



**SGT UNIVERSITY**  
**SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY**  
**(UGC Approved)**  
Gurugram, Delhi-NCR  
Budhera, Gurugram-Badli Road, Gurugram (Haryana) – 122505 Ph. : 0124-2278183, 2278184, 2278185

# **FACULTY OF FASHION AND DESIGN**

## **M.Design**

## **Syllabus 2021**

F9

**M.DESIGN**  
**[2 Years Programme]**  
**SYLLABUS**

**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

**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**

Definc, 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- Allwrothpres-New York
- Design Thinking-Gavin Ambrose, Paul Harris-AVA Publishing- Switzerland

## **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

### **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

## 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

### 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

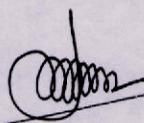
- Seam and stitches used in knitting
- Machinery used for knitted garments- Flat bed, two-bar warp knitting machine, circular jacquard knitting machine, circular pile knitting machine.

#### UNIT-IV

- Quality control
- Defects in knitted fabrics

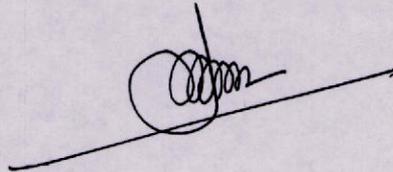
### REFERENCES:

- Knitting Technology by Prof. D. B. Ajgaonkar.



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- Circular Knitting by Dr. ChandrashekharIyer.
- 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.

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## 15030104: PROFESSIONAL ETHICS AND HUMAN VALUES

SEMESTER	: I
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-1Hrs/Week	: 16
DURATION	:12-16 Weeks/ Semester
CREDITS	:2

### OBJECTIVES:

- To understand the concept related Applied Ethics & Research Ethics
- To acquaint the students with the environmental ethics.
- To foster an understanding of ethical issues in fashion

### COURSE DETAILS

#### UNIT I

##### Applied Ethics

Introduction: Defining Ethics and Bioethics

Historical Evolution: Ancient civilization,

Development of ethics after world war II,

Development of ethics as related to religion and culture.

Theories related to Bioethics:

- Utilitarian theory-Consequence based theory
- Deontological theory-Duty based theory
- Communication theory-Community Based theory

Universal declaration on bioethics

Neuremberg code, Principles of benefit and harm as applied to bioethics

#### UNIT II

##### Human rights and values

- Autonomy
- Consent process (Written/Oral/Informed consent)
- Right to withdraw
- Equality (as related to hysical/mental/gender/cast/religion)
- Vulnerability and Personal Integrity
- Confidentiality

##### Research Ethics

- IRB &its functions
- Authorship
- Ethical issues in clinical research
- Drug trials

#### UNIT III

##### Environmental ethics

Marshall's categories:

- Ecologic extension
- Conservation ethics
- Libertarian ethics
- Humanist theory
- Anthropocentrism
- Disaster ethics
- Animal ethics

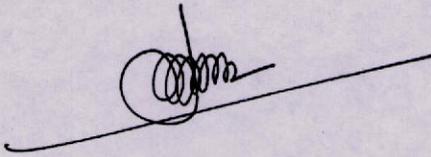
#### **UNIT IV**

##### **Ethical issues in Fashion**

- Basic concepts on ethics and its importance
- Ethical Fashion Design
- Marketing & Forgery Markets
- Advertising issues

##### **Major Issues**

- Unsafe working conditions
- Exploitation
- Fair Trade
- Sustainable Production
- Environmental and Animal welfare

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**Discipline Specific Elective [DSE]:**

**Opt any One from STYLING AND TECHNICAL ILLUSTRATION or WINDOW DISPLAY**

**15030105:STYLING AND TECHNICAL ILLUSTRATION**

SEMESTER	: I
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

**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.

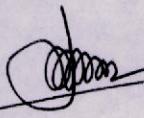
**Unit-IV**

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.

