

SGT UNIVERSITY

SHREE GURU GOBIND SINGH TRICENTERARY UNIVERSITY

GURGAON, DELHI-NCR

(UGC Approved)

Syllabus

for



Post - Graduate Degree

Master of Design

[M.Design]

[Two Years P.G Degree Course]

[w.e.f Session 2017-2018]

Evaluation Scheme for Master of Design

[M.Des]

Semester -I

| Code No. | Subject Name | Th/Pr | Credit | Hrs | Th/Pr | Tut | Formative | Summative | Total |
|------------------|------------------------------------|-------|-----------|-----------|-----------|----------|------------|------------|-------------|
| Theory | | | | | | | | | |
| 15030101 | Design Context | Th | 4 | 4 | 3 | 1 | 50 | 50 | 100 |
| 15030102 | Research Development For Fashion | Th | 4 | 4 | 3 | 1 | 50 | 50 | 100 |
| 15030103 | Knitting Technology | Th | 4 | 4 | 3 | 1 | 50 | 50 | 100 |
| Practical | | | | | | | | | |
| 15030104 | Styling and Technical Illustration | Pr | 2 | 4 | 3 | 1 | 50 | 50 | 100 |
| 15030105 | Couture Draping I | Pr | 2 | 4 | 3 | 1 | 50 | 50 | 100 |
| 15030106 | Advanced Pattern Making I | Pr | 2 | 4 | 3 | 1 | 50 | 50 | 100 |
| 15030107 | Advanced Garment Construction I | Pr | 2 | 4 | 3 | 1 | 50 | 50 | 100 |
| 15030108 | Computer Application I | Pr | 2 | 4 | 3 | 1 | 50 | 50 | 100 |
| 15030109 | Term Project | Pr | 4 | 4 | 3 | 1 | 100 | 100 | 200 |
| | Total | | 26 | 36 | 27 | 9 | 500 | 500 | 1000 |


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INTRODUCTION

With the integration of domestic and export markets, the Indian fashion industry needs design professional with in-depth knowledge and skills relating to design innovation and technology. There is also a domestic and international pressure on Indian designers to come up with original design inputs. This presents challenges for the upcoming design professionals to demonstrate their personal design philosophy, perpetuate innovation and creativity. This will enable the industry to come up to the global standards and apply the knowledge of designing in various fields.

Therefore, keeping in mind and overall international requirement, the three years course curriculum for M.Design course has been designed.

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Evaluation Scheme for Master of Design

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|-----------------------|--------------------------------------|-------|-----------|-----------|-----------|----------|------------|------------|-------------|
| Theory | | | | | | | | | |
| 15030101 | Design Context | Th | 4 | 4 | 3 | 1 | 50 | 50 | 100 |
| 15030102 | Research Development For Fashion | Th | 4 | 4 | 3 | 1 | 50 | 50 | 100 |
| 15030103 | Knitting Technology | Th | 4 | 4 | 3 | 1 | 50 | 50 | 100 |
| Practical | | | | | | | | | |
| 15030104 | Styling and Technical Illustration | Pr | 2 | 4 | 3 | 1 | 50 | 50 | 100 |
| 15030105 | Couture Draping I | Pr | 2 | 4 | 3 | 1 | 50 | 50 | 100 |
| 15030106 | Advanced Pattern Making I | Pr | 2 | 4 | 3 | 1 | 50 | 50 | 100 |
| 15030107 | Advanced Garment Construction I | Pr | 2 | 4 | 3 | 1 | 50 | 50 | 100 |
| 15030108 | Computer Application I | Pr | 2 | 4 | 3 | 1 | 50 | 50 | 100 |
| 15030109 | Term Project | Pr | 4 | 4 | 3 | 1 | 100 | 100 | 200 |
| | Total | | 26 | 36 | 27 | 9 | 500 | 500 | 1000 |
| Elective Paper | | | | | | | | | |
| | Professional Ethics and Human Values | Th | 4 | 4 | 3 | 1 | 40 | 60 | 100 |


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15030101: DESIGN CONTEXT

| | |
|--------------------------|------------------------|
| SEMESTER | : I |
| MAX. LECTURE-3Hrs/Week | :48 |
| MAX. TUTORIAL-1Hrs/Week | : 16 |
| MAX. PRACTICAL-0Hrs/Week | :NIL |
| DURATION | :12-16 Weeks/ Semester |
| CREDITS | :4 |
| MAX. MARKS | :50+50=100 |

OBJECTIVES:

- To introduce the students with the process of design thinking & interpretation
- To apply the knowledge of solution based thinking to various activities

COURSE DETAIL

UNIT-I Stages of Design Thinking

Define, Research, Ideate, Prototype, Select, Implement, Learn

UNIT-II RESEARCH & IDEA GENERATION

Identify drivers, Information Gathering, Target groups, Sample & Feedbacks

Basic Design Direction, Themes for Thinking, Inspiration & Reference, Brainstorming, Value, Inclusion, Sketching, Presenting Ideas

UNIT-III REFINEMENT & PROTOTYPING

Thinking in Images, Signs, Shapes, Proportion, Color appropriations, Humour, Personification, Visual Metaphors, Modifications, Thinking in words, Words and language, Types, Faces

Developing Design, Types of Prototype, Vocabulary

UNIT-IV IMPLEMENTATION

Format, Materials, Finishing, Media, Scale, Series/Continuity

REFERENCES:

- Design Thinking Integrating Innovation Customer Experience & brand value- Thomas Lockwood- Allwroth pres-New York
- Design Thinking-Gavin Ambrose, Paul Harris-AVA Publishing- Switzerland

EVALUATION SCHEME

| | |
|---|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 10 Marks |
| • Sessional Exam | - 15+15=30 Marks |
| (Need to conduct 2 sessional examination and put the average marks) | |
| TOTAL | - 50 Marks |
| Semester End Exam | |
| • End Exam | - 50 Marks |
| GRAND TOTAL | - 100 Marks |


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15030102: RESEARCH DEVELOPMENT FOR FASHION

| | |
|--------------------------|------------------------|
| SEMESTER | : I |
| MAX. LECTURE-3Hrs/Week | :48 |
| MAX. TUTORIAL-1Hrs/Week | : 16 |
| MAX. PRACTICAL-0Hrs/Week | :NIL |
| DURATION | :12-16 Weeks/ Semester |
| CREDITS | :4 |
| MAX. MARKS | :50+50=100 |

OBJECTIVES:

- To understand the concept related to elements and principles of design.
- To understand terminology related to fashion.
- To acquaint the students with the basic factors influencing fashion.
- To foster an understanding of international designers and their work.
- To familiarize the students with the role of a designer.

COURSE DETAIL

UNIT I DESIGN CONCEPT

- Structural and applied design
- Garment Silhouettes
- Elements of design and their effects- Line, shape, Color and Texture.
- Principles of design and their effects- Proportion, Balance, Emphasis, Rhythm, Harmony

UNIT II SOCIAL ASPECT OF CLOTHING

- Clothing functions and theories of origin
- Individuality and conformity, conspicuous consumption and emulation

UNIT III TERMS & CONCEPT RELATED TO FASHION

- Fashion terms: Fashion, Fad, Classic, Trend, Haute-couture, Prêt-a-porter, Knockoff, accessories, toile, atelier, boutique, bespoke
- Inspiration and sources of fashion- printed sources, historic/traditional costumes, media, travel, fabrics, awareness
- Fashion cycle
- Consumer identification with fashion life cycle – fashion leaders/ followers/innovators/ motivators/ victims
- Theories of Fashion adoption – trickle down, trickle up, trickle across
- Factors favoring and retarding fashion

- Fashion categories – women's : style, size, price
- Major fashion centers of the world and their leading designers- Paris, Milan, Tokyo,
- New York, London, India

UNIT IV DESIGN DEVELOPMENT

- Design development and sourcing of fabrics
- Development of a sample garment and line
- Specification sheet and cost sheet

REFERENCES:

- The Dynamics of Fashion, Elaine Stone, Fairchild Publication, 2008
- Frings Gini, Fashion-From Concept to Consumer, (5th Edition), Prentice Hall Publications, 1996
- Marshall S G, Jackson H O, Stanley MS, Kefgen M & Specht T, (2009), Individuality in
- Clothing & Personal Appearance, 6th Edition, Pearson Education, USA.
- Shorie, G.P., Vastra Vigyan Ke Mool Sidhant, Vinod Pustak Mandir, Hospital Road, Agra, 2007. (Hindi Book)
- Verma, Promila., Vastra Vigyan Avam Paridhan, Madhya Pradesh Hindi Granth Akademy, Bhopal, 2003 (Hindi Book)
- Jarnow, Jand Judelle, B., Inside Fashion Business, Merrill Prentice Hall, New Jersey, 1987

EVALUATION SCHEME

| | |
|---|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 10 Marks |
| • Sessional Exam | - 15+15=30 Marks |
| (Need to conduct 2 sessional examination and put the average marks) | |
| TOTAL | - 50 Marks |
| Semester End Exam | |
| • End Exam | - 50 Marks |
| GRAND TOTAL | - 100 Marks |

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15030103: KNITTING TECHNOLOGY

| | |
|--------------------------|-------------------------|
| SEMESTER | : I |
| MAX. LECTURE-3Hrs/Week | : 48 |
| MAX. TUTORIAL-1Hrs/Week | : 16 |
| MAX. PRACTICAL-0Hrs/Week | : NIL |
| DURATION | : 12-16 Weeks/ Semester |
| CREDITS | : 4 |
| MAX. MARKS | : 50+50=100 |

OBJECTIVES:

- To develop different qualities of weft & warp knitted fabrics.
- To describe the causes for fabric defects and produce quality knitted fabrics.
- To select the yarn as per the requirements of fabrics.

