



RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY NAGPUR
(Established by Government of Central Provinces Education Department by Notification No. 513 dated the 1st of August, 1923 & presently a State University governed by Maharashtra Universities Act, 1994)

FACULTY OF HOME SCIENCE

DIRECTION NO. 76 OF 2016

**DIRECTION GOVERNING THE EXAMINATION LEADING TO THE DEGREE OF
MASTER OF FASHION DESIGN
(CHOICE BASED CREDIT SYSTEM)**

(Issued under section 14(8) of the Maharashtra University Act 1994)

Whereas the Maharashtra Universities act No. XXXV of 1994 has come into force with effect from 22nd July, 1994 and was amended from time to time.

AND

WHEREAS, the University Grants Commission, New Delhi vide letter No.D.O.No.F-2/2008/(XI Plan), dated 31st January 2008 regarding new initiatives under the XI Plan – Academic reforms in the University has suggested for improving quality of higher education and to initiate the academic reform at the earliest,

AND

Whereas the Task Force in BFD/BTS/BPD in the Faculty of Home Science at its meeting held on 25-08-16, have recommended for starting of semester pattern and prepared the syllabus and scheme of examination for Master of Fashion Design, commensurate with the governing guidelines.

AND

Whereas the Coordinator, Faculty of Home Science concurred with the recommendations of the Task Force in BFD/BTS/BPD in the Faculty of Home science vide her observations dated 25-08-2016.

AND

Whereas, the new draft direction and scheme of examination as per semester pattern is to be implemented from the academic session 2016-2017 for Master of Fashion Design which is to be regulated by this direction and as such there is no existence and framing of an ordinance for the above examination,

AND

WHEREAS the Hon'ble Vice-Chancellor has accepted the syllabus along with draft direction on the behalf of Academic Council on 7-10-2016 under section 14(7) of Maharashtra University Act 1994.

AND

WHEREAS the Hon'ble Vice-Chancellor has accepted the syllabus along with draft direction on the behalf of Management Council under section 14(7) of Maharashtra University Act 1994.

AND

Whereas, the framing of an ordinance as required under provision of Act is a time consuming process, now therefore, I, Dr. Siddharthavinayaka P. Kane, the Vice Chancellor of Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur in exercise of powers vested under Section 14(8) of the Act do hereby issue the following Direction.

This Direction may be called "Direction relating to examinations leading to the Degree of – Master of Fashion Design in the Faculty of Home Science (Choice based Credit System).

1. The direction shall come into force from the date of its issue by Hon'ble Vice Chancellor and shall remain in force till the relevant ordinance comes into being in accordance with the provisions of the Act.
2. The duration of the Master of Fashion Design course shall be of two academic years consisting of four semester with University examinations at the end of each semester namely:
 - a. Master of Fashion Design, Semester I Exam.
 - b. Master of Fashion Design , Semester II Exam.
 - c. Master of Fashion Design, Semester III Exam.
 - d. Master of Fashion Design Semester IV Exam.
3. The theory examination of Semester-I, II, III and IV shall be conducted by the University and shall be held separately at the end of each semester at such places and dates as may be decided and notified by the University and shall be held as per the schedule given in Table below.

Sr. No.	Name of the examination	Main Examination	Supplementary Examination
1	Semester I & III	Winter	Summer
2	Semester II & IV	Summer	Winter

4.The examinations shall be held at such places and dates which are notified by the University.

ELIGIBILITY TO THE COURSE:

5.Subject to the compliance of the provisions of this direction and any other ordinances in force from time to time, an applicant for admission to the examination shall have passed.a three years degree course examination in Bachelor of Fashion Design from Rashtrasant Tukdoji Maharaj Nagpur University or Bachelor degree in Fashion Design / B.Sc. Home Science/Garment Technology/ B.Sc in Fashion Design /B.A with Fashion Design /Bachelor of Khadi production design/Bachelor of fashion business management or any other equivalent examination from any recognized University in India or abroad or Graduation in Textile Design, Textile Science / Handloom Technology or Equivalent / Graduates in Fashion Accessories, Apparel Merchandising / Graduate in any discipline with one year relevant Garment ,Textile industry experience , one or two year diploma or certificate course in fashion design, garment technology, fashion technology/Dress Designing, Dress Making/BFA/MFA (Master of Fine Arts in all discipline) M.A .Home Economics

6(a) Master of Fashion Design Semester-I Examination

Students who have fulfilled the eligibility criteria as mentioned in Section 5 have been admitted to this course in Semester I.

b) The ATKT rules for admission for the Master of Fashion Design Course (Theory and Practical as separate passing head) shall be as given in the following table-

Admission to Semester	Candidate should have passed in all the subjects of the following examination of R.T.M. Nagpur University	Candidate should have passed at least two third of the passing heads of the following examinations
Semester I	As provided in the para 6 of the direction	-----
Semester II	-----	-----
Semester III	For regular students Lateral admission-Those Who have done PG Diploma in Fashion Designing or Fashion Technology /Apparel Merchandising or equivalent /M. Sc Home Science in Textile & Clothing or equivalent shall be eligible to take admission in semester III of the said course -----	Semester I and II taken together
Semester IV	-----	Semester I, II and III taken together

6(c) The duration of the course leading to the Master of Fashion Design in the Faculty of Home Science shall be of iv semester (two years)The examination pattern will be as follows.

- i) **Semester Examination** The examination shall be held twice every year for Part I and Part II at the places and on the dates prescribed by the university.
- ii) **Viva -Voce Examination**-The Viva-Voce shall be held at the end of part fourth semester on completion of Research Project for which external examiner shall be appointed for conduction of Viva –Voce on such date as fixed by the university.
- iii) **Internship:-The internship of two week shall be completed after the completion of first year academic session during vacation** Evaluation of two week internship report will be conducted at the college level.

7) Without prejudice to other provisions of Ordinance no. 6 relating to the examination in general, provisions of Para 5, 8, 9, 10, 26, 31 and 32 of the said ordinance shall apply to every student admitted to this course.

8) The fees for the tuition, examination, laboratory and other fees shall be as prescribed by the university from time to time.

9) (a) The scope of the subjects shall be as prescribed in the syllabus.

