

**DAVANGERE UNIVERSITY**  
**Shivagangothri, Davanagere – 577007**



**SYLLABUS FOR MASTER OF SCIENCE (MSc)**  
**SEMESTER SCHEME - CBCS**

**DEPARTMENT OF STUDIES IN FASHION DESIGN**  
**WITH EFFECT FROM 2020-21 AND ONWARDS**

  
**DAVANGERE UNIVERSITY**  
**DEPARTMENT OF STUDIES IN FASHION DESIGN**

Shivagangothri, Tholahunase, Davangere-577007, Karnataka. Ph-08192-208029 Fax: 08192-208008

Dr. Manasa D. J.  
Assistant Professor and Coordinator

Email: manasadubot@davangereuniversity.ac.in  
Mob: 7892631239, 9480650438

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No: DU: FD: 2020-21/

Date: 08/11/2020

PROCEEDINGS OF THE MEETING OF THE BOARD OF STUDIES IN FASHION DESIGN - PG

The meeting of the Board of studies in Fashion Design was held on 08<sup>th</sup> November 2021 through online platform via Zoom App at 02.30 pm. Following are the members of the Board.

- |                               |          |
|-------------------------------|----------|
| 1. Dr. Dr. Sadhana D. Kulloli | Chairman |
| 2. M. G. Hegde                | Member   |
| 3. Dr. Ashok A Itagi          | Member   |
| 4. Dr. Ramesh S.N             | Member   |
| 5. Dr. Manasa. D. J           | Member   |

Agenda for Meeting:

1. Formation of third and fourth semester syllabus for MSc in Fashion Design for the academic year 2021-22.
2. Formation of Panel of examiners for the academic year 2021-22.
3. Formation of semester examination theory, practical and internal question paper pattern.
4. Formation of syllabus for Institute elective paper for the academic year 2021-22.
5. Syllabus framing for Value added course for the academic year 2020-21.
6. Inclusion of Programme outcomes, programme specific outcomes and course outcomes for the complete syllabus of Fashion Design.
7. The board members discussed the issues in the agenda and resolved as under:

Agenda No. 01: Formation of third and fourth semester syllabus for MSc in Fashion Design for the academic year 2021-22.

Action taken: The members of the board discussed the importance of all the subjects and resolved to approve the syllabus to be introduced for the third and fourth semester of MSc in Fashion Design for the academic year 2021-22.

Agenda No. 02: Constitution of Panel of Examiners for the academic year 2021-22.

Action taken: The Board members discussed the issue and have included few more names of subject experts and approved to be involved in panel of examiners for the academic year 2021-22.

Agenda No. 03: Formation of semester (Theory and Practical) and internal examination question paper pattern.

Action taken: The members of the Board discussed the matter and formed a pattern of question paper for semester (Theory and Practical) and internal examination to be implemented for the academic year 2021-22.

Agenda No. 4: Formation of syllabus for Institute elective paper for the academic year 2021-22.

Action plan taken: The members of the Board discussed the importance of all the topics to be included in Fashion and Garment Manufacturing and resolved to approve for the syllabus for the academic year 2021-22.

Agenda No. 5: Syllabus framing for Value added course for the academic year 2020-21.

Action taken: The members of the Board discussed the importance of all the topics to be included in Value addition for clothing and **Jewellery making** course and resolved to approve for the syllabus for the academic year 2021-22.

Agenda No. 6: Inclusion of Programme outcomes, programme specific outcomes and course outcomes for the complete syllabus of Fashion Design course.

Action taken: The members of the Board discussed the importance of all the courses included in syllabus and resolved to approve the Programme outcomes, programme specific outcomes and course outcomes for the academic year 2021-22.

The committee has discussed on all the matters of the agenda and the necessary action taken to resolve the issues and given the approval.

Sl. No	Name	Position	Signature
01	Dr. Sadhana D. Kulloli	Chairman	
02	M. G. Hegde	Member	
03	Dr. Ashok A Itagi	Member	
04	Dr. Ramesh S.N	Member	
05	Dr. Manasa. D. J	Member	

## Department of Studies in Fashion Design

**Vision:** The Department of studies in Fashion Design will focus on creating globally-competitive, creative and innovative graduates for the garment industry through a strong emphasis on holistic education, research, training, industrial linkages and social responsibility initiatives.

### **Mission:**

- To provide education with innovative, contemporary and structured curriculum, up-to-date technology, pedagogy, industry & foreign collaborations.
- The programme helps to streamline the students to collaborate with fashion, textiles, Apparel and design industries which concurrently help to achieve a sustainable progress and apply professional knowledge for the betterment of mankind.

### **Programme Specific Outcomes for M. Sc. Fashion Design**

1. To lay a strong foundation to the study of Apparel and Fashion design to develop the basic skills to applied study of Apparel designing and Fashion in detail.
2. To make the students realize the applications of different fields of Apparel construction and Fashion commercially, ecologically and industrially.
3. To ensure that the students are equipped with expertise to make use of the opportunities and to tackle the challenges in the field of Fashion Design.

### **Programme outcomes for M. Sc. Fashion Design**

1. **Academic Excellence:** Academic excellence through effective delivery of course contents. enhancing the horizon of knowledge, analytical and practical skills and practical knowledge to enable the learners to carry out qualitative research and pursue academic or professional careers
2. **Global Outreach and Holistic Development:** Nurturing ability to engage in lifelong learning skill oriented garment manufacturing techniques, demonstrating sympathetic social concern, Entrepreneurship development, contributing to the development of nation, awareness gained on various issues.
3. **Goal-Oriented and Life-Long Education:** Setting long term goals and achieving them in a global competitive perspective to solve modern day challenges in Apparel and fashion designing.
4. **Social Consciousness:** Understanding the role and applicability of knowledge acquired in the context of society, environment and sustainable livelihood development sticking on to the ethics and values.

## M.Sc. in FASHION DESIGN (CBCS) COURSE STRUCTURE 2020-21 ONWARDS

Semester	Subject/ Paper Code	Title of the Paper	Instruction H./week	Marks			Credits	Examination duration (H.)
				Examination	Internal Assessment	Total Marks		
SEMESTER-I	<b>THEORY PAPERS</b>							
	FD 1.1	Textile and design studies	4	70	30	100	4	3
	FD 1.2	Fashion and colour concept	4	70	30	100	4	3
	FD 1.3	Sewing Technology	4	70	30	100	4	3
	FD 1.4	Fashion Illustration and Sketching	4	70	30	100	4	3
	<b>PRACTICAL PAPERS</b>							
	FD 1.5	Textile and design studies	4	40	10	50	2	3
	FD 1.6	Fashion and colour concept	4	40	10	50	2	3
	FD 1.7	Sewing technology	4	40	10	50	2	3
	FD 1.8	Fashion Illustration and Sketching	4	40	10	50	2	3
<b>Mandatory Credits: English Language Communication Skill</b>			2	---	---	---	2	---
SEMESTER-II	<b>THEORY PAPERS</b>							
	FD 2.1	Fashion Styling and ornamentation	4	70	30	100	4	3
	FD 2.2	Fashion Merchandising and presentation	4	70	30	100	4	3
	FD 2.3	Apparel Quality Control and Standards	4	70	30	100	4	3
	FD 2.4	Pattern Development and Draping	4	70	30	100	4	3
	<b>PRACTICAL PAPERS</b>							
	FD 2.5	Fashion Styling and ornamentation	4	40	10	50	2	3
	FD 2.6	Fashion Merchandising and presentation	4	40	10	50	2	3
	FD 2.7	Pattern Development and Draping	4	40	10	50	2	3
	FD 2.8	Computer Aided Apparel and Fashion Designing	4	40	10	50	2	3
<b>Mandatory Credits: Computer Skill</b>			2	---	---	---	2	---
SEMESTER-III	<b>THEORY PAPERS</b>							
	FD 3.1	Apparel Technology	4	70	30	100	4	3
	FD 3.2	Traditional Textiles and Embroidery of India	4	70	30	100	4	3
	FD 3.3	Retail Management	4	70	30	100	4	3
	FD 3.4	Fashion Marketing and Management	4	70	30	100	4	3
	<b>PRACTICAL PAPERS</b>							
	FD 3.5	Apparel Technology	4	40	10	50	2	3
	FD 3.6	Traditional Textiles and Embroideries of India	4	40	10	50	2	3
	FD 3.7	Retail Management	4	40	10	50	2	3
	FD 3.8	Fashion Marketing and Management	4	40	10	50	2	3
FD 3.9	Fashion and Garment Manufacturing	2	40	10	50	2	2	

<b>SEMESTER-IV</b>	<b>THEORY PAPERS &amp; PROJECT WORK/DISSERTATION</b>							
	FD 4.1	Dress Designing Techniques	4	70	30	100	4	3
	FD 4.2	Fashion Accessory Design	4	70	30	100	4	3
	FD 4.3	Entrepreneur Development	4	70	30	100	4	3
	FD 4.4	Project Work/ Dissertation	6	70	30	100	6	3
	<b>PRACTICAL PAPERS &amp; STUDY TOUR/INDUSTRIAL VISIT</b>							
	FD 4.5	Dress Designing Techniques	4	40	10	50	2	3
	FD 4.6	Fashion Accessory Design	4	40	10	50	2	3
	FD 4.7	Entrepreneur Development	4	40	10	50	2	3
	<b>Industrial visits</b>		---	---	---	---	---	---
<b>Mandatory Credits: Personality Development</b>		2	---	---	---	2	---	
<b>Total Credits for the Course</b>		<b>102</b>	---	---	<b>2400</b>	<b>104</b>	---	

**I SEMESTER M. SC., FASHION DESIGN - THEORY  
COURSE STRUCTURE**

<b>Course</b>	<b>Code</b>	<b>Title</b>	<b>Teaching H/Week</b>	<b>Credits</b>	<b>Examination</b>	<b>Internal Assessment</b>	<b>Total</b>
Core	Theory FD 1.1	Textile and design studies	4	4	70	30	100
Core	Theory FD 1.2	Fashion and colour concept	4	4	70	30	100
Core	Theory FD 1.3	Sewing Technology	4	4	70	30	100
Core	Theory FD 1.4	Fashion Illustration and Sketching	4	4	70	30	100
Core	Practical FD 1.5	Textile and design studies	4	2	40	10	50
Core	Practical FD 1.6	Fashion and colour concept	4	2	40	10	50
Core	Practical FD 1.7	Sewing technology	4	2	40	10	50
Core	Practical FD 1.8	Fashion Illustration and Sketching	4	2	40	10	50
<b>Mandatory Credits: English Language communication skill</b>			2	2	-	-	-
<b>Total</b>			<b>34</b>	<b>26</b>	<b>440</b>	<b>160</b>	<b>600</b>

**Note: Internal assessment: Tests- 12 (Two tests of 06 each), Seminar- 07, Assessment- 06, attendance-05 for each paper**



## Semester I M. Sc. Fashion Design - Theory

### CORE FD 1.1: TEXTILE AND DESIGN STUDIES

Course type	Code	Title	Teaching Hours/ Week	Credits
Core	FD 1.1	Textile and Design Studies	04	04

#### Course Outcome

After the successful completion of this course students are expected to be able to:

1. The students would be able to understand the theoretical and practical knowledge in the field of textile manufacturing process.
2. Expertise in understanding different natural and man-made textile fibres, spinning and weaving process
3. Students would pursue higher education in the fields of assessing mechanical and comfort properties of woven fabrics.
4. Able to create different fabrics and able to learn presentation skills.