COURSE DETAIL

UNIT-I

- Knitted garments-introduction
 - Difference between woven and knitted structures
 - Classification of knitted garments
 - Weft knitted fabrics- plain, rib, purl, etc.
 - Warp knitted fabrics- tricot, kitten raschel, crochet, Milanese knit, simplex
- Other knitted constructions- jacquard, pile, fleece, high pile, terry knit, velour knit.

UNIT-II

- Fully cut knitted garments- knit type, uses
- Fully fashioned knitted garments- knit type, uses
- Integral knitted garments- knit types, uses
- Cut stitch shaped knitted garments.- knit type, uses, processes involved

UNIT-III

- Seam and stitches used in knitting
- Machinery used for knitted garments- Flat bed, two-bar warp knitting machine, circular jacquard knitting machine, circular pile knitting machine.

UNIT-IV

- Quality control
- Defects in knitted fabrics

REFERENCES:

- Knitting Technology by Prof. D. B. Ajgaonkar.
- Circular Knitting by Dr. Chandrashekhar Iyer.
- Knitting Technology by Mr. D. Spenser.
- Warp Knitting by Dr. S. Raz.
- Flat Knitting by Dr. S. Raz.
- Textile Mathematics, Vol. 3, by Booth J E, Textile Institute, Manchester, 1977.

EVALUATION SCHEME

| | |
|---|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 10 Marks |
| • Sessional Exam | - 15+15=30 Marks |
| (Need to conduct 2 sessional examination and put the average marks) | |
| TOTAL | - 50 Marks |
| Semester End Exam | |
| • End Exam | - 50 Marks |
| GRAND TOTAL | - 100 Marks |

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Sunil

15030104: STYLING AND TECHNICAL ILLUSTRATION

| | |
|--------------------------|-------------------------|
| SEMESTER | : I |
| MAX. LECTURE-0Hrs/Week | : NIL |
| MAX. TUTORIAL-1Hrs/Week | : 16 |
| MAX. PRACTICAL-3Hrs/Week | : 48 |
| DURATION | : 12-16 Weeks/ Semester |
| CREDITS | : 2 |
| MAX. MARKS | : 50+50=100 |

OBJECTIVES:

- To enable students to draw fashion figures and model figures
- To understand the drawing techniques

COURSE DETAIL

Unit-I

- Basic Block Figure- Female.
- Geometric Fashion model with movable ball joints.
- Figure Drawing in different postures by soft rendering.

Unit-II

- Sketching of Facial features – Eye, Ear, Nose.
- Sketching of Faces & Hair Styles.
- Sketching of hands, Arms, Legs, Feet.

Unit-III

- Basic Block Figure –Male.
- Geometric Fashion model with movable ball joints.
- Figure Drawing in different postures.
- Sketching of Facial features – Eye, Ear, Nose.

Unit-IV

The following details may be illustrated on Male /Female Figure.

- To illustrate detailing of pleats, tucks, darts, yokes and godets.
- Detailing of hemlines, edging, pockets, fasteners, trimmings and accessories.
- To illustrate variations in skirts, dresses, trouser, coats, and jackets.

REFERENCES:

- Tata Sharon Lee, "Inside Fashion Design", 1977, Francisco Canfield Press.
- Ireland Patrick John, "Fashion Design Drawing and Presentation", 1996, B.T. Batsford, London.

- Seaman, Fashion Drawing – The Basic Principles”, 1994, B.T.Batsford, London,.
- Seaman Julian, Professional Fashion Illustration”, 1995, Batsford, London,.
- Drake And Nicholas, “Fashion Illustrations”, 1994, Thames and Hudson, London,.
- Abling Bina, Fashion Sketch Book”, 2006, Fairchild publication.

EVALUATION SCHEME

| | |
|---------------------------------|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 10 Marks |
| • Sessional Exam | - 30 Marks |
| (with viva) | |
| TOTAL | - 50 Marks |
| Semester End Exam | |
| • End Exam | - 50 Marks |
| GRAND TOTAL | - 100 Marks |

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15030105: COUTURE DRAPING I

| | |
|--------------------------|------------------------|
| SEMESTER | : I |
| MAX. LECTURE-0Hrs/Week | : NIL |
| MAX. TUTORIAL-1Hrs/Week | : 16 |
| MAX. PRACTICAL-3Hrs/Week | : 48 |
| DURATION | :12-16 Weeks/ Semester |
| CREDITS | :2 |
| MAX. MARKS | :50+50=100 |

OBJECTIVES:

- To understand the draping aspects of pattern making.
- To apply the knowledge of draping in developing patterns and designs by draping.

COURSE DETAIL

UNIT-I

- Introduction to draping and dress forms.
- Preparation of fabrics

UNIT- II

Dart Manipulation: Underarm dart, French dart, Double French dart, shoulder, waist dart and variations.

UNIT-III

Design concepts: Panel, Yokes, Gathers, Pleats etc.

UNIT-IV

Draping of Skirts:

- Basic Skirt with two darts front and back
- A-line skirt with flare
- Gathered skirt with yoke
- Pleated skirt
- Circular skirt, peg skirt.
- Skirt with Frills, Flounces or Ruffles, etc.

REFERENCES:

- Helen Joseph- Armstrong, Draping for Apparel Design, Oct. 1999 Publisher: Fairchild Books & Visual.
- Connie Amaden – Crawford, The Art of Fashion Draping, 2nd edition (Oct. 1995) Publisher: Fairchild Books, K Visual.

- Hedde Jeffe, Jurie Reus, Draping for Fashion Design, 1993, Prentice Hall Carrer & Technology.
- Connie Amaden, The Art of Fashion Draping Crawford Fairchild.

EVALUATION SCHEME

| | |
|---------------------------------|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 10 Marks |
| • Sessional Exam (with viva) | - 30 Marks |
| TOTAL | - 50 Marks |
| Semester End Exam | |
| • End Exam | - 50 Marks |
| GRAND TOTAL | - 100 Marks |

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15030106: ADVANCED PATTERN MAKING I

| | |
|--------------------------|------------------------|
| SEMESTER | : I |
| MAX. LECTURE-0Hrs/Week | : NIL |
| MAX. TUTORIAL-1Hrs/Week | : 16 |
| MAX. PRACTICAL-3Hrs/Week | : 48 |
| DURATION | :12-16 Weeks/ Semester |
| CREDITS | :2 |
| MAX. MARKS | :50+50=100 |

OBJECTIVES:

- To understand the importance of pattern development.
- To apply the knowledge of pattern development for creating structural designs.

COURSE DETAIL

UNIT-I INTRODUCTION TO PATTERN MAKING

- Pattern making tools.
- Pattern making terms.
- Anthropometric measurements (in cms and inches)
- Study of various sizes and measurements: measurement charts, selection of right size, fitting problems.

UNIT - II

- Child Bodice block and Sleeve Block
- Adult Bodice block and Sleeve block using metric system.

UNIT - III

Dart Manipulation:

- Shifting of Darts by pivot method, slash and spread method on full scale. (One Exercise for each of the following)
- Single Dart Series
- Two Dart Series
- Multiple Dart Series
- Princess Line and Empire Style Lines
- Style Darts
- Yokes
- Gathers

UNIT - IV

- Drafting of Sleeves:-
 - Circular/ Handkerchief
 - Bishop Sleeve

- Lantern Sleeve
- Juliet Sleeve
- Saddle Sleeve
- Drop Shoulder Sleeve.
- Drafting of Collars:
 - Winged Collar
 - Chelsea Collar
 - Bishop Collar
 - Coat Collar
 - Shawl Collar
 - Stand & Fall Collar
 - Convertible Collar.
- Drafting of Skirts:
 - Basic Skirt
 - Wrap around skirt
 - Handkerchief skirt
- Developing contoured Patterns:
 - Halter Style
 - Off Shoulder
 - Double Breasted

REFERENCES:

- Bernard Zamkoff and Jeanne Price, Creative Pattern Skills for Fashion Design (f.i.t. Collection), 1990, Publisher: Fairchild Books & Visual.
- Helen Joseph Armstrong, Pattern making for Fashion Design, 2000, Dorling Kindersley (India) Pvt.Ltd. India.
- Sandra Betzina, Fast Fit – Easy Pattern Alterations for Every Figure, 2003 Taunton Pr.