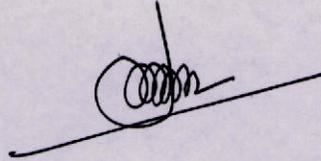
**REFERENCES:**

- Tata Sharon Lee, "Inside Fashion Design", 1977, Francisco Canfield Press.



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- 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.



## **15030106: WINDOW DISPLAY**

SEMESTER	: I
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

### **OBJECTIVES**

- To learn Window Display vis-à-vis Merchandise
- To understand the Promotional Display vs Institutional Display

### **COURSE DETAILS**

#### **UNIT I**

Introduction : Window Display—Meaning and Scope  
Importance of Window Display

#### **UNIT II**

Emerging Trends

Window Display vis-à-vis Merchandise

Storefront window display

Showcase display

Found-Space Displays

Types of Setting: Realistic, Environmental, Vignette, Fantasy, Abstract

#### **UNIT III**

Promotional Display vs Institutional Display

Window Display—Construction

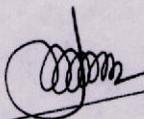
Ways to Use Your Window Display to Boost Your Sales

#### **UNIT IV**

Create a theme based window display and submit a report on it using photography/videography

#### **REFERENCE:**

- 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)



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## 15030107:COUTURE DRAPING I

SEMESTER	: I
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	:2

### 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.

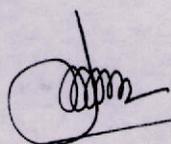
#### UNIT-IV

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: FairchildBooks, K Visual.
- HeddeJefte, Jurie Reus, Draping for Fashion Design, 1993, Prentice Hall Carrer& Technology.
- Connie Amaden, The Art of Fashion Draping Crawford Fairchild.



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## 15030108:ADVANCED PATTERN MAKING I

SEMESTER	: I
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	:2

### 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.

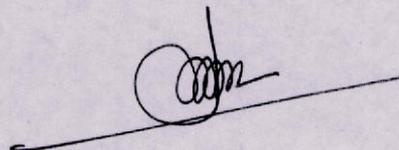
#### UNIT - III

##### 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

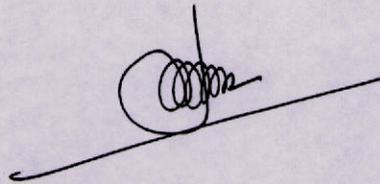
- Drafting of Sleeves:-
  - Circular/ Handkerchief
  - Bishop Sleeve
  - Lantern Sleeve



- 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.f. 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.



## 15030109:ADVANCED GARMENT CONSTRUCTION I

SEMESTER	: I
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	:2

### 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

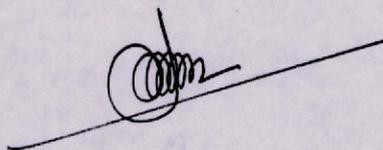
- Sleeves:-sleeveless - with facing, set-in-sleeve, half sleeve, puff sleeve, flared sleeve, full sleeve, petal sleeve, leg-o-mutton sleeve, bishop sleeve, cap sleeve raglan sleeve and kimono sleeve.

#### 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, GerryCooklin, Book Link, USA.
- Sewing for Fashion Design., Nurie.Relis/Gail Strauss-Reston Publishing Co.



**15030110:TERM PROJECT**

SEMESTER	: I
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-2Hrs/Week	: 32
DURATION	:12-16 Weeks/ Semester
CREDITS	:2

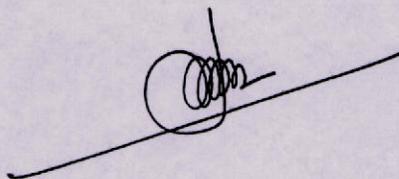
**OBJECTIVES:**

- To implcmnt 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/ training /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 Scheme for Master of Design [M.Des ]**  
**Semester -II**