### CORE FD 1.1: TEXTILE AND DESIGN STUDIES

#### Objectives:

- To accustom students with the essential information of the textile process **course**.
- To suit the product and fields of application

<b>Textile and Design Studies</b>		<b>64 h</b>
<b>Unit 1</b>	Textile Fibers –Definition, Classification and Manufacturing of textile fibres. Physical & Chemical properties of natural fibres (Cotton, Linen, Wool, Silk and Jute) and man-made fibres (Polyester, Nylon, Acrylic, Spandex / Lycra, Viscose Rayon & Tencel). Series of spinning processes; objective and working principles of Blow room, Carding, Draw frame and Comber. Influence of fibre property on various techniques of spun yarn process.	16 h
<b>Unit 2</b>	Suitability of spun yarns produced with different techniques for specific products in various fields. Study of special methods of producing filaments. Weaving processes – Warp winding, Warping, Sizing and Pirn winding. Primary and Secondary & Auxiliary motions of power loom. Shuttleless loom - working Principles of Air jet, Water jet, Projectile and Rapier loom. Controls in shuttle and shuttleless weaving machines. Yarn quality requirements for weaving domestic and export products.	16 h
<b>Unit 3</b>	Mechanical properties and tactile pressure sensations of the fabric. Fabric prickliness, itchiness, stiffness, softness, smoothness, roughness, and scratchiness, garment fit and pressure, comfort – general aspects, construction factors, dimensional changes and the effects of fit on comfort.	16 h
<b>Unit 4</b>	Presentation skills: collage, collage on dresses, collage on background Theme board, mood board, swatch board, client board. Inspirational design	16 h

## References:

1. David J Spencer, "Knitting Technology", Wood Head Publishing Limited, England, 2001.
2. Hu, J "Structure and Mechanics of Woven Fabrics", Hong Kong Polytechnic University, Wood Head Publishing Ltd., 2004.
3. Kothari V K, "Fabric Comfort", Proc. of the Seminar on Comfort in Textiles, held at IIT Delhi, New Delhi, 2004.
4. Li Y, "The Science of Clothing Comfort", Textile Progress, Vol.31, No.1/2, The Textile Institute, 2001.
5. Lord P R, "Hand book of yarn production: Technology, Science and Economics", Woodhead Publishing, 2003.
6. Sabit Adanur, "Handbook of Weaving", Technomic Publishing Co., Inc., India, 2001.
7. David Spencer, "Knitting Technology", Pergamon Press, Oxford, 2001.
8. George A Tay, "Fundamentals of weft knitted fabrics", National Knitwear and Sportswear Association, New York, USA, 1996.
9. Jay Diamond, Ellen Diamond, "The World of Fashion", 3rd Edition, Fairchild Publication, 2002.
10. Sandy Black, "Knitwear in Fashion", Thames and Hudson Publication, 2002.
11. Terry Brackenbury, "Knitting Clothing Technology", Blackwell Publishing, 2005.

**I SEMESTER MSC FASHION DESIGN - PRACTICAL**

**CORE FD 1.5: TEXTILE AND DESIGN STUDIES**

**Practical syllabus**

**16 practical of 4 h each**

<b>TEXTILE AND DESIGN STUDIES</b>		
Unit 1	Yarn testing for its quality, collection of yarn samples	3
Unit 2	Collection of fabric samples and testing	3
Unit 1	Presentation skills: collage, collage on dresses, collage on background	3
Unit 2	Theme board, mood board, swatch board, client board.	3
Unit 3	Creating lines	2
Unit 4	Inspirational designing	2

## Semester I M. Sc. Fashion Design - Theory

### CORE FD 1.2: FASHION AND COLOUR CONCEPT

Course type	Code	Title	Teaching Hours/ Week	Credits
Core	FD 1.2	Fashion and Colour Concept	04	04

#### Course Outcome

After the successful completion of this course students are expected to be able to:

1. Understand elements and principles of design and its application in apparel and fashion design
2. Have the knowledge of fashion designers and their role in fashion industry
3. Understand fashion cycle, fashion theories and Psychology of clothing
4. Continuously update their knowledge in Fashion Trends & development

### CORE FD 1.2: FASHION AND COLOUR CONCEPT

#### Objectives:

- To impart basic in fashion
- To acquaint students with knowledge of history of fashion

Fashion and Colour Concept		64 h
Unit 1	History of Indian costumes. Elements of design and its application: dot, line, shape, colour, texture, value, form and shape.	16 h
Unit 2	Principles of design and its application: repetition, gradation, radiation, dominance, contrast, rhythm, harmony, proportion, unity and balance.	16 h
Unit 3	The mechanics of fashion: Role of fashion designers in fashion industry. The fashion design process adapted by designers. Leading fashion designers of India and the world.	16 h
Unit 4	Fashion changes and consumer acceptance: fashion cycle and fashion theories. Fashion terminologies. Psychology of clothing. Fashion Trends & development.	16 h

#### References:

1. Armstrong Helen Joseph, Pattern Making for Fashion Design, 3rd edition, Prentice Hall, 1999.
2. Bernard zamkoff and Jeanne Price, creative Pattern "Skills for Fashion Design" Fairchild Publications, 1990.
3. Frances LetoZangrillo, "Fashion Design for the Plus-size", Fairchild Pub., 1999.
4. Gavin Waddell, "How Fashion works", Blackwell Publishing, 2005.
5. Laver, James, "Costumes & Fashions: A concise history". London: Thames & Hudson, 1982.
6. Sharon Lee Tate, "Inside Fashion Design", Harper & Row Pub, NY.

**I semester MSc Fashion Design - Practical**  
**CORE FD 1.6: FASHION AND COLOUR CONCEPT**

**Practical Syllabus**

**16 Practical of 4 h each**

**Objectives:**

- To develop aesthetic and creative sensibilities and communication.
- To provide a good understanding and application of mixed media, materials, techniques and methods for creative expression.

<b>FASHION AND COLOUR CONCEPT</b>		
Unit 1	Colour wheel and Effects of colours	4
Unit 2	Fashion Trends & development.	2
Unit 3	Textural effects and illustration of textures	4
Unit 4	Application of elements in dress	4
Unit 5	Application of principles on dresses	2

# Semester I M. Sc. Fashion Design - Theory

## Core FD 1.3: SEWING TECHNOLOGY

Course type	Code	Title	Teaching Hours/ Week	Credits
Core	FD 1.3	<b>Sewing Technology</b>	04	04

### Course outcome

After the successful completion of this course students are expected to be able to:

1. Understand the basic knowledge of sewing process
2. Know various tools, equipment and the process involved in sewing
3. Have updated theoretical and practical knowledge regarding stitches, seams, neckline & closure finishing, pleats, tucks and gathers
4. Take appropriate body measurements required for construction of different garments

## Core FD 1.3: SEWING TECHNOLOGY

### Objectives:

- To provide an insight basic knowledge of sewing process
- To familiarize students with various tools, equipment's used and the process involved in sewing

Sewing Technology		64 h
Unit 1	General introduction to sewing machines, Types of sewing machines, main components of sewing machine and its function, technical terms, needle, care and maintenance, lubrication, stitching problems- causes and remedies. Sewing tools and equipments	16 h
Unit 2	Industrial sewing machine: sewing machines main components of sewing machine and its function, technical terms, needle, care and maintenance, lubrication, stitching problems- causes and remedies.	16 h
Unit 3	Stitches and seams. Neckline finishing. Closure finishing	16 h
Unit 4	Pleats, tucks, gathers. Taking body measurements	16 h

### References

1. Chuter. A. J." Introduction to clothing production management", Blackwell publishing, 2nd Edition, 1995.
2. Carr& Latham, (2008), Technology of Clothing Manufactures - 4th Edition, Australia, Blackwell Publishers.
3. Claire Shaeffer, "Sewing for the Apparel Industry", Prentice-Hall, 1st Edition, 2001.
4. Gerry Cooklin, "Introduction to Clothing Manufacturers", Blackwell publishing, 2nd Edition, 2006.
5. Harold Carr& Barbara Latham, "The Technology of Clothing Manufacture", Blackwell publishing, 4th edition, 2008.
6. Harold Carr, "The Clothing Factory, Clothing & Footwear Insitute", Blackwell Science, 1992.

7. Jacob Solinger. 1980. *Apparel Manufacture*. Van Nostrand Reilfold.
8. Patty Brown, Jane Rice RN CMA, "Ready-to-Wear Apparel Analysis", Prentice Hall, 3rd Edition, 2000.
9. Richard Jones, "The Apparel Industry", Wiley-Blackwell, 2nd Edition, 2006.
10. Ruth E. Glock, (2005), *Apparel Manufacturing : Sewn Production Analysis*, New Delhi, Pearson Education Indian Publishers.
11. Thomas Anna Gawb, "The Art of Sewing", UBS Publishers Distributers ltd. 1994.

## I semester MSc Fashion Design - Practical

### CORE FD 1.7: SEWING TECHNOLOGY

#### Practical Syllabus

16 Practical of 4 h each

SEWING TECHNOLOGY		
Unit - 1	Stitches and seams	1
Unit 2	Neckline finishing	2
Unit 3	Closure finishing	2
Unit 4	pleats, tucks, gathers	3
Unit 5	Taking body measurements	2
Unit 6	Pouch making	2
Unit 7	Drafting of apron and stitching	4

#### References

1. Bane Allyne, Flat pattern design, McGrawHill pub. USA
2. Gerry Cooklin, Introduction to Clothing Manufacture, Blackwell Science, UK, 1991
3. Harold Carr& Barbara Latham, The Technology of Clothing Manufacture, Oxford Pub., USA, 1994
4. Helen J Armstrong, Pattern Making for Fashion Design, Prentice Hall
5. Patric Taylor et.al., Grading for the fashion industry, StanelyThomes ltd., 1990
6. Winfred Aldrich.. Metric Pattern Cutting.. Blackwell Science, UK press, 1980



## Semester I M. Sc. Fashion Design - Theory

### Core FD 1.4: FASHION ILLUSTRATION AND SKETCHING

Course type	Code	Title	Teaching Hours/ Week	Credits
Core	FD 1.4	<b>Fashion Illustration and Sketching</b>	04	04

#### Course outcomes

After the successful completion of this course students are expected to be able to:

1. Accustom with tools and equipments used for fashion illustration and sketching
2. Sketch basic and fashion figures according to the fashion trend
3. Render and drape garments on fashion figures for further development of trendy garments
4. Design and illustrate casual and formal wear on fashion figure for developing fashion garments by applying innovative fashion details

### Core FD 1.4: FASHION ILLUSTRATION AND SKETCHING

#### Objectives:

- To impart advanced knowledge in fashion design.
- To impart knowledge about designing for special categories.