EVALUATION SCHEME

| | |
|---------------------------------|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 10 Marks |
| • Sessional Exam | - 30 Marks |
| (with viva) | |
| TOTAL | - 50 Marks |
| Semester End Exam | |
| • End Exam | - 50 Marks |
| GRAND TOTAL | - 100 Marks |

15030107: ADVANCED GARMENT CONSTRUCTION I

| | |
|--------------------------|------------------------|
| SEMESTER | : I |
| MAX. LECTURE-0Hrs/Week | : NIL |
| MAX. TUTORIAL-1Hrs/Week | : 16 |
| MAX. PRACTICAL-3Hrs/Week | : 48 |
| DURATION | :12-16 Weeks/ Semester |
| CREDITS | :2 |
| MAX. MARKS | :50+50=100 |

OBJECTIVES:

- To teach students the construction methods of different neck lines, sleeves, collars, cuffs and finishes.

COURSE DETAIL

UNIT-I

- Neck lines:-round and jewel, scoop, square and glass, 'V' shaped, straight and curved, scalloped, sweet heart, key hole, boat neck and asymmetrical.
- Neck line finishes:-shaped facing, corded or piped neck line, bias facing-single layer binding, double layer binding, banded neckline and placket bands.

UNIT-II

- Collars:-how to assemble a collar, Types of collars-flat collar, rolled collar, stand collar, tie collar, turtle neck collar, shirt collar, peter-pan collar, one piece convertible collar and shawl collar.

UNIT-III

- Sleeves:-sleeveless - with facing, set-in-sleeve, half sleeve, puff sleeve, flared sleeve, full sleeve, petal sleeve, leg-o-mutton sleeve, bishop sleeve, cap sleeve raglan sleeve and kimono sleeve.

UNIT-IV

- Sleeve finishes:-self hem, faced hem, double binding and casing. Module V Cuff application;-basic shirt cuff, French cuff and continuous cuff

REFERENCE:

- Readers Digest, Guide to Sewing and Knitting.
- Sewing for the Apparel Industry. Claire Schaeffer, Prentice Hall.
- Garment Technology for Fashion Designers, Gerry Cooklin, Book Link, USA.
- Sewing for Fashion Design., Nurie. Relis/Gail Strauss-Reston Publishing Co.

- Sewing for the Apparel Industry. Claire Schaeffer, Prentice Hall.
- Garment Technology for Fashion Designers, Gerry Cooklin, Book Link, USA.
- Sewing for Fashion Design., Nurie. Relis/Gail Strauss-Reston Publishing Co.

EVALUATION SCHEME

| | |
|---------------------------------|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 10 Marks |
| • Sessional Exam | - 30 Marks |
| (with viva) | |
| TOTAL | - 50 Marks |
| Semester End Exam | |
| • End Exam | - 50 Marks |
| GRAND TOTAL | - 100 Marks |

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15030108: COMPUTER APPLICATION I

| | |
|--------------------------|------------------------|
| SEMESTER | : I |
| MAX. LECTURE-0Hrs/Week | : NIL |
| MAX. TUTORIAL-1Hrs/Week | : 16 |
| MAX. PRACTICAL-3Hrs/Week | : 48 |
| DURATION | :12-16 Weeks/ Semester |
| CREDITS | :2 |
| MAX. MARKS | :50+50=100 |

OBJECTIVES:

- Students will acquire the knowledge of designing software's
- Students will explore the tools and technology used to create digital art in today's fashion. Students will acquire knowledge and get familiar with key concepts of Computers to develop creative approaches for the Fashion Industry.

COURSE DETAIL

UNIT-I MS OFFICE

Ms word, Ms excel & Powerpoint

All tool operation

Menu bars, Short tool functions, Creating document files, Save, copy, name, file rename

Folder development, Cut, copy and paste

Table frame work, Images pasting or Images creating

UNIT-II PHOTOSHOP: Create Mood / Inspiration, client / customer, colour and Texture board using Photoshop.

- Moodboards
- Themeboards
- Swatch cards

UNIT-III ILLUSTRATOR:

Basic shapes, symbols, gradients, fill colors, symbols, Bezier curves, and text can be combined to create artwork in Illustrator.

UNIT-IV COREL DRAW:

Motifs development – Symmetrical/Asymmetrical, Balanced/Unbalanced, Repeat – ½ drop, ¼ drop, ¾ drop – H/V. Drop reverse, Design placements on borders

Logo Designing, Creating Tags & Labels – Main label, Size label, Wash Care label, Content label using Corel Draw

EVALUATION SCHEME

| | |
|---------------------------------|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 10 Marks |
| • Sessional Exam | - 30 Marks |
| (with viva) | |
| TOTAL | - 50 Marks |
| Semester End Exdm | |
| • End Exam | - 50 Marks |
| GRAND TOTAL | - 100 Marks |

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15060109: TERM PROJECT-I

| | |
|------------------------------------|-------------------------|
| SEMESTER | : I |
| MAX. LECTURE-0 Hr./ Week | : NIL |
| MAX. TUTORIAL-1 Hr./Week | : 16 |
| MAX. PRACTICAL-3 Hrs./Week | : 48 |
| DURATION | : 12-16 Weeks/ Semester |
| CREDITS | : 4 |
| MAXIMUM MARKS (Sessional+End Exam) | : 40+60=100 |

OBJECTIVES:

- To implement the understanding individually.
- This is the error and learning process.
- To improve the work through experiment/ experience.

COURSE DETAIL

Teachers can be assigned any kind of project/ assignment/ craft work/ chapter study/ theme based work/ project/ special order/ free launching etc.

Students need to submit all the details, documentation etc for evaluation. / Group or individual activity can be allowed only by the concern tutor. The students are required to maintain a field diary all through the tour, The collected information should be documented through visuals, samples etc. After such a tour student shall submit a report.

EVALUATION CRITERIA

| Semester Sessional Exam | |
|--|--------------------|
| ▪ Attendance | – 10 Marks |
| ▪ Assignments/Submission/ Presentation/ etc. | – 10 Marks |
| ▪ Sessional Practical Exam (with viva) | – 20 Marks |
| Total | – 40 Marks |
| Semester End Exam | |
| ▪ End exam | – 60 Marks |
| Grand Total | – 100 Marks |

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Evaluation Scheme for Master of Design

[M.Des]

Semester -II

| Code No. | Subject Name | Th/Pr | Credit | Hrs | Th/Pr | Tut | Formative | Summative | Total |
|-----------------------|--|-------|-----------|-----------|-----------|----------|------------|------------|-------------|
| Theory | | | | | | | | | |
| 15030201 | Introduction to Design Expansion | Th | 4 | 4 | 3 | 1 | 50 40 | 50 60 | 100 |
| 15030202 | Fashion Business and Design Management | Th | 4 | 4 | 3 | 1 | 50 40 | 50 60 | 100 |
| 15030203 | Consumer Behavior in Fashion & Retail Industry | Th | 4 | 4 | 3 | 1 | 50 40 | 50 60 | 100 |
| Practical | | | | | | | | | |
| 15030204 | Forecasting Trends | Pr | 2 | 4 | 3 | 1 | 50 40 | 50 60 | 100 |
| 15030205 | Couture Draping II | Pr | 2 | 4 | 3 | 1 | 50 40 | 50 60 | 100 |
| 15030206 | Advanced Pattern Making II | Pr | 2 | 4 | 3 | 1 | 50 40 | 50 60 | 100 |
| 15030207 | Advanced Garment Construction II | Pr | 2 | 4 | 3 | 1 | 50 40 | 50 60 | 100 |
| 15030208 | CAD Construction I | Pr | 2 | 4 | 3 | 1 | 50 40 | 50 60 | 100 |
| 15030209 | Term Project | Pr | 4 | 4 | 3 | 1 | 100 40 | 100 60 | 200 |
| | Total | | 26 | 36 | 27 | 9 | 500 | 500 | 1000 |
| Elective Paper | | | | | | | | | |
| | Professional Ethics and Human Values | Th | 4 | 4 | 3 | 1 | 40 | 60 | 100 |

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Sudh

Evaluation Scheme for Master of Design

[M.Des]

Semester -II

| Code No. | Subject Name | Th/Pr | Credit | Hrs | Th/Pr | Tut | Formative | Summative | Total |
|------------------|--|-------|-----------|-----------|-----------|----------|------------------|------------|-------------|
| Theory | | | | | | | | | |
| 15030201 | Introduction to Design Expansion | Th | 4 | 4 | 3 | 1 | 50 ₄₀ | 50 | 100 |
| 15030202 | Fashion Business and Design Management | Th | 4 | 4 | 3 | 1 | 50 ₄₀ | 50 | 100 |
| 15030203 | Consumer Behavior in Fashion & Retail Industry | Th | 4 | 4 | 3 | 1 | 50 ₄₀ | 50 | 100 |
| Practical | | | | | | | | | |
| 15030204 | Eorecasting Trends → | Pr | 2 | 4 | 3 | 1 | 50 ₄₀ | 50 | 100 |
| 15030205 | Couture Draping II | Pr | 2 | 4 | 3 | 1 | 50 ₄₀ | 50 | 100 |
| 15030206 | Advanced Pattern Making II | Pr | 2 | 4 | 3 | 1 | 50 ₄₀ | 50 | 100 |
| 15030207 | Advanced Garment Construction II | Pr | 2 | 4 | 3 | 1 | 50 | 50 | 100 |
| 15030208 | CAD Construction | Pr | 2 | 4 | 3 | 1 | 50 | 50 | 100 |
| 15030209 | Term Project | Pr | 4 | 4 | 3 | 1 | 100 | 100 | 200 |
| | Total | | 26 | 36 | 27 | 9 | 500 | 500 | 1000 |