Category of Paper	Code No.	Subject Name	Th/ Pr	Cre dits	Hrs	Th/ Pr	Tut
Core Course (CC)	15030201	Introduction to Design Expansion	Th	4	4	3	1
Core Course (CC)	15030202	Consumer Behavior in Fashion & Retail Industry	Th	4	4	3	1
Core Course (CC)	15030203	Fashion Business & Design Management	Th	4	4	3	1
Skill Enhancement Course (SEC)	15030204	Research Methodology	Th	2	2	1	1
Discipline Specific Elective (DSE)	15030205	ANY ONE: Forecasting Trends	Pr	1	1	4	-
	15030206	Fashion Styling					
Core Course (CC)	15030207	Couture Draping II	Pr	2	4	4	-
Core Course (CC)	15030208	Advanced Pattern Making II	Pr	2	4	4	-
Core Course (CC)	15030209	Advanced Garment ConstructionII	Pr	2	4	4	-
Discipline Specific Elective (DSE) Project	15030210	Term Project	Pr	2	2	2	-
<b>Total</b>				<b>26</b>	<b>34</b>	<b>29</b>	<b>5</b>



## **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

### **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**

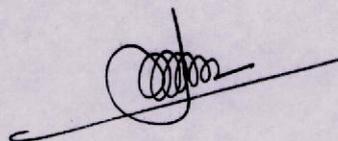
- Social aspects of clothing
- Clothing functions and theories of origin
- Individuality and conformity, conspicuous consumption and emulation
- Terms and Concepts Related To Fashion
- Fashion cycle Consumer identification with fashion life cycle
- Theories of Fashion adoption & Factors favoring and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

### **UNIT IV**

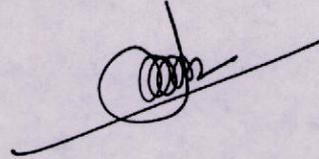
- Design Development and expansion
- Design development according to consumer
- Role of a designer in design expansion

### **REFERENCES**

- The Dynamics of Fashion, Elaine Stone, Fairchild Publication, 2008
- 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, Merill Prentice Hall, New Jersey, 1987



**15030202: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

**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**

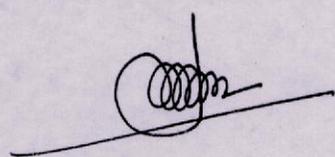
- Involvement,-types situational influences,need& goals
- Attitudes- belief,attitude and value,components and characteristics of attitude,attitudetheories,sources and functions of attitude.
- Personality- its characteristics and theories, Self- concept and Marketing segmentation

**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  
Consumer Behaviour – James F. Engel, Roger B. Blackwell and Paul W. Miniard



## 15030203: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

### 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

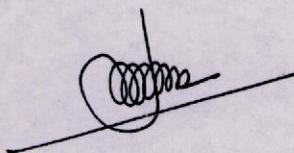
- Purpose of clothing-protection, communication and decoration.
- Fashion Terminologies-accessories, advertising, altamoda, apparel, balance, boutique, classic, collection, CAD, CAM, CIM, consumer, couture, custom made, designér, fad, fashion, fashion retailing, grading, market, silhouette and texture.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

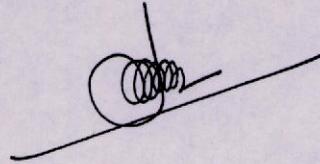


#### UNIT-IV

- 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.,MehrCastellino.
- Fashion Design and Product Development., Harold Carr, Blackwell.
- Science Inc Individuality in Clothing Selection and Personal Appearance-Fifth Edition.