<b>Fashion Illustration and Sketching</b>		<b>64 h</b>
Unit 1	Tools and equipments used for illustration : pencils, pens, markers, brushes, papers etc. Basic block figures: eight head theory and ten head theory	16 h
Unit 2	Fashion block figure: figures and kinds of poses, stylized fashion figure. Medium exposure: making familiar with all mediums like shading pencils, water colours, poster colours, etc.	16 h
Unit 3	Rendering effects, draping of garments. Fashion details. Innovative fashion details	16 h
Unit 4	Illustration of casual wear and formal wear	16 h

#### References:

1. Frances LetoZangrillo, "Fashion Design for the Plus-size", Fairchild Publication, 1999.
2. Gavin Waddell, "How Fashion works", Blackwell Publishing, 2005.
3. Jay Diamond, Ellen Diamond, "The World of Fashion", Fairchild Publication, 3rd Edition, 2002.
4. Laver, James, "Costumes & Fashions: A concise history", Thames & Hudson, 1982.
5. Rubin LG, "The World of Fashion", Canfield press, 1976.

## I semester MSc Fashion Design - Practical

### CORE FD 1.8: FASHION ILLUSTRATION AND SKETCHING

Practical Syllabus

16 Practical of 4 h each

#### Objective:

- To understand fashion illustration concepts and techniques.

<b>Fashion Illustration and Sketching</b>		16 h
Unit - 1	Working with photoshop	3
Unit 2	Developing backgrounds according to the design	3
Unit 3	Working with fashion illustrator	4
Unit 4	Designing basic body blocks	4
Unit 5	Designing innovative dresses.	2

#### REFERENCES

1. ElizabettaDrudi and Tiziana, (2010), Figure Drawing for Fashion Design, Netherland, Pepin Press.
2. Kathryn Mckelvey, (2006), Fashion Source Book, United States, Wiley Publications.
3. Kathryn McKelvey "Illustrating Fashion" by Blackwell Science.
4. Patrick John Ireland, (2009), New Encyclopaedia of Fashion Details: Over 100's Fashion Details, London, Batsford.
5. Alferd D. Dortennzio, (1998), Fashion Sketching, New York, Delmer Publishers.
6. Bina Ablng, (2001), Fashion Rendering with Colours, New Jersey, Prentice
7. Bina Ablng, " Fashion Sketch Book", 2006 by Fairchild Publication
8. Stan Smith, "The Illustration handbook" 1984 by Macdonld Co.
9. Julian Seaman, "Professional Fashion Illustration" by B.T. Batsford Ltd.
10. Ireland Patrick John, "Fashion Design Drawing Presentation", 1996 B.T. Batsford Ltd.
11. Allen and Seaman, "Fashion Drawing- The Basic Principles" 1994, B.T. Batsford, London.

**M.SC FASHION DESIGN II SEMESTER**  
**COURSE STRUCTURE**

<b>Course structure Course</b>	<b>Code</b>	<b>Title</b>	<b>Teaching H/Week</b>	<b>Credits</b>	<b>Examination</b>	<b>Internal Assessment</b>	<b>Total</b>
Core	Theory FD 2.1	Fashion Styling and ornamentation	4	4	70	30	100
Core	Theory FD 2.2	Fashion Merchandising and presentation	4	4	70	30	100
Core	Theory FD 2.3	Apparel Quality Control and Standards	4	4	70	30	100
Core	Theory FD 2.4	Pattern Development and Draping	4	4	70	30	100
Core	Practical FD 2.5	Fashion Styling and ornamentation	4	2	40	10	50
Core	Practical FD 2.6	Fashion Merchandising and presentation	4	2	40	10	50
Core	Practical FD 2.7	Pattern Development and Draping	4	2	40	10	50
Core	Practical FD 2.8	Computer Aided Apparel and Fashion Designing	4	2	40	10	50
<b>Mandatory Credits: Computer skill</b>			2	2	-	-	
<b>Total</b>			<b>34</b>	<b>26</b>	<b>440</b>	<b>160</b>	<b>600</b>

**Note: Internal assessment: Tests- 12 (Two tests of 06 each), Seminar- 07, Assessment-06, attendance-05 for each paper**

## II SEMESTER MSC.IN FASHION DESIGN- THEORY

### CORE FD 2.1: FASHION STYLING AND ORNAMENTATION

Course type	Code	Title	Teaching Hours/ Week	Credits
Core	FD 2.1	Fashion Styling and Ornamentation	04	04

#### Course outcomes

After the successful completion of this course students are expected to be able to:

1. To understand the theoretical and practical knowledge on Mass Production process and manufacturing techniques involved in developing Ready-to-wear garments
2. To design apparels for special categories viz., Infants, maternity, plus-size, old-age, physically challenged.
3. To design apparels for specialty shows and organize fashion, trade and collection shows
4. To master over fabric painting techniques, basic embroidery, tie and dye methods.

### CORE FD 2.1: FASHION STYLING AND ORNAMENTATION

#### Objectives:

- To impart advanced knowledge in fashion design.
- To impart knowledge about designing for special categories

Fashion Styling and Ornamentation		64 h
Unit 1	Couture: Meaning and place in the fashion industry, organization, controlling bodies, International couture, decline and revival of couture, characteristics and specialties. Ready-to-wear: Definition, origin, evolution of utility clothing, design process, manufacturing techniques, work rooms and studios, factors in the growth of the industry, contribution of various cultures to ready-to-wear industry.	16 h
Unit 2	Mass Production: Process, production, sizing, design strategies, lines within a design house, offshore production and new trends. Designing of apparels for specialty shows: Introduction, need for specialty shows, different categories- Fashion shows, trade shows, collection shows.	16 h
Unit 3	Designing for special categories: Infants, maternity, plus-size, old-age, physically challenged. Fabric painting techniques	16 h
Unit 4	Basic embroidery. Tie and dye methods. Tassel making	16 h

**References:**

1. Frances LetoZangrillo, "Fashion Design for the Plus-size", Fairchild Publication, 1999.
2. Gavin Waddell, "How Fashion works", Blackwell Publishing, 2005.
3. Jay Diamond, Ellen Diamond, "The World of Fashion", Fairchild Publication, 3rd Edition, 2002.
4. Laver, James, "Costumes & Fashions: A concise history", Thames & Hudson, 1982.
5. Rubin LG, "The World of Fashion", Canfield press, 1976.
6. Chambers B.G. "Colour and design, Fashion in Men sWomen s Clothing and furnishings" Prentice Hall. Inc. Newyork, 1951.
7. Erwin, Kinchen and Peter, "Clothing for Moderns" Mcmillan publishing compare, In. New York, 6th Edition, 1976.
8. Gisela Hein, "Fabric printing", B.T. Batsford Ltd, London, 1972.
9. Hamyln, "Mc.Calls Sewing in Colour", The Hamyln Publishing Corporation limited, 1975.
10. JasleenDhamija, "The Indian Folk, Arts and Crafts", National Book Trust India, New Delhi, 1992.

**II semester MSc.in Fashion Design- Practical**  
**CORE FD 2.5 FASHION STYLING AND ORNAMENTATION**

**Practical Syllabus**

**16 Practical of 4 h each**

**Objectives:**

- To impart in depth knowledge of decorative techniques on garment.

<b>FASHION STYLING AND ORNAMENTATION</b>		<b>I6 practical</b>
Unit 1	Designing of apparels for specialty shows and Designing for special categories	4
Unit 2	Fabric painting techniques	2
Unit 3	Basic embroidery	4
Unit 4	Tie and dye methods	4
Unit5	Tassel making	2

**II SEMESTER MSC.IN FASHION DESIGN- THEORY**  
**CORE FD 2.2 FASHION MERCHANDISING AND PRESENTATION**

<b>Course type</b>	<b>Code</b>	<b>Title</b>	<b>Teaching Hours/ Week</b>	<b>Credits</b>
Core	FD 2.2	Fashion Merchandising and Presentation	04	04

**Course outcome**

**After the successful completion of this course students are expected to be able to:**

1. Understand fashion merchandising and marketing concepts, know emerging trends in merchandising & challenges in marketing.
2. Distinguish Retail fashion and Visual merchandising
3. Know the Process flow in garment industry, have knowledge of document types & recordings, factory audits, inspection and testing reports
4. Realize the scope and importance of sales promotion techniques

**CORE FD 2.2 FASHION MERCHANDISING AND PRESENTATION**

**Objectives:**

- To familiarise students with fashion merchandising concepts.
- To provide students with a broad perspective on emerging trends in merchandising

<b>Fashion Merchandising and Presentation</b>		<b>64 h</b>
Unit 1	Introduction to merchandising: Evolution, merchandising types, basic functions of merchandising, merchandising technology, merchandiser's key responsibilities. 6R's of fashion merchandising, fashion forecasting, fashion interpretation, merchandise resource planning, and elements of planning, capacity planning, merchandising calendar, KPI measurements, buying and selling seasons in different market.	16 h
Unit 2	New product line development: Types of products, study apparel product lines, product life cycle, brand management, idea generation, screening, concept testing, test marketing, commercialization, product positioning, major reasons for product failure. Retail fashion merchandising and Visual merchandising.	16 h
Unit 3	Process flow in garment industry- buying sourcing and communication, enquiry, order conformation, order review and its importance, planning and programming, Check points before cutting – pilot run or trial run and its importance. Approvals, types of approvals, shipping marks, final inspection procedure.	16 h
Unit 4	Order sheet and its content- packing list and its content, document formats, order sheet, packing list, invoice, inspection and testing reports etc. Assortment and its types: documents recordings and its types: claims and reasons for claim, factory audits. Buyers code of conducts. Advertising: scope, importance, types, merits and demerits, sales promotion, personal selling, retail management.	16 h

## References

1. Bhabatosh Banerjee, "Cost Accounting", Word Press, 11<sup>th</sup> Revised Edition, 2001.
2. Blocher, Edward, "Cost Management: A strategic Emphasis", McGraw Hill, London, 2002.
3. Hansen, Don R, "Cost Management Accounting and Control", Ohio Thomson, 4<sup>th</sup> Edition, 2003.
4. Hilton, Ronald W, "Cost Management: Strategies for Business Decisions", McGrawHill, London, International Edition, 2000.
5. Richard D Irwin, "Principles of Cost Accounting: Managerial Applications", Excel books, India, 2001.
6. William Lanen, "Fundamentals of Cost Accounting", McGraw-Hill/Irwin, 3<sup>rd</sup> Edition, 2010.