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15030201: INTRODUCTION TO DESIGN EXPANSION

| | |
|--------------------------|------------------------|
| SEMESTER | : II |
| MAX. LECTURE-3Hrs/Week | :48 |
| MAX. TUTORIAL-1Hrs/Week | : 16 |
| MAX. PRACTICAL-0Hrs/Week | :NIL |
| DURATION | :12-16 Weeks/ Semester |
| CREDITS | :4 |
| MAX. MARKS | :50+50=100 |

OBJECTIVES:

- To introduce students to aspects of fashion designing.
- To impart knowledge about how fashion works
- To better express the creative self

UNIT I

- Features of fashion – style, acceptance, change.
- Factors affecting fashion – economic factors, sociological factors, psychological factors.
- Stages of the fashion
- Adoption theories of fashion

UNIT II

- Design Concepts
- Structural and applied design
- Elements & Principles of design and their effects

UNIT III

- Social aspects of clothing
- Clothing functions and theories of origin
- Individuality and conformity, conspicuous consumption and emulation
- Terms and Concepts Related To Fashion
- Fashion cycle Consumer identification with fashion life cycle
- Theories of Fashion adoption & Factors favoring and retarding fashion

UNIT IV

- Design Development and expansion
- Design development according to consumer
- Role of a designer in design expansion

REFERENCES

- The Dynamics of Fashion, Elaine Stone, Fairchild Publication, 2008

REFERENCES

- The Dynamics of Fashion, Elaine Stone, Fairchild Publication, 2008
- Frings Gini, Fashion-From Concept to Consumer, (5th Edition), Prentice Hall Publications, 1996
- Marshall S G, Jackson H O, Stanley MS, Kefgen M & Specht T, (2009), Individuality in o Clothing & Personal Appearance, 6th Edition, Pearson Education, USA.
- Shorie, G.P., Vastra Vigyan Ke Mool Sidhant, Vinod Pustak Mandir, Hospital Road, Agra, 2007. (Hindi Book)
- Verma, Promila., Vastra Vigyan Avam Paridhan, Madhya Pradesh Hindi Granth Akademy, Bhopal, 2003 (Hindi Book)
- Jarnow, Jand Judelle, B., Inside Fashion Business, Merrill Prentice Hall, New Jersey, 1987

EVALUATION SCHEME

| | |
|---|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 10 Marks |
| • Sessional Exam | - 15+15=30 Marks |
| (Need to conduct 2 sessional examination and put the average marks) | |
| TOTAL | - 50 Marks |
| Semester End Exam | |
| • End Exam | - 50 Marks |
| GRAND TOTAL | - 100 Marks |

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15030202: FASHION BUSINESS & DESIGN MANAGEMENT

| | |
|--------------------------|------------------------|
| SEMESTER | : II |
| MAX. LECTURE-3Hrs/Week | :48 |
| MAX. TUTORIAL-1Hrs/Week | : 16 |
| MAX. PRACTICAL-0Hrs/Week | :NIL |
| DURATION | :12-16 Weeks/ Semester |
| CREDITS | :4 |
| MAX. MARKS | :50+50=100 |

OBJECTIVES:

- To introduce students to growth of fashion industry.
- To familiarize students with all major international and Indian Fashion designers and their styles of work.
- To create awareness amongst students about the domestic and export garment industries and the various career opportunities and diversification possibilities in the field of fashion.

COURSE DETAIL

UNIT-I

- Purpose of clothing-protection, communication and decoration.
- Fashion Terminologies-accessories, advertising, alta moda, apparel, balance, boutique, classic, collection, CAD, CAM, CIM, consumer, couture, custom made, designer, fad, fashion, fashion retailing, grading, market, silhouette and texture.
- Fashion Cycles.
- Adoption Theories of fashion.

UNIT-II

- Growth of Couture- Evolution of the international fashion industry, designers of the 20th century, factors leading to mass production of clothing and development of Ready to wear industry.
- Factors affecting fashion – effects of social, cultural, political, artistic, economic, global and technological changes on fashion. Industrial revolution, growth of middle class, growth of leisure activities, women at work, world-war I, great depression, Hollywood influence on fashion, World war II, ethnic fashion, physical fitness, globalization , recession etc.
- Indian & international trendsetting fashion designers

UNIT-III

- Fashion Advertising-kinds & medias of advertising.
- Special events-fashion shows, exhibitions, trade fairs.
- World Trade Organization, GATT, MFA, NAFTA.

- Demographic and psychographic trends.
- Consumer buying behavior.

UNIT-IV

- Clothing categories in Men's wear, Women's wear & Kids wear.
- Fashion Accessories-footwear, handbags, belts, gloves, hats, scarves, hosiery, jewelry, watches

REFERENCES:

- Fashion From Concept To Consumer., Gini Stephens Frings, Prentice Hall.
- A Century of Fashion., Francois Baudot, Thames & Hudson.
- Inside the Fashion Business., Jeannette A. Jarrow.
- Fashion Buying., Helen Gowork.
- Fashion Kaleidoscope., Mehr Castellino.
- Fashion Design and Product Development., Harold Carr, Blackwell.
- Science Inc Individuality in Clothing Selection and Personal Appearance-Fifth Edition.

EVALUATION SCHEME

| | |
|---|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 10 Marks |
| • Sessional Exam | - 15+15=30 Marks |
| (Need to conduct 2 sessional examination and put the average marks) | |
| TOTAL | - 50 Marks |
| Semester End Exam | |
| • End Exam | - 50 Marks |
| GRAND TOTAL | - 100 Marks |

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15030203: CONSUMER BEHAVIOR IN FASHION & RETAIL INDUSTRY

| | |
|--------------------------|------------------------|
| SEMESTER | : II |
| MAX. LECTURE-3Hrs/Week | :48 |
| MAX. TUTORIAL-1Hrs/Week | : 16 |
| MAX. PRACTICAL-0Hrs/Week | :NIL |
| DURATION | :12-16 Weeks/ Semester |
| CREDITS | :4 |
| MAX. MARKS | :50+50=100 |

OBJECTIVES:

- To acquaint students with Consumer Behavior Concept and application
- To enable student to demonstrate the ability to analyze the complexities of buying behavior and use the same to formulate successful strategies.
- The student will be able to relate and apply the concepts to real life situations

UNIT - I Introduction to consumer behavior-

- Scope and importance, characteristics of consumer behavior in fashion marketing
- Consumer black box-factors and internal source affecting consumer behavior, Group Dynamics and Reference Groups
- Consumer decision making process
- High involvement and low involvement buying decisions

UNIT - II

- Perceptions-characteristics of Perception, consumer characteristics affecting perception
- Consumer Motivation and its theory,

UNIT-III

- Involvement,-types situational influences, need& goals
- Attitudes- belief, attitude and value, components and characteristics of attitude, attitudes theories, sources and functions of attitude.
- Personality- its characteristics and theories, Self- concept and Marketing segmentation

UNIT-IV

- Retail consumer and outlet selection
- Consumer satisfaction.
- Lifestyle & Psychographics segmentation

REFERENCES:

Consumer Behaviour – Schiffmann&Kanuk
Consumer Behaviour – Laudon&Bilta
Consumer Behaviour – J. C. Mowen

EVALUATION SCHEME

| | |
|---|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 10 Marks |
| • Sessional Exam | - 15+15=30 Marks |
| (Need to conduct 2 sessional examination and put the average marks) | |
| TOTAL | - 50 Marks |
| Semester End Exam | |
| • End Exam | - 50 Marks |
| GRAND TOTAL | - 100 Marks |

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15030204: FORECASTING TRENDS

| | |
|--------------------------|------------------------|
| SEMESTER | : II |
| MAX. LECTURE-0Hrs/Week | : NIL |
| MAX. TUTORIAL-1Hrs/Week | : 16 |
| MAX. PRACTICAL-3Hrs/Week | : 48 |
| DURATION | :12-16 Weeks/ Semester |
| CREDITS | :2 |
| MAX. MARKS | :50+50=100 |

OBJECTIVES:

- To enable students knowledge about predict of fashion forecasting & promo style upcoming trends.

COURSE DETAILS

UNIT – I Demand forecasting

- Search any 5 types of present latest garment style
- Observe & study future forecasting any one garment with detailing of silhouette, color, texture, fabric etc.

UNIT – II Selection theme based forecasting

- Research theme
- Use keywords
- Explain keywords
- Work on Indian market (casual, formal, party, leisure)
- Inspiration board
- Mood board
- Work on textures
- Collect swatches & making the detailing board
- Design development sheets
- Final sheets

UNIT- III Costume designing evaluation

- Small costume collection with your class examine ,your family, neighbors, markets
- Examine them for construction methods and design details
- These designs can be used as inspiration for forecasting project
- Costing range
- Make final sketches

UNIT-IV Color forecasting

- Make Panton color chart using color schemes
- Make unique color combination with prints sample

- Analyzes long term forecasting color

REFERENCE-

- Kim, Eundeok. Fashion Trends: Analysis and Forecasting. Oxford; New York: Berg, 2011.
- Brannon, Evelyn and Lorynn L Divita, Fashion Forecasting. 4th ed. New York: Fairchild, 2015.