**15030204: RESEARCH METHODOLOGY**

SEMESTER	: II
MAX. LECTURE-1Hrs/Week	:16
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	:NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:2

**OBJECTIVES:**

- Demonstrate knowledge of the scientific method, purpose and approaches to research
- Compare and contrast quantitative and qualitative research
- Explain research design and the research cycle
- Prepare key elements of a research proposal
- Explain ethical principles, issues and procedures

**UNIT I: Purpose of research**

Definition, objectives and significance of research  
Types of research  
Scientific method: induction and deduction  
Research approaches: quantitative, qualitative and mixed  
Issues of relevance and cultural appropriateness

**UNIT II: Principles of Research in quantitative and qualitative approaches**

**Research design**

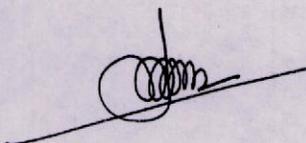
Meaning and need of research design  
Components and types of research design  
Issues in design construction

**Sampling, methods**

Concept of sampling, key differences in the two approaches • Sampling methods, sample size and sampling error • Selecting participants and contexts to examine social phenomenon

**UNIT III : Data collection and analyses**

Methods and measurement: Measurement in research, scales and errors in measurement , reliability and validity of measurement tools  
Methods of data collection and types of data  
Errors in inference – Bias and confounding, reliability and validity issues  
Ensuring reliability and validity in qualitative research



#### UNIT IV : The Research Cycle

Systematic literature review and referencing

Formulating a research problem –Developing research questions and objectives, exploring research context/phenomenon

Identifying variables, constructing hypotheses •Deciding research approach and design •

Selection of sample/participants, choice of methods and analysis. • Writing a research report-  
Styles and format.

#### REFERENCES:

- Bell, J. (1999). Doing your research project: Guide for first time researchers in social sciences. New Delhi: Viva Books.
- Bernard, H. R. (2000). Social research methods: Qualitative and quantitative approaches. Thousand Oaks, CA.: Sage.
- Blaxter, L. Hughes, C., & Tight, K. (1999). How to research. New Delhi: Viva Books.
- Bryman, A. (2008). Social research method. Oxford: Oxford University Press.
- Creswell, J. W. (2009). Research design: Qualitative, quantitative, and mixed methods approaches. Thousand Oaks, CA: Sage Publications.
- Denscombe, M. (1999). The good research guide for small-scale social research projects. New Delhi: Viva Publications.
- Denzin, N. and Lincoln, Y. (Eds.) 2005. The Sage handbook of qualitative research. London: Sage.

**Discipline Specific Elective [DSE]:**

**Opt any One from FORECASTING TRENDS or FASHION STYLING**

**15030205: FORECASTING TRENDS**

SEMESTER	: II
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	: 4

**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**

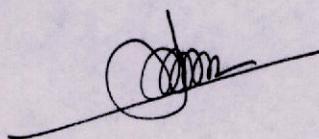
- Research theme
- Use keywords
- Explain keywords
- Work on Indian market (casual, formal, party, leisure)
- Inspiration board
- Mood board
- Work on textures
- Collect swatches & making the detailing board
- Design development sheets
- Final sheets

**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**

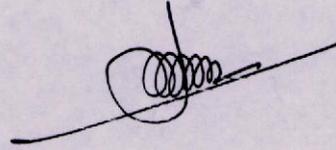
- Make Pantone color chart using color schemes



- 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.



**15030206 :FASHION STYLLING**

SEMESTER	: II
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

**OBJECTIVES**

- To understand style statements of trends
- To innovate new style statement
- Awareness about the fashion trends in clothing
- Gain the process of Wardrobe clothing

**COURSE DETAIL**

**UNIT I**

Understanding & Purpose of clothing - Protection, Modesty, attraction etc 2) Social & Psychological aspects of fashion

Selection of clothes -- Cloths for children, middle age, adults, types of clothes, according to human figure - Different material for different clothes - Color suitable for different garments

**UNIT II**

Use magazine picture & insert images to create presentation - 20th century men's /women's style - Vintage style - Classic style - Explain style detailing