**II SEMESTER MSC.IN FASHION DESIGN- PRACTICAL  
CORE FD 2.6 FASHION MERCHANDISING AND PRESENTATION**

**Objectives:**

- To understand the importance of local and departmental apparel stores.

**Practical Syllabus**

**16 Practical of 4 h each**

<b>Fashion Merchandising and Presentation</b>		<b>I6 practical</b>
Unit 1	1. Interview a local store fashion buyer. Ask how and where he or she buys fashion merchandise at a market? <ul style="list-style-type: none"> <li>➤ From a sales representative?</li> <li>➤ Through a buying office?</li> <li>➤ From a catalog?</li> </ul> 2. What type of merchandise is purchased in what way? 3. What is the buyer favorite method and why? 4. How often does the buyer go to a market center? 5. Which one does he or she attend? 6. Summarize the answer in a written report.	<b>8</b>
Unit 2	<ul style="list-style-type: none"> <li>➤ Fashion presentation: project has to be carried out by the student individually and conduct fashion show</li> <li>➤ Each student should maintain their record.</li> <li>➤ Themes can be picked up from nature.</li> <li>➤ Garments should be very innovative.</li> </ul>	<b>8</b>

**References**

1. Bernard Zamkoff and Jeanne Price, Creative Pattern Skills for Fashion Design(f.i.t. Collection), 1990, Publisher: Fairchild Books &Visual.
2. Helen Joseph Armstrong, Pattern making for Fashion Design, 2000, DorlingKindersley (India) Pvt. Ltd.India.
3. Sandra Betzina, Fast Fit – Easy Pattern Alterations for Every Figure, 2003 TauntonPr.
4. Gale Grigg Hazen, Fantastic Fit for Every Body, 1998, Published by RodalePress
5. Pati Palmer and Marta Alto Palmer, Fit for real People, 1998., PletschInc.,
6. Kathleen Maggio, AlteredClothing.
7. Pati Palmer and Susan Pletsch, Easy, Easier, Easiest Tailoring,; 2000., Published byPalmer/ PletschInc.,

**II SEMESTER MSC.IN FASHION DESIGN- THEORY**  
**CORE FD 2.3 APPAREL QUALITY CONTROL AND STANDARDS**

<b>Course type</b>	<b>Code</b>	<b>Title</b>	<b>Teaching Hours/ Week</b>	<b>Credits</b>
Core	FD 2.3	Apparel Quality Control and Standards	04	04

**Course outcome**

**After the successful completion of this course students are expected to be able to:**

1. Impart skills into the advanced apparel quality tests and standards: understand the Quality Specifications and Garment Standards
2. Understand Eco management of textile and apparel industry, Eco specifications and restrictions in apparels and textiles
3. Understand theoretically and practically the Fabric hand, serviceability and Aesthetic characteristics
4. Practically assess Garment quality tests, understand and develop labels and eco-Labels and analyze garment defects.

**CORE FD 2.3 APPAREL QUALITY CONTROL AND STANDARDS**

**Objectives:**

- To familiarize students with advanced apparel quality tests and standards
- To impart knowledge about garment labelling and defects

<b>Apparel Quality Control and Standards</b>		<b>64 h</b>
Unit 1	Introduction to quality control and standards: Evolution of quality, quality planning, quality control, quality assurance, total quality management- contributions of Deming. Quality Specifications: Yarns, fabrics & trims, defect analysis and rectification. Garment Standards and Specifications: Analysis of pre-sample specification of garment or apparel product, understanding quality assurance in terms of measurement, sewing operations and finishes as per the specification sheet and garments defect analysis.	16 h
Unit 2	Fabric hand characteristics- Drape, bending, crease recovery, shear, bias extension, formability, friction- objective measurement by FAST & KES. Serviceability: Snagging, pilling, abrasion resistance, tearing strength, tensile, bursting, seam strength, seam slippage, flammability, soil resistance, soil release. Garment Quality tests for dimensions, fabric construction, weight, properties, stitch lines, seams, special stitches, finishes etc. Durability characteristics of trims - resistance of zippers, buttons, snaps, buckle etc. to abrasion, bursting and corrosiveness.	16 h
Unit 3	Labelling: Introduction, labelling parameters, fibre content, care labelling and flammability, wash care labels, labelling systems - Canadian, American, European, Australian, Sweden, UK, Germany and Japan, Regulations for labelling parameters, Eco-labelling.	16 h
Unit 4	Garment defects: Cutting defects, sewing defects, assembly defects, pressing, finishing and packaging defects, and procedures of quality evaluation, revision and approvals as specified in the specification sheet.	16 h

## **References**

1. David H, "ISO 9000 quality system handbook", Butterworth publishing, New Delhi, 2006.
2. Juran J M and Gryna, F M, "Quality Planning and Analysis - From Product Development through Use", Tata McGraw Hill Publishing Limited, New Delhi, 2001.
3. Pradeep V Mehta, "Managing Quality in Apparel Industry", NIFT publication.
4. Sara J Kadolph, "Quality Assurance for Textiles and Apparels", Fairchild publications, 2nd Edition, 2007.
5. Saville, B.P. "Physical testing of textiles", Woodhead Publishing Ltd and CRC Press LLC, 1999.

## II SEMESTER MSC.IN FASHION DESIGN- THEORY

### CORE FD 2.4 PATTERN DEVELOPMENT AND DRAPING

Course type	Code	Title	Teaching Hours/ Week	Credits
Core	FD 2.4	Pattern Development and Draping	04	04

#### Course outcome

**After the successful completion of this course students are expected to be able to:**

1. Know the importance of pattern development and apply the knowledge of pattern development for creating structural designs
2. Learn theoretically and practically develop patterns by dart manipulation, using different sleeves, collars, yokes and pockets
3. Drape and develop foundation patterns for designing draped garments based on theme using various garment components with different fabrics for children and adults
4. Design, develop and construct saree blouse using draping technique



## CORE FD 2.4 PATTERN DEVELOPMENT AND DRAPING

### Objectives:

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

<b>Pattern Development and Draping</b>		64 h
Unit 1	Dart Manipulation- conversion of darts to tucks, pleats, gathers, seamlines etc. on women's wear. Sleeves- plain, gathered, raglan, kimono. Collars-Peter pan, Turtle, Chinese and Shawl. Yokes-With and without fullness, style lines	16 h
Unit 2	Pockets-Patch pockets, Patch pockets with flap, Seam pockets. Preparation of muslin basic blocks, test fitting, front, back, sleeve and skirt, pattern alterations. Plackets and finishing- continuous/ one piece, bound/ two piece placket.	16 h
Unit 3	Introduction to draping: Draping terminology, tools and equipments, dress forms, elements of fabric behaviour, principles and techniques of draping. Draping of foundation patterns-Basic bodice, basic skirt, basic sleeve- Children and adults	16 h
Unit 4	Designing draped garments based on theme using following components with different fabrics <ul style="list-style-type: none"> <li>a. Bodice variations- dartless silhouettes, princess shape.</li> <li>b. Midriffs &amp; Yokes</li> <li>c. Collars</li> <li>d. Cuffs</li> <li>e. Sleeves</li> <li>f. Pocket</li> <li>g. For upper garment, skirts / pants.</li> </ul> Design, develop and construct saree blouse using draping technique	16 h

### References:

1. Del Hawkins, David Mothersbaugh, Amit Mookerjee, "Consumer Behavior: Building Marketing Strategy", Tata McGraw Hill Education, 11<sup>th</sup> edition, 2012.
2. Donnellan, John, "Merchandise Buying and Management", Fairchild Books, 3<sup>rd</sup> Edition, 2007.
3. Grace I. Kunz, "Merchandising: Theory, Principles, and Practice", Fairchild Books, 3<sup>rd</sup> Edition, 2009.
4. Jeremy A. Rosenau, David L. Wilson, "Apparel Merchandising - The Line Starts Here", Fairchild Books, 3<sup>rd</sup> Edition, 2006.
5. Jung E. Ha-Brookshire, "Global Sourcing in the Textile and Apparel Industry", Prentice Hall, 1<sup>st</sup> Edition, 2014.
6. Philip Kotler, Kevin Keller, "Marketing Management", Prentice Hall, 14<sup>th</sup> Edition, 2011.
7. Marketing, R.S.N. Pillai and Bagavathi, S. Chand & Co Ltd New Delhi- 1987.
8. Marketing Principle and methods by Philip C.F and Duneon D.T, Irwin publications.
9. Principles of Marketing by Backman T.N. Maynard H.H and Davidson, W.R, Ronald Press Company New York 1970.
10. Fashion Marketing by John Fayer Weather.
11. International Marketing by V.K. Kirpalani.

**II semester MSc.in Fashion Design- Practical**  
**CORE FD 2.7 PATTERN DEVELOPMENT AND DRAPING**

**Practical Syllabus**

**No. of Practical: 16 (4 h each)**

**Objectives:**

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

<b>Pattern Development and Draping</b>		<b>16 practical</b>
Unit 1	Finishes- neckline finishes- facing, shaped and piping/binding. Fastners -Press buttons, hooks, Shirt button, buttonhole, Velcro, zipper	6
Unit 2	Draping of foundation patterns-Basic bodice, basic skirt, basic sleeve- Children and adults	4
Unit 3	Designing draped garments based on theme using following components with different fabrics a. Bodice variations- dartless silhouettes, princess shape. b. Midriffs & Yokes c. Collars d. Cuffs e. Sleeves f. Pocket g. For upper garment, skirts / pants.	6

**References:**

1. Helen J Armstrong, Pattern making for Fashion Draping, 2009
2. Patric Taylor et.al., Grading for the Fashion Industry, Stanley Thomas Ltd., 1990
3. Winfred Aldrich, Metric Pattern Cutting, Blackwell Science, UK.1988

## II SEMESTER MSC.IN FASHION DESIGN- THEORY

### CORE FD 2.4 PATTERN DEVELOPMENT AND DRAPING

Course type	Code	Title	Teaching Hours/ Week	Credits
Core	FD 2.4	Pattern Development and Draping	04	04

#### Course outcome

**After the successful completion of this course students are expected to be able to:**

5. Know the importance of pattern development and apply the knowledge of pattern development for creating structural designs
6. Learn theoretically and practically develop patterns by dart manipulation, using different sleeves, collars, yokes and pockets
7. Drape and develop foundation patterns for designing draped garments based on theme using various garment components with different fabrics for children and adults
8. Design, develop and construct saree blouse using draping technique