(b) The medium of instruction and examination shall be in English

(c) Examinee shall have option to write answer in English /Marathi/Hindi

- 10) The number of papers and maximum marks assigned to each paper and minimum marks/grade, an examinee must obtain in order to pass the examination shall be as prescribed in Appendix-I, Appendix-II, Appendix-III and Appendix-IV appended with this direction.
- 11) The examinee at each of the examination shall have option of not being declared successful at the examination in case he/she does not secure a minimum of grade equivalent to 55% marks at the examination. This option will have to be exercised every time the application is submitted to any of the examinations. Once this option is exercised, the option shall be binding on the examinee and it shall not be evoked in under any circumstances.
- 12) The classification of the examinee successful at the semester and examinations and at the end of final semester examination shall be as per the rules and regulations of credit based semester pattern as prescribed in appendix, appended with this direction.
- 13) The provisions of direction no. 3 of 2007 for the award of grace marks for passing an examination, securing higher grade in subject(s) as updated from time to time shall apply to the examination under this direction.
- 14) The names of the successful examinee passing the examination as a whole in the minimum prescribed period and obtaining prescribed number of places securing the grades equivalent to first and second division shall be arranged in order of merit as provided in ordinance 6 relating to examination in general.
- 15) The unsuccessful candidate failing in scoring passing marks in sessional/internal assessment shall be allowed to appear for internal/ sessional examination and college should send the marks to University before the commencement subsequent semester examination.
- 16) No candidate shall be admitted to an examination under this direction, if he/she has already passed the same examination of this university or of any other university.
- 17) Examinee successful at the final examination shall on payment of the prescribed fees, will be entitled for the award of the degree in the prescribed form signed by the Vice-Chancellor.
- 18) This course is based on Choice based credit System and therefore, it will be also regulated by guidelines and regulation given in appendices which are part of this direction.
- 19) With the issuance of this direction The Direction No. 23 of 2016, governing the examinations leading to award of Master of Fashion Design (Credit based semester system) in the Faculty of Home Science shall stand repealed..
- 20) I, further, direct that the aforesaid Direction shall come into force from the date of issuance and shall remain in force till the relevant Ordinance comes into being, in accordance with the provisions of the Maharashtra Universities Act, 1994.

Date :07/10/2016
Nagpur

Sd/-
(Dr S.P. Kane)
Hon'ble Vice-Chancellor

**Examination leading to Master of Fashion Design
Scheme of teaching and examination under semester pattern**

Choice Based Credit System (CBCS)

SEMESTER-I MASTER OF FASHION DESIGN												
S · N o	SUBJECT CODE	Theory/Practical	Teaching Scheme (Hrs/week)			Credits	Examination Scheme					
			Theory	Practical	Total		Exam Duration	Max Marks		Total Marks	Minimum Passing marks	
								Exte rnal Mar ks	Interna l Marks		Th	Pr
1	1T-1	Core I – Fashion Illustration	4	--	4	4	3	80	20	100	50	--
2	1T-2	Core II - Pattern Making	4	--	4	4	3	80	20	100	50	--
3	1T-3	Core III- Textile Studies	4	--	4	4	3	80	20	100	50	--
4	1T-4	Core IV - History of Fashion	4	--	4	4	3	80	20	100	50	--
5	1P-1	Core I Practical - Fashion Illustration	---	8	8	4	6	80	20	100	--	50
6	1P-2	Core II Practical - Pattern Making	---	8	8	4	6	80	20	100	--	50
7	2S-1	Fashion communication skills (SEMINAR)		2	2	1	--	--	25	25	--	13
	Total		16	18	34	25	--	480	145	625	200	113

APPENDIX I

Note :

- 1. Minimum passing marks in each head (Theory), external + internal, will be 50%.**
- 2. Separate passing in practical external and internal and seminar will be 50%.**

Appendix-II

SEMESTER-I I MASTER OF FASHION DESIGN												
S. N o	SUBJECT CODE	Theory/Practical	Teaching Scheme (Hrs/week)			Credits	Examination Scheme					
			Theory	Practical	Total		Exam Duration	Max Marks		Total Mark s	Minimum Passing marks	
								Exter nal Mark s	Internal Marks		T	P
1	2T-1	Core I – CAD in Fashion	4	--	4	4	3	80	20	100	50	--
2	2T-2	Core II - Grading	4	--	4	4	3	80	20	100	50	--
3	2T-3	Core III-Weaving & Knitting Technology	4	--	4	4	3	80	20	100	50	--
4	2T-4	Core IV –History of World Costume	4	--	4	4	3	80	20	100	50	--
5	2P-1	Core I Practical - CAD in Fashion	---	8	8	4	6	80	20	100	--	50
6	2P-2	Core II Practical - Grading	---	8	8	4	6	80	20	100	--	50
7	2S-1	(Portfolio)Fashion Photography	--	2	2	1	--	--	25	25	---	13
	Total		16	18	34	25	---	480	145	625	200	113

Note:

1. Minimum passing marks in each head (Theory [External + Internal] will be 50 %.
2. Separate passing in Practical [External + Internal] and seminar will be 50 %.

Appendix-III

SEMESTER-I I I MASTER OF FASHION DESIGN												
S. N o	SUBJECT CODE	Theory/Practical	Teaching Scheme (Hrs/week)			Credits	Examination Scheme					
			Theory	Practical	Total		Exam Duration	Max Marks		Total Mark s	Minimum Passing marks	
								Exter nal Mark s	Intern al Marks		T	P
1	3T-1	Core I –Garment Production Technology	4	--	4	4	3	80	20	100	50	--
2	3T-2	Core II - Research Designing & Planning	4	--	4	4	3	80	20	100	50	--
3	3T-3(a) 3T-3(b)	Elective I-- Film & Theater Costume or Elective-II Fashion Accessory Design	4	--	4	4	3	80	20	100	50	--
4	3T-4(a) 3T-4(b)	Foundation-1(annexure) Or Core III Fashion Marketing	4	--	4	4	3	80	20	100	50	--
5	3-P-1	Core I Practical- Garment Production Technology	---	8	8	4	6	80	20	100	--	50
6	3S-1(a) 3S-1(b)	Elective I Sessional Elective II Sessional	---	8	8	4	6	--	50	50	--	25
7	3P-2	Craft survey & Documentation	---	2	2	1	--	50	25	75	---	38
	Total		16	18	34	25	--	450	175	625	200	113

Note:

1. Minimum passing marks in each head (Theory [External + Internal] will be 50%
2. Separate passing in Practical [External + Internal] and seminar will be 50 %.

Appendix-IV

SEMESTER-I V MASTER OF FASHION DESIGN												
S. N o	SUBJECT CODE	Theory/Practical	Teaching Scheme (Hrs/week)			Credits	Examination Scheme					
			Theory	Practical	Total		Exam Duration	Max Marks		Total Mark s	Minimum Passing marks	
								Exte rnal Mar ks	Intern al Marks		T	P
1	4T-1	Core I - Conceptual Design Development	4	--	4	4	3	80	20	100	50	--
2	4T-2	Core II – Visual Merchandising	4	--	4	4	3	80	20	100	50	--
3	4S-3(a) or 4S-3(b)	Elective I Fashion Show Management Or Elective II Fashion forecasting	---	8	8	4	---	---	50	50	---	25
4	4T-4 (a) 4T-4 (b)	Foundation 2(annexure) or Core III Makeup & Styling	---	8	8	4	6	80	20	100	---	50
5	4P-1	Core I Practical- Conceptual Design Development	---	8	8	4	6	80	20	100	--	50
6	4P-2	Research Project, Research Project viva & Internship	-	8	8	4	---	125	---	125	--	63
7	4S-2	Research seminar	2	-	2	2	--	--	50	50	---	25
--	Total		10	32	42	26	---	445	180	625	100	213

Note:

1. Minimum passing marks in each head (Theory [External + Internal] will be 50 %.
2. Separate passing in Practical [External + Internal] and seminar will be 50 %.
3. Four weeks Internship is compulsory

ANNEXURE

List of Foundation Subjects for P.G.