**UNIT - III**

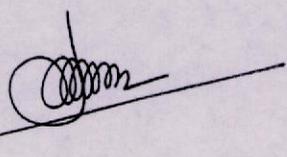
Select any 3 National & 3 International designer's collection showcased during past fashion show. Explain the themes, stories and write overall review

**UNIT - IV**

Styling according to personality

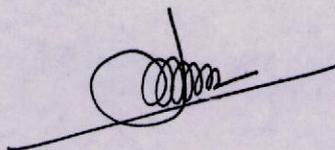
Change style according to human figure, occupation, income, society - Specification - Tribal women / men - Middle class - As consultant of designer

ASSIGNMENT: Fabric style with sewing techniques - Tucks, gathers, quilting, smoking, pleats, Shirring, Drawstring, embroidery, appliqué work - Make a sample using above techniques - Utilization of the sample in garment - Make final sketches



## REFERENCES

Fashion & color by Mary Garthe, Rockport Publishers - Encyclopedia of fashion detail by Patric John, Ireland Batsford - Fashion from concept to consumer, Gini stephens frings, prentice hall - Inside the fashion business, Jeannette a jarrow - Fashion buying, Helen gowork - Fashion design and product development, Harold carr, Backwell



## 15030207: COUTURE DRAPING II

SEMESTER	: II
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	:2

### 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

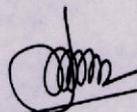
- Princess dresses – joining skirt to the bodice.
- Draping of Pants
- Draping of Bustier

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



## 15030208:ADVANCED PATTERN MAKING II

SEMESTER	: II
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	:2
MAX. MARKS	:40+60=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

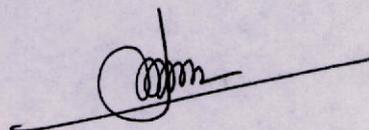
- Cows: Front cowl-High relaxed cowl, Mid- Depth cowl, low cowl, deep cowl.
- Back cowl-High back cowl, mid back cowl, low back cowl

#### 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.



## 15030209: ADVANCED GARMENT CONSTRUCTION II

SEMESTER	: II
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	:2

### 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

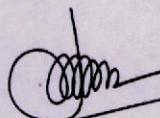
- Stitching of formal shirt Men's / Women's using block including development of illustration, flat sketches, technical drawing, spec sheet, component drawing, consumption & calculation of fabric, trims and supporting materials, costing of the product

#### 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.
- Sandra Betzina, Fast Fit – Easy Pattern Alterations for Every Figure, 2003 Taunton Pr.



**15030210:TERM PROJECT**

SEMESTER	: II
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-2Hrs/Week	: 32
DURATION	:12-16 Weeks/ Semester
CREDITS	:2

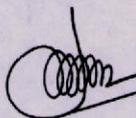
**OBJECTIVES:**

- 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/ training /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.



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**Evaluation Scheme for Master of Design [M.Des ]  
Semester -III**

Category of Paper	Code No.	Subject Name	Th/ Pr	Cre dits	Hrs	Th/ Pr	Tut
Core Course (CC)	15030301	Fashion Marketing and Merchandising ✓	Th	4	4	3	1
Core Course (CC)	15030302	Quality Control & Assurance ✓	Th	4	4	3	1
Discipline Specific Elective (DSE)	15030303	ANY ONE: Visual Merchandising ✓	Pr	4	4	4	-
	15030304	Fashion Stylist Photography ✗					
Core Course (CC)	<del>15030305</del>	<del>Portfolio Development</del>	Pr	2	4	4	-
Core Course (CC)	<del>15030306</del>	<del>Innovation in Design</del>	Pr	2	4	4	-
Skill Enhancement Course (SEC)	15030307	CAD Construction ✓	Pr	4	4	4	-
Discipline Specific Elective (DSE) Project	<del>15030308</del>	<del>Term Project</del> ✓	Pr	4	8	8	-
<b>Total</b>				<b>24</b>	<b>32</b>	<b>30</b>	<b>2</b>

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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