EVALUATION SCHEME

| | |
|---------------------------------|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 10 Marks |
| • Sessional Exam | - 30 Marks |
| (with viva) | |
| TOTAL | - 50 Marks |
| Semester End Exam | |
| • End Exam | - 50 Marks |
| GRAND TOTAL | - 100 Marks |

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15030205: COUTURE DRAPING II

| | |
|--------------------------|------------------------|
| SEMESTER | : II |
| MAX. LECTURE-0Hrs/Week | : NIL |
| MAX. TUTORIAL-1Hrs/Week | : 16 |
| MAX. PRACTICAL-3Hrs/Week | : 48 |
| DURATION | :12-16 Weeks/ Semester |
| CREDITS | :2 |
| MAX. MARKS | :50+50=100 |

OBJECTIVES:

- To teach the basic principles of draping.
- To train the students eye to see proportion and design detail in relation to the human body.
- To interpret and analyze more complex drapes.

COURSE DETAIL

UNIT-I

- Basic bodice – marking and truing
- Bodice variations- surplice front, halter
- Various design concept in bodices: Yokes, Princess line, gathers, pleats etc.

UNIT-II

- Cowls – basic front and back cowl, butterfly twist.
- Yokes and midriffs- bodices yoke, hip yoke, fitted midriff.

UNIT-III

- Princess dresses – joining skirt to the bodice.
- Draping of Pants
- Draping of Bustier

UNIT-IV

- Design and construct a final garment applying New & innovative draping method.

REFERENCES:

- Helen Joseph- Armstrong, Draping for Apparel Design, Oct. 1999 Publisher: Fairchild Books & Visual.
- Connie Amaden – Crawford, The Art of Fashion Draping, 2nd edition (Oct. 1995) Publisher: Fairchild Books, K Visual.

- Hedde Jeffe, Jurie Reus, Draping for Fashion Design, 1993, Prentice Hall Carrer & Technology.
- Connie Amaden, The Art of Fashion Draping Crawford Fairchild.

EVALUATION SCHEME

| | |
|---------------------------------|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 10 Marks |
| • Sessional Exam | - 30 Marks |
| (with viva) | |
| TOTAL | - 50 Marks |
| Semester End Exam | |
| • End Exam | - 50 Marks |
| GRAND TOTAL | - 100 Marks |

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15030206: ADVANCED PATTERN MAKING II

| | |
|--------------------------|------------------------|
| SEMESTER | : II |
| MAX. LECTURE-0Hrs/Week | : NIL |
| MAX. TUTORIAL-1Hrs/Week | : 16 |
| MAX. PRACTICAL-3Hrs/Week | : 48 |
| DURATION | :12-16 Weeks/ Semester |
| CREDITS | :2 |
| MAX. MARKS | :50+50=100 |

OBJECTIVES:

- To provide more advanced and complex concepts to the pattern-making discipline.
- To enable the students to produce marker patterns for any garment.
- To make student proficient at grading the pattern to different sizes using nested grading.
- To each industrial methods of pattern grading.

COURSE DETAIL

UNIT-I

- Contour guide pattern, Basic Torso Foundation.
- Dress categories: The three basic dress foundation, Princess-line foundation, line princess, Panel dress Foundation, Empire Foundation, Tent Foundation, Over sized Dress.
- Jacket & coat foundation.

UNIT-II

- Hoods & capes : A- line cape foundation, Flared cape foundation, contoured
- Hood foundation, loose hood foundation, The classic Empire: Empire with shirred midriff, Surplice or warp design, off-shoulder designs, Halter.

UNIT-III

- Cowls: Front cowl-High relaxed cowl, Mid- Depth cowl, low cowl, deep cowl.
- Back cowl-High back cowl, mid back cowl, low back cowl

UNIT-IV

- Grading the Basic sleeve, Grading the Basic collar, Grading Bodice, skirts & Trousers.

REFERENCE

- Grading for the fashion Industry – Patrick.J.Taylor & Martin Shobhen, Neson Thomas
- Pattern Grading for women's, Men's & Child clothes – Gerry cooklin, Black well science

- Helen Joseph Armstrong, Pattern making for Fashion Design, 2000, Dorling Kindersley (India) Pvt.Ltd. India.

EVALUATION SCHEME

| | |
|---------------------------------|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 10 Marks |
| • Sessional Exam | - 30 Marks |
| (with viva) | |
| TOTAL | - 50 Marks |
| Semester End Exam | |
| • End Exam | - 50 Marks |
| GRAND TOTAL | - 100 Marks |

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Susali

15030207: ADVANCED GARMENT CONSTRUCTION II

| | |
|--------------------------|------------------------|
| SEMESTER | : II |
| MAX. LECTURE-0Hrs/Week | : NIL |
| MAX. TUTORIAL-1Hrs/Week | : 16 |
| MAX. PRACTICAL-3Hrs/Week | : 48 |
| DURATION | :12-16 Weeks/ Semester |
| CREDITS | :2 |
| MAX. MARKS | :50+50=100 |

OBJECTIVES:

- To understand the importance of pattern development.
- To apply the knowledge of pattern development for creating structural designs.

COURSE DETAIL

UNIT-I

- Study of international stitch number and preparation of technical specification sheet, Analysis of spec sheet.

UNIT-II

- Stitching of jackets for Men's / Women's
- Stitching of casual shirt Men's / Women's using block including development of illustration, flat sketches, technical drawing, spec sheet, component drawing, consumption & calculation of fabric, trims and supporting materials, costing of the product.

UNIT-III

- Stitching of formal shirt Men's / Women's using block including development of illustration, flat sketches, technical drawing, spec sheet, component drawing, consumption & calculation of fabric, trims and supporting materials, costing of the product

UNIT-IV

- Stitching of trouser Men's / Women's using block including development of illustration, flat sketches, technical drawing, spec sheet, component drawing, consumption & calculation of fabric, trims and supporting materials, costing of the product

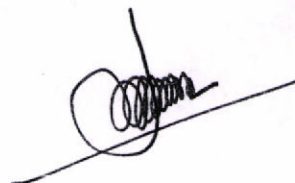
REFERENCES:

- Bernard Zamkoff and Jeanne Price, Creative Pattern Skills for Fashion Design (f.i.t. Collection), 1990, Publisher: Fairchild Books & Visual.
- Helen Joseph Armstrong, Pattern making for Fashion Design, 2000, Dorling Kindersley (India) Pvt.Ltd. India.

- Helen Joseph Armstrong, Pattern making for Fashion Design, 2000, Dorling Kindersley (India) Pvt.Ltd. India.
- Sandra Betzina, Fast Fit – Easy Pattern Alterations for Every Figure, 2003 Taunton Pr.

EVALUATION SCHEME

| | |
|---------------------------------|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 10 Marks |
| • Sessional Exam | - 30 Marks |
| (with viva) | |
| TOTAL | - 50 Marks |
| Semester End Exam | |
| • End Exam | - 50 Marks |
| GRAND TOTAL | - 100 Marks |



15030208: CAD CONSTRUCTION

| | |
|--------------------------|------------------------|
| SEMESTER | : II |
| MAX. LECTURE-0Hrs/Week | : NIL |
| MAX. TUTORIAL-1Hrs/Week | : 16 |
| MAX. PRACTICAL-3Hrs/Week | : 48 |
| DURATION | :12-16 Weeks/ Semester |
| CREDITS | :2 |
| MAX. MARKS | :50+50=100 |

OBJECTIVES:

To Understand about:

- Fashion forecasts website
- Photoshop for collage work
- CorelDraw for Flat sketches.
- Fashion Studio for draping of garments
- Pattern making software for pattern making, grading and marker making.
- Visual Merchandising Software

COURSE DETAIL

UNIT-I

- Developing Croqui figures for men, women and children using Photoshop/ Corel Draw
- Draping of garments on men's, women's & children casual, party, night, sports, office/formal wears using Fashion Studio software / Photoshop / Corel Draw.

UNIT-II

- Design flat sketches along with stitch specification for the following:
- Children – Girls (A-line & yoke frock), Boys (shirt & shorts)
- Adults – Women's (Top, Skirt, gown), Men's (Shirt, Kurta, Trouser).
- For the above create spec sheets, cost sheets for each garment using Fashion Studio software /Photoshop / Corel Draw.

UNIT-III

- Pattern software – Introduction, pattern for digitizing, Getting started in Pattern Design
- Introduction to PDS (pattern design screen), File menu, Opening and saving, Managing Pieces on the screen, measure, Edit and View functions.
- Point & Notch Functions, line functions, Piece functions.

UNIT-IV

- Prepare Patterns - A-Line Frock, Skirt, Shirt, Dress / Top, Shorts and Trousers

- Introduction to grading. Grade the above patterns. Marker Making.