Sr.No.	Subject	Board	4 th Papers of Semester- 3	4 th Papers of Semester-4
1	Mathematics	Mathematics	Mathematics-I	Mathematics-II
2	Physics	Physics	Physics-I	Physics-II
3	Chemistry	Chemistry	Chemistry-I	Chemistry-II
4	Bio-Technology (Ad-hoc)	Bio-Technology	Bio-Technology-I	Bio-Technology-II
5	Computer Science	Computer Science & Engineering	Computer Science-I	Computer Science-II
6	Environmental Science	Environmental Science	Environmental Science-I	Environmental Science-II
7	Botany	Botany	Botany-I	Botany-II
8	Zoology	Zoology	Zoology-I	Zoology-II
9	Statistic	Statistics	Statistics-I	Statistics-II
10	Business Management	Business Management	Business Management -I	Business Management -II
11	Accountancy	Account & Statistics	Account & Statistics-I	Account & Statistics-II
12	Managerial Skill	Business Administration & Business Management	Managerial Skills-I	Managerial Skills-II
13	Education Technology & Management Skills	Education Technology & Management Skills	Education Technology & Management Skills-I	Education Technology & Management Skills-II
14	Communication Skill	English	Communication Skills-I	Communication Skills-II
15	Sanskrit	Sanskrit	Sanskrit-I	Sanskrit-II
16	German	Other Foreign Languages	German-I	German-II
17	French	Other Foreign Languages	French-I	French-II
18	Law	Law	Law-I	Law-II
19	Pharmaceutical Sciences	Pharmaceutical Sciences	Pharmaceutical Sciences-I	Pharmaceutical Sciences-II
20	Life skills	Education	Life Skills-I	Life Skills-II
21	Economics	Economics	Economics-I	Economics-II
22	Political Science	Political Science	Political Science-I	Political Science-II

ANNEXURE

23	Sociology	Sociology	Sociology-I	Sociology-II
24	Psychology	Psychology	Psychology-I	Psychology-II
25	Philosophy	Philosophy	Philosophy-I	Philosophy-II
26	History	History	History-I	History-II
27	Public Admn	Public Admn	Public Admn -I	Public Admn -II
28	Buddhist Studies	Buddhist Studies	Buddhist Studies-I	Buddhist Studies-II
29	Gandhian Thought	Gandhian Thought	Gandhian Thought-I	Gandhian Thought-II
30	Dr. Ambedkar Thought	Dr. Ambedkar Thought	Dr. Ambedkar Thought-I	Dr. Ambedkar Thought-II
31	Rashtrasant Tukdoji Maharaj Thought	Rashtrasant Tukdoji Maharaj Thought	Rashtrasant Tukdoji Maharaj Thought-I	Rashtrasant Tukdoji Maharaj Thought-II
32	Travel & Tourism	Travel & Tourism	Travel & Tourism-I	Travel & Tourism-II
33	Personality Development	Human Development	Personality Development-I	Personality Development-II
34	Cosmetic Technology	Cosmetic Technology	Cosmetic Technology-I	Cosmetic Technology-II
35	Hospitality Management	Hotel Mgt. & Cat. Tech.	Hospitality Mgt. -I	Hospitality Mgt. -II
36	Chemical Engineering	Chemical Engineering	Chemical Engineering-I	Chemical Engineering-II
37	Chemical Technology	Chemical Technology	Chemical Technology-I	Chemical Technology-II
38	Civil Engineering	Civil Engineering	Civil Engineering-I	Civil Engineering-II
39	Electrical Engineering	Electrical Engineering	Electrical Engineering-I	Electrical Engineering-II
40	Mechanical Engineering	Mechanical Engineering	Mechanical Engineering-I	Mechanical Engineering-II
41	Electronics Engineering	Electronics Engineering	Electronics Engineering-I	Electronics Engineering-II

42 Pali Prakarit Pali Prakarit Pali Prakarit I Pali Prakarit II

पेपर - १ व पेपर - २ याची

Project Work Scheme
Guidelines for the Students, Supervisors and Examiners

Every student is required to carry out **Project Work** (semester IV) on a related research topic of the subject /course. It must be an original work. On the basis of this work, student must submit the Project Report (typed and properly bound) in two copies at least one month prior to commencement of the final Practical Examination of Semester IV. The project report shall comprise of Introduction, Review of literature and Methodology, Results ,Discussion, Summary, Conclusions and References along with the declaration by the candidate that the work is original and not submitted to any University or Organization for award of the degree and certificate by the supervisor and forwarded through Head/Course-coordinator/Director of the Department/Centre or the Principal of the College.

The supervisors for the Experimental project work shall be from the following. A person selected by the duly constituted selection committee in the relevant subject and approved by the University, exclusively for P. G. Course.

OR

A person selected by the duly constituted selection committee of the University approved by the University and appointed as a full time regular teacher with Masters Degree at U. G. Level in the relevant subject and having at least 10 years teaching experience.

OR

A person selected by the duly constituted selection committee of the University approved by the University and appointed as a full time regular teacher with Ph. D. Degree at U. G. Level in the relevant subject and having at least 5 years teaching experience.

Appendix-V

General Rules and Regulations

A) Pattern of Question Paper

1. There will be four units in each paper.
2. Question paper will consist of five questions.
3. Four questions will be on four units.
4. Fifth question will be from each of the four units having equal weightage.
5. Maximum marks of each paper will be 100.
6. Each paper will be of 3 hours duration.

B) Absorption scheme for failure students of the credit based semester pattern:

- a) While switching over to Choice Based Credit System, the failure students of credit based semester pattern will be given **Five** chances to clear the examination.
- b) The candidates who have cleared first and second semester of the Credit Based Semester Pattern examination in the concerned subject shall get admission to Third Semester of the Choice Based Credit System directly. However, candidates who are allowed to keep term will not be eligible for admission to Third Semester of the Choice Based Credit System unless they clear all the papers and practical of first and second semester of the Credit Based System Pattern examination as per the clause (a)

C)Absorption scheme for failure students of annual pattern:

The candidates who have cleared first year of annual pattern shall get admission to Semester III of the Choice Based Credit System directly. However, candidates who are allowed to keep term will not be eligible for admission to Third Semester of the Choice Based Credit System unless they clear all the papers and practical of First year of the annual pattern examination.

D)Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA)

- 1) On clearing a paper, based on cumulative score (out of 100) in that paper, a student will be given grade point average (GPA) (Maximum of 10 and minimum of 5) for that paper on the following basis.

Score (out of 100)	Grade	Grade Point Average (out of 10)
90 to 100	O: Outstanding	10
80 to 89	A: Very Good	09
70 to 79	B: Good	08
60 to 69	C:Average	07
55 to 59	D: Satisfactory	06
50 to 54	E: Pass	05
Below 49	F: Fail	00 or fail

- 2) On clearing all the papers in a semester, a student will be allotted a **Semester Grade Point Average (SGPA)** for that particular semester. As the pattern given above does not have differential weighs for papers, the SGPA of a student for a particular semester will be the average of the GPA's for all the papers.

- 3) A student will be allotted a **Cumulative Grade Point Average (CGPA)** after clearing all the four semesters. Again as there is no differential weight system for semesters, the CGPA of a student will be the average of the four SGPA's of that student.

The CGPA can be converted to the usual / conventional divisions in the following way.