### 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

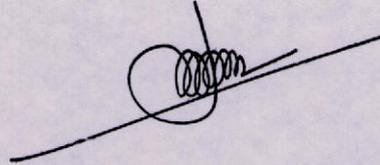
- Advertising - Fashion advertising & preparation of advertising for apparel market
- Advertising media used in apparel marketing
- Advertising dept, advertising agencies, a survey on analysis of customers fashion preference & international advertising

### REFERENCE

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

**REFERENCE:**

- Uma Kapila, Understanding the Problems of Indian Economy, Academic Foundation, 2003.
- M.L. Jhi m gan, International Economics, Vir India Pulications, 2001.



## 15030302: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

### 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

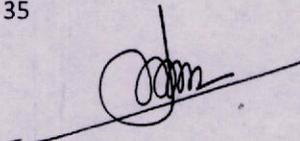
- Introduction to Apparel testing and quality control:-
- Apparel testing equipments- GSM, Tensile tester, Bursting strength tester, Tear strength tester, fabric stiffness tester, crock meter, colour matching cabinet.

#### 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

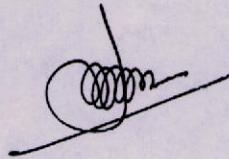
- Technological advancements: Introduction to CAD & CAM systems,
- Computer controlled fabric checking machine & laying machines, advanced cutting machines, water jet cutting machines, air jet cutting machines and laser cutting machines,



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

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## 15030304:FASHION STYLIST PHOTOGRAPHY

SEMESTER	: III
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

### 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

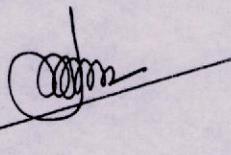
- Different types of styling
- Shoots of Different styles:
  - i. Street styles
  - ii. Red Carpet etc.

#### 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



**15030305: PORTFOLIO DEVELOPMENT**

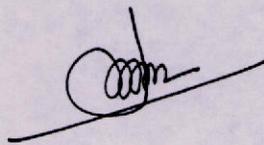
SEMESTER	: IV
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	:2

**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

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## 15030306:INNOVATION IN DESIGN

SEMESTER	: III
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	:2

### 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

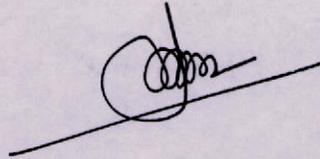
Innovate any product inside fashion scenario, Draw manually or Digitally defining the new look and aesthetics of the product, Come up with a branding and visual identity

### REFERENCES:

- Carrharold 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.
- TnerAndrew ,Japanise Stencil Designs, Dover Publications.
- Yarwood, Doreen , Fashion In The Western World, BtBalsform Ltd.



## 15030307:CAD CONSTRUCTION

SEMESTER	: III
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

### 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/formalwears 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

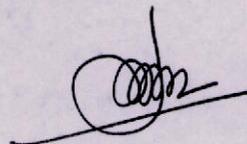
- Pattern software – Introduction, pattern for digitizing, Getting started in Pattern Design
- Introduction to pattern design screen, File menu, Opening and saving, Managing Pieces on the screen, measure, Edit and View functions.
- Point & Notch Functions, line functions, Piece functions.

#### UNIT-IV

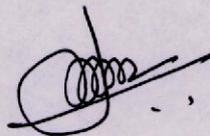
- Prepare Patterns - A-Line Frock, Skirt, Shirt, Dress / Top, Shorts and Trousers
- Introduction to grading. Grade the above patterns. Marker Making.

### 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 Abing Fairchild Publications



**15030308: TERM PROJECT**

SEMESTER	: III
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

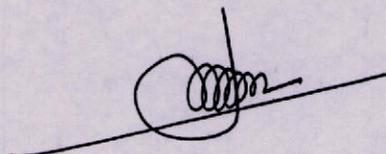
**OBJECTIVES:**

- 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/ training /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.