### CORE FD 2.4 PATTERN DEVELOPMENT AND DRAPING

#### Objectives:

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

Pattern Development and Draping		64 h
Unit 1	Dart Manipulation- conversion of darts to tucks, pleats, gathers, seamlines etc. on women's wear. Sleeves- plain, gathered, raglan, kimono. Collars-Peter pan, Turtle, Chinese and Shawl. Yokes-With and without fullness, style lines	16 h
Unit 2	Pockets-Patch pockets, Patch pockets with flap, Seam pockets. Preparation of muslin basic blocks, test fitting, front, back, sleeve and skirt, pattern alterations. Plackets and finishing- continuous/ one piece, bound/ two piece placket.	16 h
Unit 3	Introduction to draping: Draping terminology, tools and equipments, dress forms, elements of fabric behaviour, principles and techniques of draping. Draping of foundation patterns-Basic bodice, basic skirt, basic sleeve- Children and adults	16 h



Unit 4	Designing draped garments based on theme using following components with different fabrics h. Bodice variations- dartless silhouettes, princess shape. i. Midriffs & Yokes j. Collars k. Cuffs l. Sleeves m. Pocket n. For upper garment, skirts / pants. Design, develop and construct saree blouse using draping technique	16 h
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### References:

12. Del Hawkins, David Mothersbaugh, Amit Mookerjee, "Consumer Behavior: Building Marketing Strategy", Tata McGraw Hill Education, 11<sup>th</sup> edition, 2012.
13. Donnellan, John, "Merchandise Buying and Management", Fairchild Books, 3<sup>rd</sup> Edition, 2007.
14. Grace I. Kunz, "Merchandising: Theory, Principles, and Practice", Fairchild Books, 3<sup>rd</sup> Edition, 2009.
15. Jeremy A. Rosenau, David L. Wilson, "Apparel Merchandising - The Line Starts Here", Fairchild Books, 3<sup>rd</sup> Edition, 2006.
16. Jung E. Ha-Brookshire, "Global Sourcing in the Textile and Apparel Industry", Prentice Hall, 1<sup>st</sup> Edition, 2014.
17. Philip Kotler, Kevin Keller, "Marketing Management", Prentice Hall, 14<sup>th</sup> Edition, 2011.
18. Marketing, R.S.N. Pillai and Bagavathi, S. Chand & Co Ltd New Delhi- 1987.
19. Marketing Principle and methods by Philip C.F and Duneon D.T, Irwin publications.
20. Principles of Marketing by Backman T.N. Maynard H.H and Davidson, W.R, Ronald Press Company New York 1970.
21. Fashion Marketing by John Fayer Weather.
22. International Marketing by V.K. Kirpalani.

**II semester MSc. in Fashion Design- Practical**  
**CORE FD 2.8 COMPUTER AIDED APPAREL AND FASHION DESIGNING**

**Practical Syllabus**

**No. of Practical: 16 (4h each)**

**Objectives:**

- To facilitate the students to learn the application of pattern making software.

<b>Computer Aided Apparel and Fashion Designing</b>		16 practical
Unit1	Introduction to pattern making software: Pattern design system (PDS) - creating storage area, setting up and editing p-user environment table, notch table and rule table.	2
Unit 2	Working tools: Creating and editing points, notches, lines and pieces	2
Unit 3	Digitizing procedure: Pattern preparation, digitizing and verification of patterns	2
Unit 4	Drafting basic blocks, annotation of patterns, modification of patterns as per style requirement of the garment, adding fullness – pleats, gathers, darts, dart manipulation, seam allowances, shaping corners, rotating patterns with accordance to grainline.	2
Unit5	Grading: Selecting grading methods, editing rule table, size range, assigning rule table, grading patterns with x and y co-ordinates.	2
Unit6	Marker making: Marker making procedure, setting up model editor, annotation editor, block buffer editor, lay limit editor and order editor	2
Unit7	Plotting: Procedure - setting up annotation editor, piece plot parameter and table piece plot order.	1
Unit8	Preparation of Patterns for the following <ul style="list-style-type: none"> <li>✓ SalwarKameez</li> <li>✓ Midi andTops</li> <li>✓ T-Shirt</li> <li>✓ Full Sleeve Shirt</li> <li>✓ Trousers –Narrow bottom or Bellbottom</li> </ul>	4

**References:**

1. Software Manuals
2. Joseph, Helen, Pattern Making for Fashion Designing
3. Coklin. Gerry, Pattern Grading for Women's Clothes
4. Sorabji M. Rutnagar (2007), The Indian Textile Journal, Volume 117, Issue 7 - 12, Business Press.
5. Ji-Young Ea Ruckman,Jeong-WhaKim(2000),Journal of Fashion Marketing and Management; an International Journal, United Kingdom, MCB UP Ltd.
6. Sandar Burke (2006), Fashion Computing: Design Techniques and CAD, London, Burke Publishing.

7. Kevin Tallon, (2008), Digital Fashion Illustration with Photoshop and Illustrator, London, Batsford Publications.

**M.SC FASHION DESIGN III SEMESTER  
COURSE STRUCTURE**

Course	Code	Title	Teaching H/Week	Credits	Examination	Internal Assessment	Total
Core	Theory FD 3.1	Apparel Technology	4	4	70	30	100
Core	Theory FD 3.2	Traditional Textiles and Embroideries of India	4	4	70	30	100
Core	Theory FD 3.3	Retail Management	4	4	70	30	100
Core	Theory FD 3.4	Fashion Marketing and Management	4	4	70	30	100
Core	Practical FD 3.5	Apparel Technology	4	2	40	10	50
Core	Practical FD 3.6	Traditional Textiles and Embroideries of India	4	2	40	10	50
Core	Practical FD 3.7	Retail Management	4	2	40	10	50
Core	Practical FD 3.8	Fashion Marketing and Management	4	2	40	10	50
Core	Theory FD 3.9 (Institute elective for other science students)	Fashion and Garment Manufacturing	2	2	-	-	50
<b>Total</b>			<b>34</b>	<b>26</b>	<b>440</b>	<b>160</b>	<b>600</b>

**Note: Internal assessment: Tests- 12 (Two tests of 06 each), Seminar- 07, Assessment-06, attendance-05 for each paper**

### III SEMESTER MSC.IN FASHION DESIGN- THEORY

#### Core FD 3.1: Apparel Technology

Course type	Code	Title	Teaching Hours/ Week	Credits
Core	FD 3.1	Apparel Technology	04	04

#### Course outcome

After the successful completion of this course students are expected to be able to:

1. Understand theoretically and practically the advanced apparel production process and systems.
2. Recognize various developments in apparel industrial engineering concepts
3. Understand innovative trends and challenges in apparel production
4. Gain knowledge in apparel productivity and quality management.

#### Core FD 3.1: Apparel Technology

#### Objectives:

- To provide students with the advanced apparel production process and systems.
- To make the students aware of developments in apparel industrial engineering concepts

Apparel Technology		64 h
Unit 1	Introduction to apparel industrial engineering concepts: Evolution of industrial engineering, scope of industrial engineering in global perspective, IE interface with apparel production. Organization structure of a garment manufacturing unit. Work flow in a garment-manufacturing unit (Fabric Inspection to Finishing). Designer's role in producing functional and production friendly designs - Process involved in designing a design sheet - Analysis and evaluation of counter sample.	16 h
Unit 2	Operator training and development: Classification of sewing operators, need based training- primary and secondary training, training modules, multi skilled operator development, adaptation of performance improvement methods, reasons of training failure, retraining on low performance key areas, improving effectiveness of training.	16 h
Unit 3	Elements of production planning and control: Task scheduling, material resource planning, process selection and planning, basic capacity calculation, estimating quantity & costs of production.  Work study: Method study approach, work measurement; tools and techniques, and principles. Line planning: Line requirement parameter. Considerations based on type of apparel product, SAM, order quantity, lead time, factory efficiency. Men and machine requirements planning, batch setting, line balancing concepts.	16 h

Unit 4	Productivity management: Overview of productivity measures, measuring labour productivity, Machine productivity & value productivity, strategies to improve productivity, factors affecting productivity, balancing productivity and quality. Innovative trends and challenges in apparel production: IT applications in capturing motion Economy and time measurement, lowering energy consumption and minimizing environmental impact. Crisis management: natural and unnatural crisis eg. Strike etc. Work space Stress management	<b>16 h</b>
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### References

1. Eberle, Hannelore, "Clothing technology: from Fibre to Fashion, Verlag Europa-Lehrmittel, Nourney, Vollmer GmbH & Co., 5th Edition, 2008.
2. Grace I. Kunz "Going Global: The Textile and Apparel Industry", Fairchild Books, 2nd Edition, 2011.
3. Grace I. Kunz, Ruth E. Glock, "Apparel Manufacturing: Sewn Product Analysis", Pearson/Prentice Hall, New Jersey, 4th edition, 2005.
4. Janace Bubonia. "Apparel Production Terms and Processes", Fairchild Books, 2nd Edition, 2011.
5. Paula J. Myers-McDevitt, "Apparel Production Management and the Technical Package" Bloomsbury Academic, 2010.