REFERENCE

- Fashion and color by Mary Garthe Rockport Publishers
- Color Harmony 2 by Bride M. Whelan Rockport Publishers
- Fashion Source Book by Kathryn Mckelvey Blackwell Science
- Encyclopedia of fashion details by Patrick John Ireland Batsford
- 9 Heads by Nancy Riegelman Pearson Education
- Fashion Sketchbook by Abbing Fairchild Publications

EVALUATION SCHEME

| | |
|---------------------------------|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 10 Marks |
| • Sessional Exam | - 30 Marks |
| (with viva) | |
| TOTAL | - 50 Marks |
| Semester End Exam | |
| • End Exam | - 50 Marks |
| GRAND TOTAL | - 100 Marks |

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Swati

15060209: TERM PROJECT -II

| | |
|------------------------------------|-------------------------|
| SEMESTER | : II |
| MAX. LECTURE-0 Hr./ Week | : NIL |
| MAX. TUTORIAL-1 Hr./Week | : 16 |
| MAX. PRACTICAL-3 Hrs./Week | : 48 |
| DURATION | : 12-16 Weeks/ Semester |
| CREDITS | : 4 |
| MAXIMUM MARKS (Sessional+End Exam) | : 40+60=100 |

OBJECTIVES:

- To implement the understanding individually.
- This is the error and learning process.
- To improve the work through experiment/ experience.

COURSE DETAIL

Teachers can be assigned any kind of project/ assignment/ craft work/ chapter study/ theme based work/ project/ special order/ free launching etc.

Students need to submit all the details, documentation etc for evaluation. / Group or individual activity can be allowed only by the concern tutor. The students are required to maintain a field diary all through the tour, The collected information should be documented through visuals, samples etc. After such a tour student shall submit a report

EVALUATION CRITERIA

| Semester Sessional Exam | |
|--|-------------|
| ▪ Attendance | – 10 Marks |
| ▪ Assignments/Submission/ Presentation/ etc. | – 10 Marks |
| ▪ Sessional Practical Exam (with viva) | – 20 Marks |
| Total | – 40 Marks |
| Semester End Exam | |
| ▪ End exam | – 60 Marks |
| Grand Total | – 100 Marks |

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Evaluation Scheme for Master of Design

[M.Des]

Semester -III

| Code No. | Subject Name | Th/Pr | Credit | Hrs | Th/Pr | Tut | Formative | Summative | Total |
|------------------|-------------------------------------|-------|-----------|-----------|-----------|----------|------------|------------|-------------|
| Theory | | | | | | | | | |
| 15030301 | Fashion Marketing and Merchandising | Th | 4 | 4 | 3 | 1 | 50 | 50 | 100 |
| 15030302 | Entrepreneurship | Th | 4 | 4 | 3 | 1 | 50 | 50 | 100 |
| 15030303 | Quality Control & Assurance | Th | 4 | 4 | 3 | 1 | 50 | 50 | 100 |
| Practical | | | | | | | | | |
| 15030304 | Innovation in Design | Pr | 2 | 4 | 3 | 1 | 50 | 50 | 100 |
| 15030305 | Visual Merchandising | Pr | 2 | 4 | 3 | 1 | 50 | 50 | 100 |
| 15030306 | Fashion Stylist Photography | Pr | 2 | 4 | 3 | 1 | 50 | 50 | 100 |
| 15030307 | Theme Based Design Collection | Pr | 2 | 4 | 3 | 1 | 50 | 50 | 100 |
| 15030308 | Trunk Show Collection | Pr | 2 | 4 | 3 | 1 | 50 | 50 | 100 |
| 15030309 | Dissertation | Pr | 4 | 4 | 3 | 1 | 100 | 100 | 200 |
| | Total | | 26 | 36 | 27 | 9 | 500 | 500 | 1000 |

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15030301: FASHION MARKETING AND MERCHANDISING

| | |
|--------------------------|------------------------|
| SEMESTER | : III |
| MAX. LECTURE-3Hrs/Week | :48 |
| MAX. TUTORIAL-1Hrs/Week | : 16 |
| MAX. PRACTICAL-0Hrs/Week | :NIL |
| DURATION | :12-16 Weeks/ Semester |
| CREDITS | :4 |
| MAX. MARKS | :50+50=100 |

OBJECTIVES:

- To introduce student to aspect of domestic marketing & retail merchandising

COURSE DETAIL

UNIT – I

- Marketing & Merchandising - Core concept - Role & importance of marketing - Role & importance of fashion merchandising

UNIT – II

- Types of Merchandising - Seasonal visual merchandising, planning, window, interior & exterior visual merchandising departments
- Marketing – functions of marketing - Marketing calendar - Marketing Mix – Product, Price, Promotion, Place [Four P's]

UNIT – III

- Market Research – Method & data analysis – Scope & importance of Marketing research – Product development – Pricing policies – Strategies for Apparel products – Importance of price policies
- Functions of Pricing - Factor influencing price decision - Methods of selling prices - International & international pricing policy - Export policy (page 12 of 26)

UNIT – IV

- Advertising - Fashion advertising & preparation of advertising for apparel market
- Advertising media used in apparel marketing
- Advertising dept, advertising agencies, a survey on analysis of customers fashion preference & international advertising

REFERENCE

- Fashion marketing & merchandising by Pooja Chatty (Kalyani Publisher) Fashion marketing by Mike Essay (Blackwell series)
- Business of fashion designing manufacturing and marketing

EVALUATION SCHEME

| | |
|---|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 10 Marks |
| • Sessional Exam | - 15+15=30 Marks |
| (Need to conduct 2 sessional examination and put the average marks) | |
| TOTAL | - 50 Marks |
| Semester End Exam | |
| • End Exam | - 50 Marks |
| GRAND TOTAL | - 100 Marks |

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15030302: ENTREPRENEURSHIP

| | |
|--------------------------|------------------------|
| SEMESTER | : III |
| MAX. LECTURE-3Hrs/Week | :48 |
| MAX. TUTORIAL-1Hrs/Week | : 16 |
| MAX. PRACTICAL-0Hrs/Week | :NIL |
| DURATION | :12-16 Weeks/ Semester |
| CREDITS | :4 |
| MAX. MARKS | :50+50=100 |

OBJECTIVES:

- To develop entrepreneurship skills among the students. To familiarize the students with the process and procedure of setting up new enterprises.

COURSE DETAIL

UNIT-I

- Introduction to entrepreneurship, development of entrepreneurship, role of entrepreneurs in development of apparel and fashion industry, entrepreneurship with reference to fashion and apparel industry in India.
- Entrepreneurial support by state, central financial institutions, organizations. Government policies with reference to textile and apparel industry.

UNIT-II

- Business planning- Starting a new venture related to apparel industry, essentials of a successful centre. Formalities of opening a firm, the status of firm, Individual proprietor/partnership/ Pvt. limited company & public Ltd company, bank formalities, term loan, working capital, project financing.

UNIT-III

- Location & plant layout-factors influencing plant location, building, structure, lighting, Ventilation, material handling, availability of labour, material management and transportation. Plant layout, ergonomics safety & security to be considered while planning the layout.

UNIT-IV

- Industrial sickness and remedies, tax planning, VAT, Patent Rules, Factory Act, Minimum wages, knowledge of exemptions & deductions.
- Environmental considerations and social responsibilities.

REFERENCE

- Ormerod A, Textile Project Management, The Textile Institute, 1992.
- SangramKeshariMohanti, Fundamentals & Entrepreneurship: 2009: PHI learning.
- Terry & Franklin, Principles of Management, AITBS, 2002
- Vasanth Désai, The dynamics of entrepreneurial development & Management: 6th Edition Himalaya publish house. 2009.

EVALUATION SCHEME

| | |
|---|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 10 Marks |
| • Sessional Exam | - 15+15=30 Marks |
| (Need to conduct 2 sessional examination and put the average marks) | |
| TOTAL | - 50 Marks |
| Semester End Exam | |
| • End Exam | - 50 Marks |
| GRAND TOTAL | - 100 Marks |


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15030303: QUALITY CONTROL & ASSURANCE

| | |
|--------------------------|------------------------|
| SEMESTER | : III |
| MAX. LECTURE-3Hrs/Week | :48 |
| MAX. TUTORIAL-1Hrs/Week | : 16 |
| MAX. PRACTICAL-0Hrs/Week | :NIL |
| DURATION | :12-16 Weeks/ Semester |
| CREDITS | :4 |
| MAX. MARKS | :50+50=100 |

OBJECTIVES:

- To develop an understanding of the latest technological developments in the apparel industry.
- Understanding the quality control parameters of apparel industry.

COURSE DETAIL

UNIT-I

- Introduction to quality -Key aspects of quality system, objectives of a quality system, Total Quality Management, Role of ISO in quality assurance.
- Quality control:- principles of quality control -SQC, Quality department, Quality audit, quality monitor, Quality circles, Quality control for exports, operation of quality control systems, design, Standard, levels of standard.
- Functions of Quality Assurance department, quality check and final inspection, methods of checking, and consignment at final inspection and measurement tolerances in garments.

UNIT-II

- Introduction to Apparel testing and quality control:-
- Apparel testing equipments- GSM, Tensile tester, Bursting strength tester, Tear strength tester, fabric stiffness tester, crock meter, colour matching cabinet.