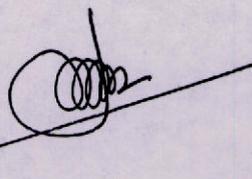


**Evaluation Scheme for Master of Design [M.Des ]**  
**Semester -IV**

Category of Paper	Code No.	Subject Name	Th/ Pr	Cre Dits	Hrs	Th/ Pr	Tut
Core Course (CC)	15030401	Fashion Communication	Th	4	4	3	1
Discipline Specific Elective (DSE)	15030402	ANY ONE: Retail & Brand Management	Th	4	4	3	1
	15030403	Entrepreneurship Development					
Skill Enhancement Course (SEC)	15030404	Design collection	Pr	6	6	6	-
Core Course (CC)	15030405	Digital Portfolio Development	Pr	2	4	4	-
Discipline Specific Elective (DSE) Project	15030406	Graduating Fashion show	Pr	2	4	4	-
Project Discipline Specific Elective (DSE) Project	15030407	<del>Dissertation</del>	Pr	6	12	12	-
		<b>TOTAL</b>		<b>24</b>	<b>34</b>	<b>32</b>	<b>2</b>

*SADIA BATES*

*SOB ole*



**15050401: FASHION COMMUNICATION**

SEMESTER	: IV
MAX. LECTURE-3Hrs/Week	: NIL
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	: 48
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

**OBJECTIVES:**

To enable the students understand the fashion language & skills of communication for visualization of garment

**COURSE DETAILS**

**UNIT I**

Fashion & the communication process - Meaning of fashion - Communication of process - The theories of fashion adaptation - Need for promotion of fashion - Need for the communication process

**UNIT II**

Visual communication - V.M. meaning & display meaning - Role & importance of V.M. - Types of Window display - Fashion shows - Runway shows - Fashion photographs

**UNIT III**

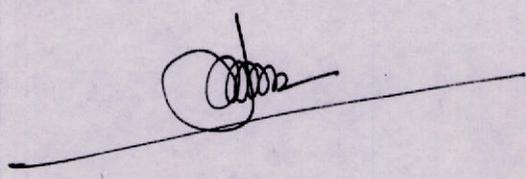
Types of written communication - Creative writing in fashion media - Advertising

**UNIT IV**

Communication of the fashion event - Catalogues - Broachers - Layouts for exhibition  
Choreography for Ramp walk  
Promotion of fashion communication - Reporting events - Scripting shows - Critics of fashion -  
Formulating case studies

**REFERENCES**

Prasad Group discussion & interview (with audio cassettes), Shashikumar Spoken English cassette - John Hedge "Photography" courses, John Hedge - Culture communication & social change, Joshi p.c.(1989),New Delhi Vikas Publication.



**Discipline Specific Elective [DSE]:**

**Opt any One from RETAIL AND BRAND MANAGEMENT or ENTREPRENEURSHIP DEVELOPMENT**

**15050402: RETAIL AND BRAND MANAGEMENT**

SEMESTER	: IV
MAX. LECTURE-3Hrs/Week	: NIL
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	: 48
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

**OBJECTIVES:**

- To expose and develop students' understanding of design/ merchandising from a buyer's/ retailer's point of view
- To learn about branding

**COURSE DETAIL**

**UNIT-I**

- Brand hierarchy, brand image, brand identity, brand loyalty
- Brand positioning, brand customer relationship
- Managing brand-brand creation, brand extension, brand portfolio
- Brand assessment through research

**UNIT-II**

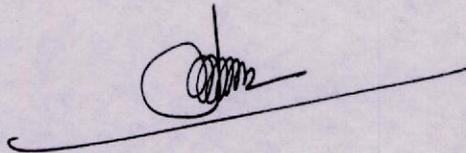
- Brand revitalization, financial aspects of brands
- Branding different segments and sectors in fashion textile industry

**UNIT-III**

- Retailing environment in India
- Classification of retailers, types of retailers
- Store formats
- Inventory methods