### III semester MSc Fashion Design - Practical

#### CORE FD 3.5: Apparel Technology

##### Practical Syllabus

16 Practical of 4 H each

##### Objectives:

- To familiarize students with spec sheet analysis, garment construction and its evaluation.
- To acquaint students to construct garments using standard methods and to analyse defects

Unit 1	Development of any 3 collar, sleeve, back necks design and its variations	4
Unit 2	Design and construct a Women's clothing and develop <ul style="list-style-type: none"><li>• Specification sheet</li><li>• Trim card</li><li>• Tech pack sheet</li></ul>	4
Unit 3	Analyze the constructed garments using standard methods.	4
Unit 4	Analyze the Garment defects. Industrial analysis.	4

### III SEMESTER MSC.IN FASHION DESIGN- THEORY

#### Core FD 3.2: Traditional Textiles and Embroideries of India

Course type	Code	Title	Teaching Hours/ Week	Credits
Core	FD 3.2	Traditional Textiles and Embroideries of India	04	04

#### Course outcome

After the successful completion of this course students are expected to be able to:

1. Understand theoretically and practically the State wise embroideries of India
2. Recognize the traditional textiles of India: Resist dyed, Ikat and printed textiles
3. Identify the hand woven textiles of India: sarees, shawls
4. Distinguish the different Floor coverings, Carpets, Durries & Rugs of India

#### Core FD 3.2: Traditional Textiles and Embroideries of India

#### Objectives:

- To impart knowledge about traditional embroideries of India
- To impart knowledge about traditional textiles of India

	Traditional Textiles and Embroidery of India	Theory: 64 h
Unit 1	Embroidered Textiles of India 1.1Kashida 1.2 Phulkari 1.3 ChambaRumal 1.4 Embroidery from Gujarat 1.5 Parsi Embroidery 1.6 Chikankari 1.7 Phool Patti kaKaam 1.8 Zardozi 1.9 Kasuti 1.10 Lambadi Embroidery 1.11 Kantha 1.12 Sujani 1.13 Pipli Applique	16 H
Unit 2	Resist Dyed Textiles Bandhani 2.1 Bandhani of Gujarat : Special Bandhani Textiles from Gujarat 2.2 Bandhej & Lehariya of Rajasthan : Special Tie-Dyed Textiles	16 H
Unit 3	Unit 3: Ikat 3.1 Patola of Gujarat 3.2 Bandhas of Odisha 3.3 Ikat Textiles of Andhra Pradesh : TeliaRumal, Pochampalli Ikats, 3.4 Printed Textiles : Bagru prints from Rajasthan, Sanganer prints from Rajasthan, Kalamkari from Andhra Pradesh	16 H
Unit 4	Hand-woven Textiles : 1. Saris: Banaras Brocades, Baluchari Saris, Jamdani Saris, Paithani Saris, Kanjeevaram Saris, Chanderi Saris, Maheshwari Saris; 2. Shawls: Kashmir Shawls, Kullu & Kinnaur Shawls, Wraps of North-east, 3. Floor coverings 4.Carpets 4. Durries & Rugs	16 H

## References

1. Rustarm; J. Mehta, "Masterpieces of Indian Textiles", (1970), D.B. Taraporewala Sons & Co.,Pvt.Ltd.
2. Joyee Storey, The Thames and Hudson- Manual of Textile Printing.' (1974),
  - a. Thames and Hudson – London.
3. Abraham T.M., Handicraft of India, Graphics Columbia, New Delhi, 1964, Mulk Raj Anand Marg, Vol. VIII, 1954.
4. Bhushan Brij Jamila , The Costumes and Textiles of India, 1958, D.B. Taraporewala Sons and Co., Ltd, Bombay.
5. Bhattacharyya A.K, Chamba Rumal, 1968, Indian Museum, Calcutta.
6. Dongerkery, Kamala S., Romance of Indian Embroidery, 1951, Thacker & Co. Ltd. Bombay.
7. Dhamija Jasleen., The Kanthas of Bengal, 1971, The Times of India Annual.
8. Irwin John and Schwartz P.R., Studies in Indo-European textiles, 1966, Calico Museum of textile, Ahmedabad.
9. Irwin and Hall, Indian Embroideries, Published by S.R. Bastikar, P.B. 28, Ahmedabad.
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11. Indian Embroidery – Savitri Pandit.



### III semester MSc Fashion Design - Practical

#### CORE FD 3.6: Traditional Textiles and Embroidery of India

Practical Syllabus

16 Practical of 4 H each

#### Objective

- To acquaint the students with the traditional embroideries of India.

Unit 1	<ul style="list-style-type: none"><li>➤ Kashida of Kashmir</li><li>➤ Phulkari</li></ul>	4
Unit 2	<ul style="list-style-type: none"><li>➤ Chambarumal</li><li>➤ Zardosi</li></ul>	4
Unit 3	<ul style="list-style-type: none"><li>➤ Kantha</li><li>➤ Phoolpattikakaam</li></ul>	4
Unit 4	<ul style="list-style-type: none"><li>➤ kasuthi</li><li>➤ Pipli applique</li></ul>	4

### III SEMESTER MSC.IN FASHION DESIGN- THEORY

#### Core FD 3.3: Retail Management

Course type	Code	Title	Teaching Hours/ Week	Credits
Core	FD 3.3	Retail Management	04	04

#### Course structure

After the successful completion of this course students are expected to be able to:

- Understand about retail Market Structure, functions and channels
- Acquire the knowledge & skills for store operations, retailing marketing & merchandising management functions.
- Be acquainted with different Sales promotion techniques
- Be aware of customer Service; Loyalty Programmes and Customer Relationship Management Strategic Profit Model, Retail Mathematics, Retail balance sheets and calculations

#### Core FD 3.3: Retail Management

#### Objectives:

- To make the students understand about retail Market Structure, functions and channels
- To acquaint the students with knowledge & skills for store operations, retailing marketing & merchandising management functions.

Retail Management		64 h
Unit 1	Overview of Retailing Environment, Store Formats – Types of Retailers and types of Ownerships. Elements of Retail Mix, Store Organizations, Retail Market Strategy, Trade area analysis and site selection. Location advantage and disadvantage. Departmentalization, Layout planning and space allocation, Basic Profit Factors – The Relationship of Mark-up to Profit, Retail pricing & re-pricing	16 h
Unit 2	Retail Market structure, retail functions & distribution, channels of distribution, sorting process, relationship between retailers & their suppliers, wholesaling, exclusive distribution, intensive distribution, selective distribution, marketing concepts in retailing, structure of global retail markets & consumers, profile of Indian retail markets. Retail Store Business Plan, profit planning, net profit margins, returns on assets, budgeting decisions, magnitude of various costs, productivity targets, operating expenses	16 h
Unit 3	Store operations; Store formats, size & space allocation, operating functions to be performed, personnel utilization, store maintenance, energy management & renovations, inventory management, credit management, computerization, crisis management, insurance Inventory Methods, Six months buying plans – stock turn, open to buy	16 h

Unit 4	Sales promotion techniques, advertising, public relations, personnel selling, publicity, role of salespersons, word of mouth, incremental promotion method, distributed promotion method, setting retail promotion goals. Customer Service; Loyalty Programmes and Customer Relationship Management. Strategic Profit Model, Retail Mathematics, Retail balance sheets, calculations involving net profit margins, asset turnover, returns on assets, financial leverage, quick ratios, current ratios, collection periods, profits & networths, cash inflow & cash outflow, productivity, sales to stock ratio.	<b>16 h</b>
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### References

1. Barton A Weitz, "Retail Management" McGraw-Hill Higher Education, 9th Edition, 2013.
2. Barry R Berman, Joel R. Evans, "Retail Management: A Strategic Approach", Prentice Hall, 12th Edition, 2012.
3. Bette K. Tepper, "Mathematics for Retail Buying 6th Edition", Fairchild Books, 6th revised edition, 2008.
4. David Gilbert, "Retail Marketing Management", Financial Times Management, 2nd Edition, 2003.
5. Hasty, Ronald W. "Retail management", New York: McGraw-Hill, 1997.
6. Ghosh, Avijit. "Retail management, Fort worth: Dryden Press, 2nd Edition, 1994.
7. James C. Makens, Robert G. Roe, "Retail management: Satisfaction of consumer needs", Chicago: Dryden, 3rd Edition, 1983.

### III semester MSc Fashion Design - Practical

#### CORE FD 3.7: Retail Management

#### Practical Syllabus

16 Practical of 4 H each

Unit 1	Each Student Should do work as intern in an appeal retail Store for a 30 days.	<b>30 Days</b>
Unit 2	A complete Project Report on success story of an Indian retail brand Store.	<b>64 H</b>

### III SEMESTER MSC.IN FASHION DESIGN- THEORY

#### Core FD 3.4: Fashion Marketing and Management

Course type	Code	Title	Teaching Hours/ Week	Credits
Core	FD 3.4	Fashion Marketing and Management	04	04

After the successful completion of this course students are expected to be able to:

1. Understand about fashion marketing and marketing strategies
2. Plan and make decision in fashion marketing
3. Understand Marketing Strategies
4. Design a sales promotion program

#### Core FD 3.4: Fashion Marketing and Management

##### Objectives:

- To impart knowledge about fashion marketing and marketing strategies
- To impart knowledge to Design a sales promotion program

Fashion Marketing and Management		64 h
Unit 1	Basic of Fashion Marketing: Introduction, Meaning, Nature, Functions, Importance, Concept of Marketing, Marketing Environment, Marketing Mix, Segmentation, Targeting and Positioning. Basic of Management Definition: Nature, purpose and scope, role of management, ethics and social responsibility of management, Principles of Management.	16 h
Unit 2	Planning and Decision making: Introduction, Meaning, Types of plans, Process of planning, Management by objectives, Nature and purpose of strategies. Decision making- Importance and steps in Decision making. Organizing: Introduction, Concept of Organizing, Process of Organizing, bases of departmentation  , Authority and power, Staffing, Directing- Delegation – authority, responsibility, accountability, decentralization- purpose and types of decentralization.	16 h
Unit 3	Marketing Strategies: Introduction to Marketing Strategies, Definition of strategy and strategic management, Levels of strategy, characteristics of Marketing Strategies, benefits, process, components of Marketing Strategies. Market Research and Marketing Environment: Market Research, Types of Research, Process of Research, User's buying behaviour, Factors influencing the behaviour of buying, types of buying behaviour, marketing Environment and elements. Digital marketing	16 h
Unit 4	Designing a sales promotion program: Deciding sales promotion objectives, Selecting consumer promotion tools, Selecting, Developing, pre testing, Implementing and controlling, evaluation, sales promotion plan for new products, steps for developing a sales promotion program Exhibitions, Sales and Retailing: Exhibitions and Sales, Fashion Show, Retailing International Marketing: Concept and Scope, Objects, Challenges and opportunities in International Marketing, Global	16 h

Advertising, Issues and challenges, Merits and Demerits Global Advertising, Push v/s pull strategies for International Market.
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## References

1. Merchandise Buying & Management, John Donnellan, 2001, Fairchild Books,.
2. Kitty G. Dickerson, Inside The Fashion Business, 7<sup>th</sup> Edition, 2003 Prentice hall
3. Elaine Stone, The Dynamics of Fashion, 2004, Fairchild.
4. Jay Diamond; Ellen Diamond, The World of Fashion , 2007, Fairchild

### III semester MSc Fashion Design - Practical

#### CORE FD 3.8: Fashion Marketing and Management

#### Practical Syllabus

16 Practical of 4 H each

Fashion Marketing and Management		16 practical
Unit 1	New Product Development	4
Unit 2	Promotional Activities	4
Unit 3	Boutique Management Visit and work in one Fashion Boutique, Student should work 2days in respective Fashion Boutique, Make a complete detailed report of one Fashion Boutique (with photography), Shop interiors, lighting's, mirrors, trial room, Make a return report of respective Fashion Boutique	8

**III semester MSc Fashion Design – Elective paper**  
**CORE FD 3.9: Fashion and Garment Manufacturing**

<b>Course type</b>	<b>Code</b>	<b>Title</b>	<b>Teaching Hours/ Week</b>	<b>Credits</b>
Core	FD 3.9	Fashion and Garment Manufacturing	04	04