UNIT- III

- Quality parameters – (Defects found in yarns, grey fabric, dyeing, printing, bleaching, shearing, mercerization)
- Components of quality parameters- (Placket, Collar, pocket , vent , Label attachment)
- Terminologies- C.M.T, Defect, Minor Defect, Major Defect, Critical Defect, AQL, 4 points system, DIA, G.S.M, Shrinkage, Breaking strength, Color bleeding, Puckering, Pilling. Pilling resistance, Grain seam, batching up, Color smear, patches

UNIT- IV

- Technological advancements: Introduction to CAD & CAM systems,
- Computer controlled fabric checking machine & laying machines, advanced cutting machines, water jet cutting machines, air jet cutting machines and laser cutting machines, computer controlled sewing machines, advanced embroidery & sequence fixing machines.

REFERENCE

- Quality assurance for Textile and Apparel, Sara J.Kadolf, Fairchild publication.
- Introduction to clothing Manufacture, Gerry Cooklin. Blackwell science.
- Quality control in apparel manufacturing, Dr.Bharadwaj.
- Juran' quality control hand book

EVALUATION SCHEME

| | |
|---|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 10 Marks |
| • Sessional Exam | - 15+15=30 Marks |
| (Need to conduct 2 sessional examination and put the average marks) | |
| TOTAL | - 50 Marks |
| Semester End Exam | |
| • End Exam | - 50 Marks |
| GRAND TOTAL | - 100 Marks |

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15030304: INNOVATION IN DESIGN

| | |
|--------------------------|------------------------|
| SEMESTER | : III |
| MAX. LECTURE-0Hrs/Week | : NIL |
| MAX. TUTORIAL-1Hrs/Week | : 16 |
| MAX. PRACTICAL-3Hrs/Week | : 48 |
| DURATION | :12-16 Weeks/ Semester |
| CREDITS | :2 |
| MAX. MARKS | :50+50=100 |

OBJECTIVES:

- To innovate design through work experience according to forecasting
- To understand and develop the designs
- To know about the forecast
- To explore talent

COURSE DETAIL

UNIT-I

Discuss Fashion products past and present. Describe in group the journey and influences of changing design and aesthetics of fashion products

UNIT-II

Group activity- tracing the design & evolution of fashion accessories. Current Trend analysis of fashion products, Meaning of co temporization, Multicultural Effects

Group discussion of Fashion forecasting procedure for domestic market, Prediction for summer and winter collections, identifying a market, understanding buyer expectations, presentation to end users

UNIT-III

Desktop research and presentation of Technological developments, new fabrics, intelligent textiles, new production and come up with ideation for innovative products

UNIT-IV

Innovate any product inside fashion scenario, Draw manually or Digitally defining the new look and aesthetics of the product, Come up with a branding and visual identity

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REFERENCES:

- Carr harold and pomeroy john, Fashion Design And Product Development, Blackwell Science.
- Anaggi Anna, Karl Lagerfiled- A Fashion Journal, Thames And Hudson.
- Boucher, Francois, 20,000 years of fashion: the history of costume and personal adornment, harry n. Abramisi ins publishers
- Kuwayama.Y Logotypes Of The World, 2mitsuri Takahashi.
- Margot Hamilton, Hill Peter, A Bucknell , Evolution Of Fashion, B.T. Batsford ltd
- Ireland, Patrick John, Introduction To Fashion Design, B.T. Batsford
- Anne Allen And Julian Semman, Fashion Drawing : The Basic Principles B.B Araporevada X Sons.
- Tner Andrew , Japanise Stencil Designs, Dover Publications.
- Yarwood, Doreen , Fashion In The Western World, Bt Balsform Ltd.

EVALUATION SCHEME

| | |
|---------------------------------|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 10 Marks |
| • Sessional Exam | - 30 Marks |
| (with viva) | |
| TOTAL | - 50 Marks |
| Semester End Exam | |
| • End Exam | - 50 Marks |
| GRAND TOTAL | - 100 Marks |

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Swati

15030305: VISUAL MERCHANDISING

| | |
|--------------------------|------------------------|
| SEMESTER | : III |
| MAX. LECTURE-0Hrs/Week | : NIL |
| MAX. TUTORIAL-1Hrs/Week | : 16 |
| MAX. PRACTICAL-3Hrs/Week | : 48 |
| DURATION | :12-16 Weeks/ Semester |
| CREDITS | :2 |
| MAX. MARKS | :50+50=100 |

OBJECTIVES:

- To sensitize /orient the textile and clothing to understand concept of visual merchandising
- To provide the basic working tools and skills related to visual merchandising

UNIT-I

Visual merchandising and Display Basics

- Purpose of Display
- Colour and Texture
- Line and Composition
- Light and Lightings
- Type of Display and Display settings

Display Locations

- Store Exterior
- Window Display
- Store Interior

UNIT-II

Display Equipments

- Mannequins
- Alternative to the Mannequins
- Dressing the three dimensional form
- Fixtures
- Visual Merchandising and Dressing Fixtures
- Furniture as props

UNIT-III

Visual Merchandising and Display Techniques

- Attention getting devices
- Familiar symbols
- Masking and proscenia
- Sale ideas
- Fashion Accessories

- Graphics and Signage

UNIT-IV

Merchandising & Planning

- Visual Merchandising and Planning
- Setting up a Display shop
- Store Planning and Design
- Visual Merchandising and Changing face of Retail

Related Ares of Visual Merchandising and Display

- Point of Purchase Display
- Exhibit and Trade show Display, Industrial Display
- Fashion Show
- Trade Organizations and Sources
- Career opportunities in Visual Merchandising

REFERENCES

- Visual Merchandising and Display / Edition 5 by Martin M. Pegler , Fairchild Publication.
- Contemporary Visual Merchandising and Environmental Design by Jay Diamond, Ellen Diamond in Books
- Visual Merchandising and Store Design Workbook by Greg M. Gorman – ST Publications (1996)
- Visual Merchandising by ST Media Group International, Incorporated (2009)

EVALUATION SCHEME

| | |
|---------------------------------|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 10 Marks |
| • Sessional Exam | - 30 Marks |
| (with viva) | |
| TOTAL | - 50 Marks |
| Semester End Exam | |
| • End Exam | - 50 Marks |
| GRAND TOTAL | - 100 Marks |

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15030306: FASHION STYLIST PHOTOGRAPHY

| | |
|--------------------------|------------------------|
| SEMESTER | : III |
| MAX. LECTURE-0Hrs/Week | : NIL |
| MAX. TUTORIAL-1Hrs/Week | : 16 |
| MAX. PRACTICAL-3Hrs/Week | : 48 |
| DURATION | :12-16 Weeks/ Semester |
| CREDITS | :2 |
| MAX. MARKS | :50+50=100 |

OBJECTIVES:

- Be able to understand the basics and general idea of fashion styling
- To be able to assist a stylist on shoot as an intern or assistant stylist
- To have a portfolio of their own showcasing their personal style
- To have a strong sense of their own personal style
- To be able to recognize trends and quick fashion tips

COURSE DETAIL

UNIT-I

- History of fashion and Styling
- Basic Photography.
- Indoor & outdoor lighting.
- Understanding and handling of camera (Functions of a camera).
- Camera controls- Aperture, Shutter Speed, and Focus.

UNIT-II

- Fashion Icons + Photo Shoot

UNIT-III

- Different types of styling
- Shoots of Different styles:
 - i. Street styles
 - ii. Red Carpet etc.

UNIT-IV

- Window Display
- World Styling - Look Book

REFERENCES

- Mastering Fashion Styling (Palgrave Master Series) Paperback – Import, 9 Aug 1999

- Street Fashion Photography: Taking Stylish Pictures on the Concrete Runway Paperback – August 13, 2013

EVALUATION SCHEME

| | |
|---------------------------------|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 10 Marks |
| • Sessional Exam (with viva) | - 30 Marks |
| TOTAL | - 50 Marks |
| Semester End Exam | |
| • End Exam | - 50 Marks |
| GRAND TOTAL | - 100 Marks |

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15030307: THEME BASED DESIGN COLLECTION

| | |
|--------------------------|------------------------|
| SEMESTER | : III |
| MAX. LECTURE-3Hrs/Week | : NIL |
| MAX. TUTORIAL-1Hrs/Week | : 16 |
| MAX. PRACTICAL-0Hrs/Week | : 48 |
| DURATION | :12-16 Weeks/ Semester |
| CREDITS | :2 |
| MAX. MARKS | :50+50=100 |

OBJECTIVES:

To gain work experience in design development process through work experience within the industries

COURSE DETAIL

- Theme Based
- Design brief
- Design inspiration – Mood board/ theme board
- Sourcing of Fabrics
- Development of Design
- Feedback and improvement

REFERENCES

- Aspelund Karl ,2010, Design Process, Fairchild Publication
- Seivewright Simon 2012, Basics Fashion Design -Research and Design, Bloomsbury Publication India

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EVALUATION SCHEME

| | |
|---------------------------------|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 10 Marks |
| • Sessional Exam | - 30 Marks |
| (with viva) | |
| TOTAL | - 50 Marks |
| Semester End Exam | |
| • End Exam | - 50 Marks |
| GRAND TOTAL | - 100 Marks |

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15030308: TRUNK SHOW COLLECTION

| | |
|--------------------------|------------------------|
| SEMESTER | : III |
| MAX. LECTURE-0Hrs/Week | : NIL |
| MAX. TUTORIAL-1Hrs/Week | : 16 |
| MAX. PRACTICAL-3Hrs/Week | : 48 |
| DURATION | :12-16 Weeks/ Semester |
| CREDITS | :2 |
| MAX. MARKS | :50+50=100 |

OBJECTIVES:

- Identify the key components necessary to plan, execute, and review the event

COURSE DETAIL

Collect Theme based design for trunk show and present in the End of the semester.

