics: Some systems specialize in knitwear production and final knitted design can be viewed on screen with indication of all stitch formation.
- Printed Fabrics: The print motif can be resized, recoloured, rotated or multiplied depending on the designer's goal. New CAD systems are coming which have built in software to match swatch colour to screen color to printer color automatically.

7. SLACK SHIRT

Introduction

This can be worn by all age groups. Sleeve length starts from shoulder point to cuff. In the end of the sleeve there is a cuff and opening. The neck band collar is attached and then the left side is stitched with a pocket. The slack shirt gives fit and comfortness for the wearer.

Suitable Material

Cotton, silk, polyester, terene and spun.

Material required

The required material for the slack shirt is thrice the length of the garment and 8" only.

Measurements

length	= 22"	Chest circumference	= 24"
Back Width	= 10"	Upper arm	= 10"
Sleeve length	= 15"	Yoke length	= 3"

Drafting Procedure

Front Pattern

AB=CD	=	length + $\frac{1}{2}$ fold allowance
AC	=	BD $\frac{1}{4}$ " part of chest circumference + $\frac{1}{2}$ " for ease
A ₁ , A	=	open fold width
A ₁ , B ₁	=	Open fold length
AE	=	Front neck depth 2" 5
AF	=	Neck line width 2" 5
AG	=	$\frac{1}{2}$ part of shoulder width
GH	=	$\frac{1}{2}$ part Upper arm circumference
HD	=	Divide equally and name it as I.
IT	=	$\frac{1}{2}$ ", DK=I"
SG	=	lengthwise
A1, E,FGHJKB, B1	=	Front part

Drafting Procedure

Back Pattern

ABCD	=	length + $\frac{1}{2}$ " fold allowance
AC	=	BD chest circumference + $\frac{1}{2}$ " ease
CE	=	Shoulder $\frac{1}{2}$ part back width
EF	=	Armhole

3. PYJAMA

Introduction

This can be worn by all age groups of men for bottom wear. It is used as night time wear. This is a traditional dress for Andhra Pradesh. It will be stitched with ordinary open or fly open. This garment can be stitched with elastic or a chord. This is a comfort wear for men.

Suitable Material

Cotton, Kaadha, Voiles, Khadhar

Material Required

Suitable for 5 year children

Twice the length of garment length + fold - 1 meter to 1½ meter cloth.

Measurements

Length of the garment = 22" + Hip folding and leg folding = 4" = 26"

Seat circumference = 32"

Procedure

ABCD = Rectangle

AB = CD = length + bottom fold + Hip belt

AC=BD = ¼ part of the seat circumference

CE = 1"

CF = 1/3 part of the length

DG = 2"

FG = Side seam

BG = Front leg circumference

AEFGBA = Attach the front and back part.

S.G = lengthwise

Stitching method

1. According to the pattern marking the space for stitching and folding cut the remaining part.
2. Fold bottom edges of the leg and stitch
3. Join the side seams of the leg parts separately and attach.