**Course outcome**

**After the successful completion of this course students are expected to be able to:**

- Understand about fashion evolution, marketing and merchandising
- Know different fashion designers
- Design inspiration, mood and illustration boards
- Understand garment manufacturing process

**Objectives:**

- To impart knowledge about fashion evolution, marketing and merchandising
- To impart knowledge about garment manufacturing process and to design fashion process

<b>Fashion and Garment Manufacturing</b>		<b>64</b>
Unit 1	Fashion Evolution- Origin of fashion, Fashion evolution- Fashion cycle and length of fashion cycle, Fashion theories	<b>16 H</b>
Unit 2	Design Process- Fashion designer work behind the concept, Taking inspiration, Making inspiration board, Mood board, Illustration board	<b>16 H</b>
Unit 3	Fashion Marketing and Merchandising- Introduction to fashion marketing, Concepts of marketing, Components of marketing, Importance. Fashion Merchandising, its types, basic functions of merchandising, Merchandisers key responsibilities, visual merchandising	<b>16 H</b>
Unit 4	Garment Manufacturing Process- Basic sewing techniques, Understand the process involved in Garment Manufacturing – cutting, planning, spreading and sewing.	<b>16 H</b>

**References**

1. John Donnellan, Merchandise Buying & Management, 2001, Farechild Books,
2. Philip C.F and Duneon D.T, Marketing Principle and methods. Irwin publications.
3. R. S.N. Pillai and Bagavathi, S, Marketing, 1987. Chand & Co ltd New Delhi
4. Kitty G. Dickerson, Inside The Fashion Business, 7<sup>th</sup> Edition, 2003 Prentice hall

5. Jay Diamond; Ellon Diamond, *The World of Fashion* , 2007, Fairchild
6. Carr & Latham, (2008), *Technology of Clothing Manufactures* - 4<sup>th</sup> Edition, Australia, Blackwell Publishers.
7. Gerry Cooklin, (1991), *Introduction of Clothing Manufacture*, US, Blackwell Science Publishers.
8. Ruth E. Glock , (2005), *Apparel Manufacturing : Sewn Production Analysis*, New Delhi, Pearson Education Indian Publishers.

**M.Sc. in FASHION DESIGN**  
**(From the Academic Year 2020 ONWARDS)**

**Semester scheme with Choice-Based Credit system (CBCS)**

**COURSE STRUCTURE**

**M.Sc Fashion Design IV Semester**

Course	Code	Title	Teaching H/Week	Credits	Examination	Internal Assesment	Total
Core	Theory FD 4.1	Dress Designing Techniques	4	4	70	30	100
Core	Theory FD 4.2	Fashion Accessory Design	4	4	70	30	100
Core	Theory FD 4.3	Entrepreneur Development	4	4	70	30	100
Core	Theory FD 4.4	Project Work/ Dissertation	6	6	70	30	100
Core	Practical FD 4.5	Dress Designing Techniques	4	2	40	10	50
Core	Practical FD 4.6	Fashion Accessory Design	4	2	40	10	50
Core	Practical FD 4.7	Entrepreneur Development	4	2	40	10	50
	Industrial visits						
Mandatory Credits: Personality Development			2	2	-	-	-
<b>Total</b>			<b>34</b>	<b>26</b>	<b>400</b>	<b>150</b>	<b>550</b>



## IV Semester - M.Sc Fashion Design

### Core FD 4.1 Dress Designing Techniques (theory) Internship Program

Course type	Code	Title	Teaching Hours/ Week	Credits
Core	FD 4.1	Dress Designing Techniques	04	04

#### Course outcome

After the successful completion of this course students are expected to be able to:

1. Understand different methods of Garment decorations and trimmings
2. Practically enrich Apparel with different decorations
3. Develop garments with draping technique and slash & spread method.
4. Understand theoretically and practically the construction of apparels with style lines and added fullness.

### Core FD 4.1 Dress Designing Techniques (theory)

#### Objectives:

- To impart knowledge about Dress designing techniques
- To impart knowledge to Design innovative dresses using pattern making techniques

<b>Dress Designing Techniques</b>		<b>64 h</b>
Unit 1	Garment decorations and trimming – Classifications, Principles and its application techniques. Fabric consumption calculation.	<b>16 H</b>
Unit 2	Apparel enrichment- Shirring, ruffles, decorative edge finishes, tassels, Smocking- preparation of fabric. Design, develop and construct an evening gown using draping technique. Draft a skirt by slash and spread method.	<b>16 H</b>
Unit 3	Design an innovative dress using any one of pattern making method. Enrich the garment by garment decoration techniques. Stylelines: the classic princess styleline, armhole princess styleline, panel styleline.	<b>16 H</b>
Unit 4	Added fullness: types, identifying the fullness, fullness at dart legs, princess line. Contouring: designs, figure versus basic garment, fitting problems, contour guide.	<b>16 H</b>

#### References:

1. Helen Joseph and Armstrong, Pattern making for Fashion Design, 2000, Dorling Kindersley (India) Pvt. Ltd. India.
2. Sandra Betzina, Fast Fit & Easy Pattern Alterations for Every Figure, 2003 Taunton Pr.
3. Gerry Cooklin, (1991), *Introduction of Clothing Manufacture*, US, Blackwell Science Publishers.

4. Ruth E. Glock , (2005), *Apparel Manufacturing : Sewn Production Analysis*, New Delhi, Pearson Education Indian Publishers.
5. Helen Joseph and Armstrong, (2013), *Draping for Apparel Design - III Edition*, India, Bloomsbury Publications India Ltd.
6. Nuriesrelis, Hilde Jaffe and Rose Mary Torre, (2012), *Draping for Fashion Design, V Edition*, United States, Pearson Prentice Hall Publications.
7. Marion Strong Hillhouse and Evelyn A. Mansfield, (1948), *Dress Design, Draping and Flat Pattern Making*, United States, Houghton Mifflin Company.

**IV sem M.Sc.in Fashion Designing**  
**FD 4.5 Dress Designing Techniques (practical)**

**Practical Syllabus**

**16** Practical of 4 H each

Unit 1	Garment decorations and trimming – Classifications, Principles and it application techniques.	<b>4H</b>
Unit 2	Apparel enrichment- Shirring, ruffles, decorative edge finishes, tassels, Smocking- preparation of fabric.	<b>4 H</b>
Unit 3	Design, develop and construct an evening gown using draping technique. Draft a skirt by slash and spread method.	<b>4H</b>
Unit 4	Design an innovative dress using any one of pattern making method. Enrich the garment by garment decoration techniques.	<b>4 H</b>

## IV Semester - M.Sc Fashion Design

### Core FD 4.2 FASHION ACCESSORY DESIGN

Course type	Code	Title	Teaching Hours/ Week	Credits
Core	FD 4.2	Fashion Accessory Design	04	04

#### Course Outcome

After the successful completion of this course students are expected to be able to:

1. Theoretically understand different types of fashion accessories and practically develop the accessories
2. Understand the current accessory category trends, designs, materials selection, production process, costing and marketing aspects
3. Design scarves & wraps and fashion accessories with leather and fur
4. Understand trends in imitation jewellery, major fashion accessory houses, designers and marketing overview.

### Core FD 4.2 FASHION ACCESSORY DESIGN

#### Objectives:

- To impart knowledge about different types of fashion accessories
- To make students understand the current accessory categories trends, designs, materials selection, production process, costing and marketing aspects

FASHION ACCESSORY DESIGN		Theory: 64 h
Unit 1	Introduction to Fashion Accessories: Categories for men, women and children, functions, inspirations, analyze forecasting reports different sources, accessory trend reports, selection of colours, materials, with relation to clothing line. History of jewellery from various cultures, contemporary jewellery, production and processing procedure, beading techniques with application on earrings, bracelets, and neckpiece, current trends in jewellery.	16 H
Unit 2	Designing with leather and artificial fur: Evolution categories, sources, production and processing procedure, design and current trends in leather and fur, laws and regulation for production, marketing and labeling of leather and fur products. History of headgears from various cultures, categories, styles, materials used and current trends.	16 H
Unit 3	Scarves and wraps: Current trends, materials used and style features.	16 H

	Lifestyle and tech accessories: Sunglasses and readers, materials used and manufacturing process, current trends in sunglasses and readers.	
Unit 4	Trends in imitation jewellery: Design, inspirations, production process, compatibility of design concepts between materials used and style characteristics with clothing line. Major fashion accessory houses, designers, marketing overview.	<b>16 H</b>

**References:**

1. Judith C. Everett , “Guide to Producing a Fashion Show” Fairchild Books, 3<sup>rd</sup> Revised Edition, 2013.
2. Olivier Gerval, “Fashion Accessories” (Studies in fashion), Firefly Books, 2010. 38
3. Frings, Gini Stephens, “Fashion: From Concept to Consumer”, Prentice Hall, 9<sup>th</sup> Edition, 2007.
4. John Peacock, “Shoes: The Complete Sourcebook”, Thames & Hudson Ltd., 2005.
5. John Peacock, “Fashion Accessories: The Complete 20<sup>th</sup> Century Sourcebook”, Thames and Hudson, 2000.

**IV sem M.Sc.in Fashion Designing**  
**FD 4.6 Fashion Accessory Design (practical)**

**Practical Syllabus**

**16** Practical of 4 H each

**Objectives:**

- To impart knowledge of fashion accessory materials and handling methods.
- To familiarize students about current fashion accessory making trends.