EVALUATION SCHEME

| | |
|---------------------------------|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 10 Marks |
| • Sessional Exam | - 30 Marks |
| (with viva) | |
| TOTAL | - 50 Marks |
| Semester End Exam | |
| • End Exam | - 50 Marks |
| GRAND TOTAL | - 100 Marks |

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15030309: DISSERTATION

| | |
|--------------------------|------------------------|
| SEMESTER | : III |
| MAX. LECTURE-0Hrs/Week | : NIL |
| MAX. TUTORIAL-2Hrs/Week | : 32 |
| MAX. PRACTICAL-6Hrs/Week | : 96 |
| DURATION | :12-16 Weeks/ Semester |
| CREDITS | :8 |
| MAX. MARKS | :100+100=200 |

OBJECTIVES:

To undertake an independent piece of research in the area of interest contribute to the advancement of knowledge.

COURSE DETAIL

- The topic chosen should show originality in conceptualization/selection, exhibit systematic habits and regularity of work, thoroughness in methodology and statistical analysis, overall research competence and ability to put research findings in context.
- The research work should contribute to the advancement of knowledge in the field. The student must be guided and supervised by a member of the teaching faculty of the department. The research culminated must reflect the student's independent work.

EVALUATION SCHEME

| | |
|---------------------------------|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 20 Marks |
| • Sessional Exam | - 70 Marks |
| (with viva) | |
| TOTAL | - 100 Marks |
| Semester End Exam | |
| • End Exam | - 100 Marks |
| GRAND TOTAL | - 200 Marks |

Evaluation Scheme for Master of Design

[M.Des]

Semester -IV

| Code No. | Subject Name | Th/Pr | Credit | Hrs | Th/Pr | Tut | Formative | Summative | Total |
|------------------|---------------------------|-------|-----------|-----------|-----------|----------|------------|------------|-------------|
| Practical | | | | | | | | | |
| 15030401 | ✓ Portfolio Development | Pr | 6 | 12 | 10 | 2 | 150 | 150 | 300 |
| 15030402 | ✓ Design collection | Pr | 6 | 12 | 10 | 2 | 150 | 150 | 300 |
| 15030403 | ✓ Graduating Fashion show | Pr | 6 | 12 | 10 | 2 | 150 | 150 | 300 |
| 15030404 | Professional Proficiency | Pr | 2 | 2 | 1 | 1 | 50 | 50 | 100 |
| | TOTAL | | 20 | 38 | 31 | 7 | 350 | 650 | 1000 |

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4 - Gtr.
2 - Innovation
6 - 4
6 - 4
6 - 4
4 - 6
24

Fashion
Entrepreneurship
Innovation in Design

15030401: PORTFOLIO DEVELOPMENT

| | |
|---------------------------|------------------------|
| SEMESTER | : IV |
| MAX. LECTURE-0Hrs/Week | : NIL |
| MAX. TUTORIAL-2Hrs/Week | : 32 |
| MAX. PRACTICAL-10Hrs/Week | : 160 |
| DURATION | :12-16 Weeks/ Semester |
| CREDITS | :6 |
| MAX. MARKS | :100+200=300 |

OBJECTIVES:

- To show their talents visually
- To compile the different work under sequence
- To deal with corporate demands

COURSE DETAIL

- Final portfolio need to develop for corporate dealing
- Combine all the semester work whenever necessary
- The relevant details, photography need to be shown properly
- Guidance may be taken from the faculty members

EVALUATION SCHEME

| | |
|---------------------------------|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 20 Marks |
| • Sessional Exam | - 70 Marks |
| (with viva) | |
| TOTAL | - 100 Marks |
| Semester End Exam | |
| • End Exam | - 200 Marks |
| GRAND TOTAL | - 300 Marks |

15030402:DESIGN COLLECTION

| | |
|---------------------------|-------------------------|
| SEMESTER | : IV |
| MAX. LECTURE-0Hrs/Week | : NIL |
| MAX. TUTORIAL-2Hrs/Week | : 32 |
| MAX. PRACTICAL-10Hrs/Week | : 160 |
| DURATION | : 12-16 Weeks/ Semester |
| CREDITS | : 6 |
| MAX. MARKS | : 100+200=300 |

OBJECTIVES:

- To understand and develop the designs
- To know about the forecast
- To explore talent

COURSE DETAIL

- Theme Based
- Target the market
- Target the Category
- Target the psycho graphical range
- Design Process
 - Market Survey
 - Sourcing
 - All boards
 - Exploration
 - Final Design & approval
 - Final rendering
 - Specification sheet preparation
- Neat finish of product
- Promotional planning
- Professional Photo shoot
- Ready for fashion show/ display/ exhibition etc.

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EVALUATION SCHEME

| | |
|---------------------------------|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 20 Marks |
| • Sessional Exam | - 70 Marks |
| (with viva) | |
| TOTAL | - 100 Marks |
| Semester End Exam | |
| • End Exam | - 200 Marks |
| GRAND TOTAL | - 300 Marks |

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Swati

15030403: GRADUATING FASHION SHOW

| | |
|---------------------------|-------------------------|
| SEMESTER | : IV |
| MAX. LECTURE-0Hrs/Week | : NIL |
| MAX. TUTORIAL-2Hrs/Week | : 32 |
| MAX. PRACTICAL-10Hrs/Week | : 160 |
| DURATION | : 12-16 Weeks/ Semester |
| CREDITS | : 6 |
| MAX. MARKS | : 100+200=300 |

OBJECTIVES:

- To create an understanding of the different types of fashion events and the planning required for their successful organization.
- To familiarize the students with the various practical steps required for successful organization of fashion events and impart knowledge about the ways in which all the relevant activities could be effectively coordinated.
- To impart practical knowledge of the main administrative, design, marketing, operational and risk management steps required for the successful organization of fashion events through project work.

COURSE DETAIL

Venue requirements

- Stage/ booth design
- Seating patterns and plan
- Lighting and allied audio-visual effects
- Preparation of Program Booklet
- Catering arrangements
- Progress monitoring through checklists

Catwalk Presentation Requirements

- Merchandise selection
- Models selection
- Music and choreography
- Final show sequence and rehearsals
- Fitting sessions
- Dressing area arrangements
- Commentary requirements
- Closing and striking the show

EVALUATION SCHEME

| | |
|---------------------------------|--------------------|
| Semester Sessional Exams | |
| • Attendance | - 10 Marks |
| • Assignments/Presentation/etc. | - 20 Marks |
| • Sessional Exam (with viva) | - 70 Marks |
| TOTAL | - 100 Marks |
| Semester End Exam | |
| • End Exam | - 200 Marks |
| GRAND TOTAL | - 300 Marks |

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Santi

15030404: PROFESSIONAL PROFICIENCY

| | |
|---------------|-------------------------|
| SEMESTER | : IV |
| DURATION | : 12-16 Weeks/ Semester |
| CREDITS | : 2 |
| MAXIMUM MARKS | : 50+50=100 |

OBJECTIVES:

Students should maintain discipline in the university premises and outside the campus.
Take part in sports activities or curricular activities

EVALUATION CRITERIA

| Semester Sessional Exam | |
|--|-------------|
| ▪ Attendance | – 10 Marks |
| ▪ Assignments/Submission/ Presentation/ etc. | – 10 Marks |
| ▪ Sessional Practical Exam (with viva) | – 30 Marks |
| Total | – 50 Marks |
| Semester End Exam | |
| ▪ End exam | – 50 Marks |
| Grand Total | – 100 Marks |

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SAMPLE QUESTION PAPER

M.DESIGN
(SEM.I) THEORY EXAMINATION, 2017-2018
INTRODUCTION TO TEXTILE & APPAREL INDUSTRY
CODE NO.: FDM-10000035

Time: 3 Hours

Maximum Marks:50

SECTION-A

ATTEMPT ALL THE QUESTIONS:-

[5X2=10]

1. List the schemes of silk industry?
2. Explain the cotton industry?
3. Name the export production council of India?
4. Explain the specialty store and mall?
5. List down the names of textile research association?

SECTION-B

ATTEMPT ANY 4 QUESTIONS:-

[4X5=20]

6. Write a note on fashion trade?
7. Discuss about the fashion industry?
8. Discuss the organized & decentralized sector?
9. Discuss in brief about the Indian apparel industry?
10. Briefly explain the international apparel industry?
11. What do you understand about fashion ?

SECTION-C

ATTEMPT ANY 2 QUESTIONS :-

[2X10=20]

12. Explain the role of professionals in the fashion industry?
OR
13. Discuss the Indian textile industry?
14. Discuss the wool industry?
OR
15. Explain the export and import of apparel and textiles industry?