- a. A student failed to score minimum 50% marks in each head of passing and in aggregate shall be given F grade.
 - b. Student with F grade in a course would be granted credit for that course but not the grade for that course.
 - c. Grade points earned in each paper shall be calculated as – Grade points obtained (vide above table) x Credits for the paper.
 - d. The formula for GPA will be based on Average. The final GPA will not be printed unless a student passes courses equivalent to minimum 100 Credits.
- 4) While declaring the result, the existing relevant ordinances are applicable. For verification and revaluation existing rules will be applicable.
- 5) The candidate may take all the examinations as per the provisions of ATKKT simultaneously but his/her result of final semester shall not be declared unless he/she is declared successful at lower examinations.
- 6) If an examinee failed to pass the post graduate programme within five successive years (for four semesters degree) from the date of his / her first admission to particular post graduate programme he/ she shall be declared as “Not Fit for the Course (NFC)” and he/ she will not be allowed to appear further for any previous examination of the course.

CGPA	Equivalent class / division
9.00 to 10.00	First class (out standing)
8.00 to 8.99	First class (excellent)
7.00 to 7.99	First class with distinction
6 to 6.99	First class
5 to 5.99	Higher Second class
Below 5.00	Fail

- 7) The final result of students admitted to semester III through lateral admission shall be based on result of III & IV semester together
- 8) The computation of Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) of an examinee shall be given below:

- a. The marks will be given in all examinations which will include the college assessment marks, and the total marks for each Theory/ Practical shall be converted into Grades as per above table. SGPA shall be calculated based on Grade Points corresponding to Grade as given in above table and the credits allotted to respective Theory / Practical shown in the scheme for respective semester.
- b. SGPA shall be computed for every semester and CGPA shall be computed only in IV semester (for four semester degree). The CGPA of IV shall be calculated based on SGPA of all four semesters as per following computation:

$$\text{SGPA} = \frac{C1 \times G1 + C2 \times G2 + \dots + Cn \times Gn}{C1 + C2 + \dots + Cn}$$

Where C1 = Credit of individual Theory / Practical

G1 = Corresponding Grade Point obtained in the Respective Theory/ Practical

$$\text{CGPA} = \frac{(\text{SGPA}) I \times (\text{Cr}) I + (\text{SGPA}) II \times (\text{Cr}) II + (\text{SGPA}) III \times (\text{Cr}) III + (\text{SGPA}) IV \times (\text{Cr}) IV}{(\text{Cr}) I + (\text{Cr}) II + (\text{Cr}) III + (\text{Cr}) IV}$$

Where, (SGPA) I = SGPA of I Semester; (Cr) I = Total Credits for I Semester;
 (SGPA) II = SGPA of II Semester; (Cr) II = Total Credits for II Semester;
 (SGPA) III = SGPA of III Semester; (Cr) III = Total Credits for III Semester;
 (SGPA) IV = SGPA of IV Semester; (Cr) IV = Total Credits for IV Semester

**MASTER
OF
FASHION DESIGN
SEMESTER- I**

MASTER OF FASHION DESIGN- SEMESTER I

CORE I-FASHION ILLUSTRATION

1T-1

External: 80Marks (Theory)

Internal: 20 Marks

Objectives:

The workable skills, practice and proper guidance will be give to student through different medias and techniques to master and explore the ideas they have visualized. This being the specialized branch of figure drawing the student will be taught to draw according to fashion conventions-elongation, idealization and beautification in a simplified and sketchy manner. To evolve the budding fashion designers of future who will shape the fashion by putting up the ideas they need to communicate on paper.

UNIT I :

- Elements & Principles of design - Line, Shape, Space, Texture and Form, Colour & Characteristics of Colour , Colour Mixtures, Colour Harmonies , Rhythm, Balance, Emphasis Proportion & Harmony.
- Design – Definition – Types of Design: Structural and Decorative .
- Drawing of Garment Details - Collars, Sleeves, Cuffs, Pockets, Neck lines, Skirts , Shirts , Trousers.
- Silhouttes – Shift, A-line, Tent, Yoke, Empire, High waist, Sheath, Low or drop waist, Tunic, Princesses, Blouson, Mermaid, Trumpet, Ballroom, Pegged

UNIT II :

- Drawing of Body Parts - Nose, Ear, Lips, Face, Hands, Arms, Feet, Legs and Hairstyles.
- Female Figures - Normal figure , Eight head, Ten head , Twelve head. Front, Back, ¾th & Profile View.
- Drawing of Fashion Figures Male, Female & Children (Boy & Girl)
- Drawing of S, Z & T Female figures.

UNIT III :

- Illustrating Draping on female Fashion Figure – Swim wear, Gown , A-Line Dress, Coat, Pant & Jacket.
- Technical illustration & Stylized illustrations
- Illustrating Indian & Western costumes on male & female croqui.
- Fashion Arts – Body Art & Pop Art.

UNIT IV:

- Fashion Accessories –Bags , Hats, Foot wear , Eyewear & Jewellery .
- Rendering fashion figures using different medium.
- Planning a Colour story.
- Periodic fashion illustration

Internal marks -will be based on assignments related to four units

References:

1. "Fashion Design" by Janice G. Ellinwood.
2. "Fashion Rendering with Color" by Bina Abling, Fairchild Publication.
3. "Fashion Color Harmony" by Hibeaki, Rockford Publication.
4. "Fashion and color" by Mary Garthe, Rockford Publication.
5. "Fashion Illustration" by Dr. Vijay Kakde, Blue Bird Publication (India) Ltd.
6. Color Harmony 2 by Bride M. Whelan, Rockford Publication.
7. Fashion Source Book by Kathryn Mckelvey, Blackwell Science Publication.
8. Encyclopedia of fashion details by Patrick John Ireland, Batsford Publication.
9. Heads by Nancy Riegelman, Pearson Education Publication.
10. Fashion Sketchbook by Abling, Fairchild Publication.

MASTER OF FASHION DESIGN- SEMESTER I Core II-PATTERN MAKING 1-T-2

External: 80 Marks(Theory)

Internal: 20 Marks

Objectives:

To introduce students to the world of fashion design through patternmaking, to understand, appreciate and apply the concepts and principles in garment making ,to explain important skill that enable the designer to concert a design sketch into a three dimensional form, inculcate enhanced ability and sensitivity to flat pattern and initialize a design vocabulary an essential tool for practicing as designer.

UNIT I :

- Introduction to pattern making, 2. Methods of pattern designing a) Drafting b) Flat pattern c) Draping
- Terminology, Apparel product development, cost sheet, pattern chart, design specification sheet.
- Dart, blending trueing & equalizing,, styleline guides, fabric terms, pattern grain line, balance line terms.
- Standard ideal figure, pattern industry standards and standardization of sizes, landmark terms, symbol key HBL.
- Basic dress foundation (front & back of bodice and skirt) sleeve and its terminology.
- Pattern alteration

UNIT II :

- Dart manipulation – definition, methods (slash and spread and pivot method), charting dart locations.
- Elements of fit, principles of fit (ease, grain line set and balance), evaluating fit at shoulders, bust, chest, neckline, armscye sleeves, waistline, hips, crotch/seat, methods of fit, why and how to fit, test fit.
- Layout and its types.
- Importance of notches, balance mark and grain lines.