Unit 1	Portfolio of accessory materials: Beads, stones, fabrics, threads, fasteners. Sketching and rendering of belts, gloves, hats, bags and construction of any one.	<b>16 H</b>
Unit 2	Sketching of Indian jewellery: Mughal Jewellery, Thewa, Kundan Jewellery, Temple Jewellery.	<b>16 H</b>
Unit 3	Sketching of accessories on women (2 each)	<b>16 H</b>
Unit 4	Designing and develop a sample using, bead work technique, silk thread, paper using above listed methods	16 H

**IV Semester - M.Sc Fashion Design**  
**Core FD 4.3 ENTREPRENEUR DEVELOPMENT**

Course type	Code	Title	Teaching Hours/ Week	Credits
Core	FD 4.3	Entrepreneur Development	04	04

**Course outcome**

**After the successful completion of this course students are expected to be able to:**

1. Understand functions and types of Entrepreneur; concept, evolution, Entrepreneurship and Entrepreneurial Growth, and Stages in entrepreneurial process
2. Have thorough knowledge about patents and Intellectual Property Rights
3. Understand International Entrepreneurship Opportunities
4. Develop self help groups (SHGs) for entrepreneurship development for livelihood security

**CORE FD 4.3 ENTREPRENEUR DEVELOPMENT**

**Objectives:**

- To impart knowledge about Entrepreneurship and Entrepreneurial Growth
- To impart knowledge about patent and International Entrepreneurship Opportunities

<b>Entrepreneur Development</b>		<b>Theory: 64 h</b>
Unit 1	<p><b>Entrepreneur &amp; Entrepreneurship:</b> Meaning of entrepreneur - Evolution of the concept - Functions of an Entrepreneur - Types of Entrepreneur - Intrapreneur- an emerging class - Concept of Entrepreneurship - Evolution of Entrepreneurship - Development of Entrepreneurship - Entrepreneurial Culture - Stages in entrepreneurial process</p> <p><b>Business Planning Process:</b> Meaning of business plan - Business plan process - Advantages of business planning - Marketing plan - Production/operations plan - Organization plan - Financial plan - Final Project Report with Feasibility Study - preparing a model project report for starting a new venture</p>	<b>16 H</b>

Unit 2	Entrepreneurial Growth -EDP Programmes, Entrepreneurial Training, Traits/ Qualities of an Entrepreneurs,. Small Enterprises and Enterprise Launching Formalities : Definition of Small Scale, Rationale, Objective, Scope, Role of SME in Economic Development of India, SME, Registration, NOC from Pollution Board, Machinery and Equipment Selection, Project Report Preparation, Preparing Project Report, Project Planning and Scheduling.	<b>16 H</b>
Unit 3	Patents-Objectives, Rights, Assignments, Defences in case of Infringement 2. Copyright- Objectives, Rights, Transfer of Copyright, work of employment Infringement, Defences for in Infringement Trademarks-Objectives, Rights, Protection of goodwill, Infringement, Passing off, Defences. Designs-Objectives, Rights, Assignments, Infringements, Defences of Design Infringement Enforcement of Intellectual Property Rights - Civil Remedies, Criminal Remedies, Border Security Measures. Practical Aspects of Licensing -Benefits, Determinative factors, important clauses, licensing clauses.	<b>16 H</b>
Unit 4	International Entrepreneurship Opportunities: The nature of international entrepreneurship - Importance of international business to the firm - International versus domestic entrepreneurship - Stages of economic development - Entrepreneurship entry into international business - exporting - Direct foreign investment - barriers to international trade.	<b>16H</b>

## References

- Entrepreneurs only, Harell, career Publications., New Jersey, 1995.
- Management for Development, Vikram Sarabhai, Vikas Pub., 1974.
- Entrepreneurship and Rural Markets, Rajagopal.
- Principles of Management, Terry & Franklin, AITBS, 2002.



## IV semester MSc Fashion Design

### FD 4.7: Entrepreneur Development (Practical)

#### Practical Syllabus

16 Practical of 4 H each

Unit 1	<ul style="list-style-type: none"><li>• Introduction to entrepreneurship</li><li>• Study of various essential aspects of entrepreneurship</li><li>• Identification and development of essential entrepreneurial skills.</li><li>• Entrepreneurship development</li></ul>	<b>16 H</b>
Unit 2	1 month entrepreneurship in the garment industry. Working on designing and finally forming a survey report on the industry, its type, its work, its departments and personal, jobs undertaken, references, observations, precautions, etc..	<b>16 H</b>
Unit 3	The report should have a detailed information about the industry the students joined for entrepreneurship- the type of industry(public sector/private/partnership), the names of director, the departments of the industry, its personal, their working, the jobs undertaken at the industry, the products being manufactured, the marketing of the products, the raw, materials being used, the clients, etc.	<b>16 H</b>
Unit 4	The report should also include the work done by the student during his/her training, specifying what all new was learned during this period. The report should be accompanied by the training certificate from the industry. It should be signed by the student	<b>16 H</b>

## IV Semester - M.Sc Fashion Design

### CORE FD 4.4 Project : Fashion Presentation and choreography-

Course type	Code	Title	Teaching Hours/ Week	Credits
Core	FD 4.4	Project Work/ Dissertation	06	06

#### Course outcome

After the successful completion of this course students are expected to be able to:

1. Select the topic to address the styles, trends related to Fashion design.
2. To equip the students with skills related project carried out at laboratory as well as field based studies.
3. Handle instruments, usage of ICT tools for analysis and discuss their experimental results.
4. Best problem-solving skills in students would encourage them to carry out innovative research projects thereby making them to use knowledge creation in depth.

**I SEMESTER M.Sc., FASHION DESIGN- INTERNAL ASSESSMENT- 2021-22  
CORE FD 1.1: TEXTILE PROCESS AND PRODUCTS**

**Duration: 1 Hour 30 mins**

**Marks: 25 Mark**

**Write brief notes on any Five of the following**

**(5 X 2 = 10)**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

**Write short notes on any one of the following**

**(5 X 1 = 5)**

- 8.
- 9.

**Answer any one of the following**

**(10 X 1 = 10)**

- 10.
- 11.

**I Semester M.Sc. Examination, December - 2021**  
**(CBCS: New Syllabus – 2020-2021)**  
**FASHION DESIGN**  
**CORE FAD 1.1 – TEXTILE AND DESIGN STUDIES**

**Time: 3 hours**

**Max Marks: 70**

**Note:** Answer **FIVE** questions from Part –A, **SIX** questions from Part- B and **THREE** questions from Part- C

**Part A**

Write brief note on any **FIVE** of the following:

5x2=10

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)

**PART-B**

Write short note on any **SIX** of the following

6x5=30

- 8)
- 9)
- 10)
- 11)
- 12)
- 13)
- 14)
- 15)

**PART-C**

Answer any **THREE** of the following

3x10=30

- 16)
- 17)
- 18)
- 19)

20)

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**I SEMESTER MSc Fashion Design- Practical**  
**CORE FD 1.5: TEXTILE PROCESS AND PRODUCTS**  
**Practical Question Paper**

**Duration: 4 Hours**

**Max. Marks: 40**

Instructions : All questions are compulsory

1. Examine the given yarn for its yarn unevenness and strength (5 Mark)
2. Analyze the woven fabric for its (7.50 Mark)
  - a. Fabric count
  - b. Fabric thickness
  - c. Fabric weight and cover factor
3. Analyze the knitted fabric for its (7.50 Mark)
  - a. Courses and wales per inch
  - b. Loop length
  - c. Thickness
4. Co-relate the yarn properties with woven fabric properties (5 Mark)
5. Viva Voce (5 Mark)
6. Practical records (10 Mark)
7. Internal assessment (10 Mark)

**COURSE CODE: DUMSFVAC02 - JEWELLERY MAKING**

Subject/p aper code	Title of the paper	Instructi on  Hrs./Wee k	Marks			Credit s	Examination duration  (Hrs)
			Exam inatio n	Internal Assess ments	Total Marks		
FDVAC02	Jewellery Making	4	40	10	50	2	2

**Objectives:**

- To acquaint the students with various types of jewelleryes.
- To facilitate students to design and develop own jewellery

<b>JEWELLERY MAKING</b>		30h
<b>Unit 1</b>	Introduction to traditional jewellery-History of jewellery- Significance of Indian jewellery. Bridal jewellery - Antique jewellery - Bead jewellery - Custom jewellery - Copper jewellery - Fashion jewellery - Filigree jewellery - gold jewellery – Handmade jewellery - Ivory jewellery - Jadu jewellery. Colour- Definition, Colour theory- History of colour theory. Fundamentals of colours. Meaning of colours, Dimensions of colour, Colour wheel- Primary, and Secondary and Tertiary colours. Application of colour in Jewellery.	10 H
<b>Unit 2</b>	Introduction to Tools and Equipment's/ Different Techniques to make different jewellery like necklace, bracelet, earrings etc. Safety measures taken while making jewellery. Dimensions used in the jewellery. Jute jewellery, M- Seal jewellery, Paper jewellery, Crystals with white cement jewellery.	10 H
<b>Unit 3</b>	Sketching different types of jewelleryes. Designing own jewellery from everyday objects. It may be buttons, colourful pieces, feathers, shells etc.	10 H

**References:**

1. Elizabeth Bone, 2011, Silversmithing for Jewellery Makers: Techniques, Treatments & Applications for Inspirational Design. Search Press Ltd.
2. Elizabeth Olver, 2001, Jewelry Making Tech Book (Quarto Book). Published by North Light Books.
3. Jane Schaffer and Sue Saunders , 2012, Fashion Design Course: Accessories. Sudharshan Book Distributors.

**COURSE CODE: DUMSFDVAC01- VALUE ADDITION TO CLOTHING**

Subject/paper code	Title of the paper	Instruction Hrs./Week	Marks			Credits	Examination duration (Hrs)
			Examination	Internal Assessments	Total Marks		
FDVAC01	<b>VALUE ADDITION TO CLOTHING</b>	4	40	10	50	2	2

**Objectives:**

- To acquaint the students with various value addition techniques on the fabrics.
- To facilitate students to develop designs on fabrics using different value addition techniques.

<b>VALUE ADDITION TO CLOTHING</b>		32 H
<b>Unit 1</b>	Introduction to value addition techniques through dyeing, printing, embroidery and painting techniques	02 H
<b>Unit 2</b>	Develop designs using different types of dyeing, printing and painting techniques on textiles and Clothing 1. Dyeing: Tie and dye (Bandhini, knotting, marbling, clipping, stripes, tritik and various folding methods), 2. Printing – ingredients and Preparation of printing paste for printing – styles of printing – direct, discharge and resist. ➤ Stencil printing: Preparation of stencils and printing ➤ Block printing: wooden and vegetable ➤ Batik Printing: splashed, crackled, Resist (painted), block printed batik ➤ Screen printing: Development of designs on screen and printing 3. Painting: Madhubani, Kalamkari and Warli painting	10 H
<b>Unit 3</b>	Developing samples of regional embroideries of India: Chikankari, Phulkari, kasuti and Kantha	10 H
<b>Unit 4</b>	Developing samples with Appliqué, Bead work, Patch work, Quilt, Crochet and smocking	10 H

**Course Outcomes**

**After the successful completion of this course students are expected to be able to:**

1. Theoretically understand different types of value addition techniques on clothing
2. Understand the trendy value addition techniques

3. Design and develop designs using different dyeing, printing and painting techniques
4. Develop the portfolio of different value addition techniques

### **References**

1. Dr. V.A. Shenai, (1995), History of Textile Design, Bombay, Sevak Publications
2. Nancy Belfer (1992), Batik and Tie and Dye Techniques, United States, Dover Publications.
3. Mandy Southan (2008), Shibori Designs and Techniques, United Kingdom, Search Press ltd.
4. Anne Maile (1971), Tie and Dye Made Easy, New York, Tap Linger Publishing Company.
5. Dr.V. A. Shenai, (1980), Textile Printing, Mumbai, Sewak Publications, Mahajan book distributors.