**UNIT-IV**

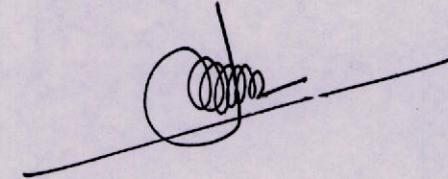
- Elements of retail mix
- Store organization, retail market strategy, trade area analysis, site selection



- Retail pricing and re-pricing & Mark up and its relationship to profit

REFERENCES:

- Levy & Weitz: Retailing Management, Tata McGraw Hill
- Micheal P. Peters Advertising- Principles Tata McGraw Hill.



### 15030403: ENTREPRENEURSHIP DEVELOPMENT

SEMESTER	: IV
MAX. LECTURE-3Hrs/Week	:48
MAX. TUTORIAL-1Hrs/Week	: 16
MAX. PRACTICAL-0Hrs/Week	:NIL
DURATION	:12-16 Weeks/ Semester
CREDITS	:4

#### 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

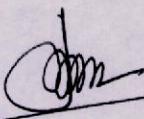
- Location & plant layout-factors influencing plant location, building, structure, lighting, Ventilation, material handling, availability of labour, material management and transportation. Plant layout, ergonomics safety & security to be considered while planning the layout.

##### UNIT-IV

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

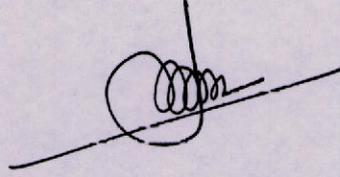
#### REFERENCE

- Ormerod A, Textile Project Management, The Textile Institute, 1992.
- SangramKeshariMohanti, Fundamentals & Entrepreneurship: 2009: PHI learning.
- Terry & Franklin, Principles of Management, AITBS, 2002



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- Vasanth Desai, The dynamics of entrepreneurial development & Management: 6th
- Edition Himalaya publish house. 2009.

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**15030404: DESIGN COLLECTION**

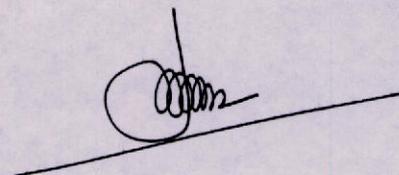
SEMESTER	: IV
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0 Hrs/Week	: NIL
MAX. PRACTICAL-6 Hrs/Week	: 96
DURATION	:12-16 Weeks/ Semester
CREDITS	:6

**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.



## 15030405: DIGITAL PORTFOLIO DEVELOPMENT

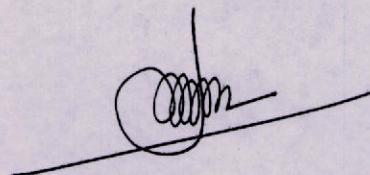
SEMESTER	: IV
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4Hrs/Week	: 64
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2

### OBJECTIVES:

- The students document all their presentable work done through all semesters and those that portray the student's areas of interest.
- The portfolio can be an effective means of communicating the capacities and capabilities of the students to anyone who seeks their skills and talents.

### COURSE DETAIL

- The portfolio would be done using the art software's of which the student have undergone training.
- Students should use computer aided backdrops and various innovative layouts.
- Appropriate selection of designer display folders & different design options are possible for showcasing their creative works.

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## 15030406:GRADUATING FASHION SHOW

SEMESTER	: IV
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-4Hrs/Week	: 64
DURATION	:12-16 Weeks/ Semester
CREDITS	:2

### 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

**15030407:DISSERTATION**

SEMESTER	: IV
MAX. LECTURE-0Hrs/Week	: NIL
MAX. TUTORIAL-0Hrs/Week	: NIL
MAX. PRACTICAL-12Hrs/Week	: 192
DURATION	:12-16 Weeks/ Semester
CREDITS	:6

**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.