UNIT III :

- Designing with darts, tucks, pleats, flares and gathers.
- Development of stylelines – classic princess, arm-hole princess and panel in basic bodice.
- Creation of yokes, flanges, pin tucks and pleat tucks in basic bodice.
- Collar – Terminology classification and types basic shirt collar, peterpan, sailor, mandarin, roll.

UNIT IV :

- Process of creation of cowl.
- Skirts – A-line, gathered, gored, pegged, godet.
- Sleeves – cap, puff, bell, leg-o-mutton, magyar, raglan, petal, umbrella.
- Pattern making for bias cut dress and kimono.

Internal marks -will be based on assignments related to four units

REFERENCES

1. Cartis Irving E., 'Fundamentals principles of pattern making for misses and women's garments' New York FIT 1987
2. Handrod Jack ., 'Profesional pattern gsrading for women's, men's and children's apparel', redendo bench Struin Pamela , "Pattern drafting for Dress Making" Augustan Delhi 1995
3. Martin M. Shoben and Janet P. ward, "Pattern cutting and Make for outerwear" Butter worth heinmann Ltd, Oxford 1987
4. Aldrich Winifred "Metric pattern Cutting", Blackwell science , London, 1995
5. Designing Patterns – A Fresh Approach to Pattern Cutting, Hilary Campbell Stanley Thornes, UK 1986
6. The Art of Dress Modelling Shape within Shape, Lily Silberberg/Martin Shoben UK 1998
7. Fitting and Pattern Alteration, Elisabeth G Leichty/Della N Pottberg/Judith A Rashband, Fairchild
8. Principles of Flat Pattern Design (3rd edition) Nora M MacDonald, USA 2001

MASTER OF FASHION DESIGN- SEMESTER I
Core III- TEXTILE STUDIES
1-T-3

External: 80 Marks(Theory)

Internal : 20 Marks

Objectives :-

Textiles are an integral part of fashion, the knowledge of different processes of production and development of textiles will be imparted with a view to apply it for identification, recommendation and using the most appropriate textile in fashion. Extensive information on indigenous textiles (Printed, Painted & Dyed) of India will become a backbone for creation of innovation in fashion.

UNIT I :

- Classification of fibers -Natural and manmade, their origin and source.
- Properties and uses of natural (vegetable and animal) fibers - cotton, silk, wool, linen,
- Properties and uses of man made fibers.-Rayon, Acetate , Nylon ,polyester acrylic
- Flow chart for production processes of Natural and Man made fibres.

UNIT II :

- Flow chart of Conversion of fiber to yarn with details of process like Mixing ,
- blending,opening, cleaning, carding, combing, drawing, roving, spinning, yarn twisting
- Identification of fibers-Microscopic structure , burning test, chemical test.
- Fiber quality requirement for suitability of fabrics.
- Brief introduction to pre preparatory process for dyeing and printing

UNIT III

- Dyeing – theory of dyeing- classification of colorants – fastness properties of Dyes & Natural dyes properties
- Application Dyes on suitable material. Dyeing methods – fibre, yarn, hank and package.Fabric and garment dyeing
- Dyeing defects, causes and remedies
- Dyed- (Ikkat, patola, tie and dye) traditional textiles of India.

UNIT IV :

- Printing – ingredients – styles of printing – direct, discharge and resist. Stencil, block, flock, batik, transfer, foam, screen, and tie- dye printing.. Types of Printing machines
- Defects in Printed Goods ,their causes and remedies
- Brief history of printed, dyed and painted textiles of India ,
- Printed- (hand block printing-sanganeri) traditional textiles of India. ,Painted-(kalamkari.) & Madhubani traditional textiles of India.

Internal marks -will be based on assignments related to four units

REFERENCES

1. Fibres & Yarns by Meenakshi Rastogi, Sonali Publications, New Delhi
2. World Textiles by John Gillow and Bryan sentence, Thames & Hudson publication.
3. Textile science by J.T. marsh, B.I. publications
4. Textile Science by E.P.G. Gohl, L.D. Vilensky, CBS publishers & distributors
5. Textile, Fibre to Fabrics by Potter M. D., McGraw-Hill, United States of America
6. Fashion & Textile design by Neelima, Sonali publication, New Delhi

MASTER OF FASHION DESIGN- SEMESTER I
Core IV- HISTORY OF FASHION
1-T-4

External: 80Marks (Theory)

Internal : 20 Marks

Objectives:

To familiarise students with the vocabulary, the concepts and the fashion, theories related to the history of clothing, to trace the development of indigenous clothing from ancient times to its present state, to understand the various influences that acted upon the indigenous clothing and to study the traditional costumes of different states of India.

UNIT I :

- **BASICS OF FASHION**
- Origin of Clothing and Factors influencing costume change
- Fashion Terminology, Classification of fashion, , fashion producers
- Style, Design, Taste, Classics, Trend, Fad, Ford, Fashion Look, Accessories, Fashion Trends, Fashion Season
- The Couturier, Haute Couture, Prêt-À-Porte, Fashion Direction, Fashion Editors, Line, Knockoffs, Avant Grade, Bridge
- Fashion Cycle and fashion flow chart
- Theories and Principles of Fashion-Theories of Fashion Adoption
- Study of fashion principles which concerns the history of fashion, the discrimination of fashion, or the techniques relating to fashion merchandizing.

UNIT II :

History of Indian Costume.

Pre Historic Era

- Vedic Period
- Maurya and Sunga Period
- Satvahana period
- Kushan period
- Gupta period
- Mughal

UNIT III :

- **History of Western Costumes**
- Ancient Egypt
- Ancient Greek
- Ancient Rome
- Byzantine
- Renaissance
- Baroque
- Rococo
- History of fashion from 18th , 19th and 20th century

UNIT IV :

INDIAN FASHION IN 20TH CENTURY

- Indian Fashion during British Raj
Influence of British rule on Indian Fashion
1930's fashion of long flared skirts in the west and its influence in India
Independence movement and its influence in using Khadi
Christian Dior's New Look of Pencil Slim Skirt and its influence in India
- Indian Fashion Post Independence and 50's
- Indian Fashion during 60's and 70's
- Late 1980's and Hi Boom Designer Wear

- **Internal marks -will be based on assignments related to four units**

References:

1. Historic Costumes by Katherine Morris Cester, Prentice Hall 2000.
2. Fashion from concept to Consumer by Fringe G.S, Prentice Hall 1998
3. The costume & textiles India by Jamila Brij bhu Shan, Prentice Hall 2000.
4. Traditional Indian textiles by Fallow J and Bernard N, Thomas and Hudson, 1993
5. Fashion: A cultural history by Stede v. Berg Paris, 2nd edition 1998
6. Historical Fashion in detail the 17th & 18th centuries 1998 ian costumes
7. History of Fashion by Manmeet Sodhia Kalyani Publishers
8. Traditional Indian Textiles by Parul B. Abhishek Publications
9. Insiders Guide to South India by Brian Bell APA Publications
10. A celebration of style by Sharada Dwivedi AJSK Publications
11. Colourful Textiles of Rajasthan by Gulab Kothari Jaipur Printers
12. .Ander son B. and Anderson C"costume design",Harcourt Brace 2nd Ed.,1999

MASTER OF FASHION DESIGN- SEMESTER I CORE I PRACTICAL-FASHION ILLUSTRATION 1P-1

External: 80Marks (Practical)

Internal: 20 Marks

Duration : 6 hrs.

CONTENT-

- Preparing a portfolio of drawing , sketching , illustrating depicting , colouring, painting , and rendering the following suitably on A3 size sheets:-
- Basic drawing exercises on elements and principles of design. Structural and Decorative Designs one each. Difference between technical and stylized illustration
- S, Z, and T shape female figures.

1. Fabric drapes and rendering-

- Rendering different fabrics to study their fall, fold, drape etc.
- Woven, knits & non woven
- Print & plain.
-

2. Clothing composition on figure-

- Combining various garment details like silhouettes, lengths, drapes, folds, motion & shadows etc. for various Fabrics detailing and understanding the way fabric falls onto body.

3. Flat sketches-

- Line drawing of different garments in 2D forms such as skirts, pants, blouses, shirts, dresses, jackets and sportswear.

4. Accessory rendering (any 6 accessories)-

- Drawing & rendering any 6 accessories in fashion used by Men & Women. Such as, Glares, Belts, Bags, Stoles, Jewellery and Foot wear.

5. Clothing categories-

- Drawing & Rendering various clothing categories including their specifications with color, fall, fit, fabric, and proportion.
Such as, Casual wear, formal wear, ethnic wear, beach wear, lounge wear, functional wear (uniforms etc.)

ASSIGNMENTS-

1) Study and rendering of different types of fabric like prints, stripes, Checks, fur, leather, animal skin, velvet, silk, wool, embroidered fabric etc.

- Students will render 1 or 2 samples on paper for each type of fabric specified above.

2) Draping and drawing the garment on the fashion figure with all the details of body as well as garment details.

- Students will render 10 fashion figure which will include figure as well as garment details.

3) Drawing technical flat sketches in 2D for easier understanding of the garment details.

- Students will draw 20 flat sketches specifying front and back.

4) Drawing and rendering fashion accessories like Glares, belts, bags, stoles, Jewellery, foot wear etc.

- Students will draw total 10 numbers of different Fashion Accessories.

5) Creating a Clothing Category by rendering any one garment from each category and combining with suitable accessories.

- Students will sketch and render one garment with all the details from each category of clothing.

MASTER OF FASHION DESIGN- SEMESTER I
Core II Practical-Pattern Making
1-P-2

External: 80Marks (Practical)

Internal: 20 Marks

Duration : 6 hrs.

Flat pattern making, shell fit and test fit of the following :

- Bodice front and back
- Skirt front and back
- Sleeve

Preparation of patterns (paper and muslin) of dart manipulation in one dart and two dart series by slash and spread and pivot method, checking the grain and fit of the pattern for the following darts

One dart series

- Waist dart to shoulder dart
- Shoulder dart to waist dart
- Shoulder dart to side seam dart
- Waist dart to centre front dart
- Waist dart to arm scye dart
- Shoulder dart to neck dart

Two dart series

- Waist dart to side seam dart
- Shoulder dart to neck dart
- Waist dart to neck dart
- Waist dart to shoulder tip dart
- Shoulder dart to French dart

Developing following garment patterns in fabric with given specifications

- Style line top/blouse with one variation of collar and sleeve.
- Bias cut dress with cowl.
- Knee length strapless foundation
- Cocktail dress

PORTFOLIO DETAILS:

- 1) Draped Basic Bodice Block- Front And Back
- 2) Draped bodice block with Dart Manipulation
- 3) Draped patterns with Neckline and Armhole variations
- 4) Draped Single Dart, Double Dart skirt
- 5) Draped Flared ,Gathered Skirt and Skirt With Yoke

Practical Exam- Total 80 marks

Portfolio in A3 size and 5 garments -30 marks Internal assesment

Draping marking cutting stitching finishing embellishment of Cocktail dress-50 marks

**MASTER OF FASHION DESIGN- SEMESTER I
FASHION COMMUNICATION SKILL
SEMINAR
S-1**

Internal : 25 Marks

Objectives –

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

Module –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

Module -II

- Communication Fashion communication- essentials of communication, objectives, barriers and purpose of effective communication.
- Types of communication- oral; written; gesture, needs and functions.
- Business letter-layout and importance along with drafting.
- Media and public relation in fashion communication.

Module -III

- Types of written communication
- Creative writing in fashion media
- Advertising Promotion of fashion communication
- Reporting events
- Scripting shows
- Critics of fashion

Module- IV

- Fashion presentation skills- importance of phonetics, interview, techniques, fashion dialogues, group discussions.
- Styling, body language and self presentation skill

- Basic French and Italian Language studies:, students would be taught basics of these languages aiding them understanding and speaking fashion its terms effectively.
- Fashion campaign ,brochure design, cover story, theme pavilion at fairs,Exhibition
- Public relation communication effectiveness, formal and informal communication ability, inter personal skills and rapport,
- Common fashion terminologies across the world.

Oral presentations

Using their colleagues as an audience, participants practice making presentations to small workplace meetings. Both this work and interview practice is videotaped and critiqued. Topics include summaries or commentaries on the news of the day and five minute talks on their career experience.

Fashion Dictionary

It would contain Different areas fashion. – Silhouettes, Colors, Textiles(both knits and wovens), trimmings accessories.

References-

1. Sharma-Business correspondence &report writing .
2. Prasad-group discussion & interview(With audio cassettes), Sashi Kumar-spoken English (with cassette),
3. W.R.Miler, "Basic Industrial Arts, Plastics, Graphic Arts, Powermechanics, Photography, McKnight Publishing Co., Illinios,1978
4. John Hedge, "Photography Course", John Hedge c1992.
5. Matthukutty M. Monippally "Business Communication" Macmillan Publishing Co. 1999
6. Houp, Kenneth.W & Thomas E.Pearsall , "Reporting Technical Information"., Macmillan Publishing Company, Inc

**MASTER
OF
FASHION DESIGN
SEMESTER- II**

MASTER OF FASHION DESIGN- SEMESTER II
Core I-CAD IN FASHION
2T-1

External: 80Marks (Theory)

Internal: 20 Marks

Objectives

In today's world of industrialization and globalization, the students will be exposed to the contemporary digital technology by use of software like photo shop, Adobe illustrator, Corel draw and Marvellous designer, in terms widen the scope of fashion industry to an un-imaginable extent through just "a click of a button". After practicing the various commands and tools of the software the students will be able to express the fashion ideas to the masses in a more simplified and systematic manner.

UNIT I :

- Introduction to photoshop – Defination of Layer, Colour Modes, RGB Colourmodel , CMYK Colour model , Pixles , Vector, Resolution, Main menu Bar.
- Basic Platforms and Tools- Selecting tools, Brush Tool, Advance tooling, Drawing with the pen tool. Application of Tools Layers, Rasterizing the layer.
- Working with Layer Styles- Layer style parameters, Image Editing Special effects
- File Formats- Saving the file in PSD , JPEG, EPS or DCS format , Exporting images.

UNIT II :

- Introduction Corel DRAW- Main menu Bar
- Tools of Corel DRAW- Text & line , Shapes and objects , Curves
- Special Effects , Color and Bitmaps , Tables ,
- Application of the tools for creating fashion figures in 6 different poses .

UNIT III :

- Adobe illustrator- Getting to know & Working in Illustrator
- Using drawing tools , Selection and Curves , Handling text, Transformations in illustrator.
- Working with lines & Brushes ,Colours, Compound paths , Masks.
- Using styles , Effects , Filters & Keyboard Shortcuts.

UNIT IV :

- Marvellous Designer – Introduction main menu bar with tools .
- Development of croqui, Creating garments for the developed croqui , Draping the croqui.
- Accessorizing the croqui , Creating suitable background, Stage designing .
- Display action of croqui on the stage and ramp walk.

Internal marks -will be based on assignments related to four units

References-

1. Learning Illustrator CS5 by Ramesh Bangia, Khanna Book publication company (P), Ltd. Delhi
2. Practical Photoshop by Ramhari Kolte, Paynoram Arts
3. Photoshop CS3 by Rajendra Mantri, Anubhav Publications
4. Learning Coreldraw X5 by Ramesh Bangia, Khanna Book Publishing

MASTER OF FASHION DESIGN- SEMESTER II
CORE II-GRADING
2T-2

External: 80 Marks(Theory)

Internal: 20 Marks

Objectives

To gain knowledge of different grading techniques and their application on different apparel. To understand the sizing system and their use in readymade garment industry. To gain knowledge and skills of presenting and promoting a garment based on fashion reading. To apply knowledge of Pattern Grading while working in readymade garment industry.

UNIT I :

Pattern Grading.

- Concept, Importance and Principles of Pattern Grading.
- Grading Terminology-Cardinal Points, zero point, Balance, two dimensional. Three dimensional and suppression grading.
- Basic Size Charts – Studying size charts, identify growth areas, size increments and their application for grading.
- Grading Techniques - The draft or multisize or Nested grade , The track or single grade

UNIT II

- Selection and application of grading technique for different garment depending on their fit.
- Application of grading techniques for basic drafts of the following:
 - Children’s Basic Blocks – Bodice, sleeve.
 - Women’s Basic Blocks – Bodice sleeve, skirt.
 - Men’s Basic Blocks – Bodice, sleeve, trousers, collar.
- Computer Grading :Basic pattern, Production pattern, Marker maker, Pattern grader.
- Difference between Manual grading and computerized grading.

UNIT III :

Fashion Reading

- Fashion reading with sketch, pattern name, sex, size range, dimension of grading, pattern pieces, width of the fabric, specific details accessory used, cost of garment and recommended fabrics.
- Developing a graded pattern by adopting basic block with variation in garment selected. .
- Lay marking for different fabrics for the evolved garment:
 - Textured fabric – Satin, Velvet, and Far, Turkish, Silk and any one fabric in trend.
 - &
 - Printed fabric – Dots, stripers, plaids, checks floral, geometric, border, figure, unidirectional and multidirectional.

UNIT IV :

Commercial pattern envelope.

- Envelope front- Illustration of front and profile view of the garment with pattern name and pattern number.
- Construction guide sheet – stepwise procedure for joining the pattern pieces in order to assemble a garment, explanation of pattern markings (recommendation for suitable fabric, lining, interlining, interfacing, notions(fasteners & threads) decoration style and material.
- Envelope back – Illustration of back view of the garments, yardage chart and size chart.
- Graded pattern sheet – pattern number, pattern pieces, size range, cut number, grain line, seam line, notches, darts, tucks, pleats, pockets, yokes, belts, plackets and openings etc.

References-

- 1) Martin Shoben/Janet P Ward, Pattern Cutting and Making up.
- 2) Winifred Aldrid, UK 1996 Fabric, Form and Pattern Cutting
- 3) Lily Silberberg/Martin Shoben, 1998, The Art of Dress Modelling (Video)
- 4) Pattern Cutting Level for Beginners Don Clarke published 1995 (Video)
- 5) Fashion Design on the Stand, Dawn Cloake, UK 1996
- 6) The Art of Fashion Draping, Connie Amaden-Crawford Fairchild Publication.
- 7) Metric Pattern Cutting for children wear/women's wear/Menwear – Winifred Aldrich, Black well Science, Om Book Services, New Delhi.

MASTER OF FASHION DESIGN- SEMESTER II CORE III- WEAVING & KNITTING TECHNOLOGY 2T-3

External: 80 Marks(Theory)

Internal: 20 Marks

Objectives

The textile technology in the textile industry is changing fast, old machines are replaced with new ones, with the advent and inclusion of electronic systems and computer technology, this transformation is even more rapid just as fashion-fashion is incomplete without textiles, knitted textile are the latest craze in fashion clothing among the masses, to fulfill the needs and demands of the fashion industry this subject has been included. Woven and knitted textiles technology given in the contents will impart students an understanding of the construction and properties of different (woven and knitted) textiles and their use within contemporary fashion.

UNIT I :

- Flow chart for processes of conversion of yarn into fabric, i.e., weaving, knitting, non-woven. Identification of fabric samples (warp and weft direction)

- Different types of Fundamental weaves/ weaving designs – plain, satin, sateen, twill, basket, ribbed
- Elementary idea of the use of Dobby , Jacquard for derivatives of fundamental weave designs . Essential properties of fabric
- Comparative studies of the woven and knitted fabrics construction and advantages of each.

UNIT II :

- Properties and uses of each of the weaves. , Study of normal defects in fabric and role of Quality control.
- Elementary idea of machinery used in woven, knitted and non woven fabrics.
- Non - woven - classification, punching the web, finishing. Characteristics of non woven fabrics
- Uses of non- wovens. Elementary idea of Decorative fabric, Decorative fabric construction- braiding, netting, lace.

UNIT III :

- 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 IV :

- 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,
- Seam and stitches used in knitting , Machinery used for knitted garments-
- Quality control , Defects in knitted fabric

Internal marks -will be based on assignments related to four units

Reference:

1. Knitting Technology by KVP Singh Kalyani Publishers
2. Textiles- fiber to fabric by Bernard P. Corbman (McGraw- Hills)
3. Fabric Studies by KVP Singh (Kalyani Publishers)
4. Knitting Technology by Prof. D.B. Ajgaonkar, Universal publishing Corporation, Bombay
5. Weaving with the Rigid Needle Loom, Anne Field, 1980
6. Weaving Mechanism by Prof. N. N. Banerjee, Smt. T. Banerjee & Shri Apurba Banerjee, "Textile Book House".
7. Knitted Clothing Technology, Terry Brackenbury, Blackwell science, OM Book Service
8. Overshoot Weaving by Ellen Lewis Seltzman, Van Nostrand Reinhold Company, New York

MASTER OF FASHION DESIGN- SEMESTER II
CORE IV-HISTORY OF WORLD COSTUME
2T-4

External: 80 Marks(Theory)

Internal: 20 Marks

Objectives

To increase the student's understanding and appreciation of the Western World clothing from the ancient times to the modern and also to recognize the figure emphasis and silhouettes that developed within the chronology of each historical period and also to understand the traditional modes of clothing in Asian civilizations, with emphasis on certain communities.

UNIT I :

Ancient era costume

- Mesopotamian Costumes
- Egyptian Costumes
- Greek Costumes
- Roman Costumes

UNIT II :

Middle ages costume

- Byzantine Costume
- Age of Knights Costume
- Renaissance Period Costume
- Costume of Asia and Africa

UNIT III :

Modern era costumes

- Victorian Costume
- Edwardian Costume
- American Costume 18th-20th Century
- 20th Century Costumes and influences

UNIT IV :

Traditional costumes of asian countries

- Japanese and Chinese Costumes (emphasis on Geisha and Samurai Costume)
- Thai and Malaysian Costumes
- Costumes of Pakistan
- Costume of Sri Lanka

Internal marks -will be based on assignments related to four units

References:

- 1) Katherine Morris Cester," Historic Costumes", Prentice Hall 2000.
- 2) Stede v. Berg"Paris fashion:a cultural history"2nd edition 1998
- 3) Hart A north S V & A Museum" Historical Fashion in detail the 17th & 18th centuries" 1998 ian costume
- 4) History of Fashion by Manmeet Sodhia Kalyani Publishers
- 5) Ander son B. and Anderson C"costume design",Harcourt Brace 2nd Ed.,1999

MASTER OF FASHION DESIGN- SEMESTER II
CORE I(Practical)- CAD IN FASHION
2P-1

External : 80 Marks(Practical)

Internal : 20 Marks

Duration : 6 hours

- Design any five fashion accessories using adobe photo shop.
- Image editing of any one photograph using effects and filters in adobe photo shop.
- Create a garment design using basic platforms tools of adobe photo shop.
- Create a letter head , visiting card & envelope, with logo for an owner of a garment industry using corel draw .
- Design a CD cover and brochure for a fashion design institute in corel draw.
- Design a cover page for fashion magazine using corel draw .
- Using pen tool of corel draw create six different poses of fashion figures.
- Create a theme based poster banner, hoarding, invitation card, in Adobe illustrator.
- Compose a design suitable for T-Shirt in digital printing.
- Creating and presenting a theme based fashion show with minimum eight garments using marvelous designer
- Introduction to related software
- Internet search (Images, video clips, Designers fashion shows, fashion links)
- Software tool introduction
- Flashed croquis
- Fabric & print development
- Make a sample of Swatch
- Color board using Pantone colors
- Portfolio used by fashion CAD
- Introduction to Grading
- Tools of grading
- Make a sample of grading (Enlarge & reduce in sizes)
- Computers in garment industry
- Basics of computers & dedicated computers system CAD/e-fashion

MASTER OF FASHION DESIGN- SEMESTER II
Core II PRACTICAL- GRADING
2P-2

External : 80 Marks(Practical)

Internal : 20 Marks

Duration : 6 hours

Computer Grading

- Preparation of basic pattern and its grading using a software.
- Application of computer grading on any one fashion garments of the following :
Children's wear
Women's wear
Men's wear

Grading Portfolio

- Application of grading by nested technique.
- Basic bodice block
- Basic sleeve block
- Basic skirt block
- Basic trouser block

- Application of grading by track/single technique.
- Basic bodice block
- Variations of sleeves - any two
- Variations of collars - any two
- Variations of skirts - any two
- Portfolio of fashion reading of two garments each in women's wear, children's wear and men's wear.
- Preparation of any one commercial pattern for pattern envelop with all the details.

MASTER OF FASHION DESIGN- SEMESTER II
FASHION PHOTOGRAPHY (Portfolio)

Internal : 25 Marks

2S-1

OBJECTIVES

To orient students to the photographic techniques and garment styling
Students will give presentation related to fashion photography during seminar
They will make Portfolio related to Fashion photography

Module I

PHOTOGRAPHY

- Introduction to fashion photography-The role of the fashion photographer
Expressing yourself as a fashion photographer

- Applying the principles of photography
- Utilizing color

Module II

STYLING

- Portraiture- The difference between studio and on-location portrait photography
How lighting affects a portrait-What kind of gear you need to shoot portraits
How to interact with your clients- How to handle fidgety children during a session
How to lay out your studio
- Significance of styling-Developing a style-Shooting fashion shows - Techniques in fashion photography- Marketing and branding yourself-Sourcing contacts
Photographing models in the studio
- Texture and form

Module III

ELEMENTS OF PHOTOGRAPHY

- Lighting techniques-The different types of lighting-The reflection of light-Outdoor lighting – sunlight-Recommended equipment for outdoor lighting-
Introduction to indoor lighting- Photographing indoors – the technical issues
- Capture fashion
- Creating mood

Module IV

SHOOTING MODEL PORTFOLIOS

- Preparation of a portfolio with 4 shoots based on theme- Hair and makeup - clothing- lighting- angle- post processing- final effect,
- **RELATED EXPERIENCE-** Shoot a portfolio based on an appropriate theme with at least 5 photographs.

**MASTER
OF
FASHION DESIGN
SEMESTER III**

MASTER OF FASHION DESIGN SEMESTER III
CORE I-GARMENT PRODUCTION TECHNOLOGY
3T- 1

External: 80 Marks(theory)

Internal: 20 Marks

Objectives

The standard work on the contents of the subject will explain the student the processes of modern clothing manufacture and will describes the equipments used to carry them out. The topics will give a panoramic views of the day-to-day operation of a clothing factory, including management, design, marketing, finance, purchasing, quality control. Production calculation methods and ergonomics technology. Recent developments as well as established methods will be described and differentiate for cutting sewing and other methods of joining materials and pressing Manual mechanized and automated methods are considered together with the application of computer control to clothing.

UNIT I :

- Introduction to Sewing Industry.
- General Classification of Sewing Industry.
- Technical Classification of Sewing Industry.
- Structure of Garment Manufacturing Technology.

UNIT II :

- Machines used in Different Departments,
- Different types of I.S.M
- Classification of I.S.M
- Symbols of I.S.M.

UNIT III :

- Meaning of Production and Productivity-Process Chart, Time Study, Work Measurement, Work Analysis, Motion Study.
- Measuring Productivity-Types of Productivity Measure, Productivity Measure, Productive Improvement, Measuring Productivity Growth and Decline, Steps in implementing a productivity Measurement.
- Types of Production-Quantity and Non-Quantity Theory(Formulas- Bn.P.T, T.S.P.T, P.E.R.T, Working Configuration, Batch Setting) Assembly Line Theory(Formula, Batch Setting)-5Garment for each Theory.
- Tech-Pack, Thread Consumption and Calculation.

UNIT IV :

- Meaning of Ergonomics, How does it help in Apparel Industry.
- Efficient Material Storage and Handling.
- Practical Work station and Product Design.(Practical Record Book should be Maintained)
- Effective Work Organization. (Practical Record Book should be Maintained)

Internal marks -will be based on assignments related to four units

References :

1. Introduction to clothing prod. Mgmt. by A J Chuter (Blackwell series)
2. Garment technology for Fashion designers by Gerry (Cooklin Blackwell)
3. Herold Carr & B.Latham -Technology Of Clothing Manufacture – Blackwell Publishing Ltd – Second Edition
4. A.J. Chuter., " Introduction to Clothing Production Management ", Blackwell Scientific Publications
5. David J. Tyler., " Materials Management in Clothing Production ", Blackwell Scientific Publications
6. Jacob Solinger., " Apparel Manufacturing Handbook ", VanNostrand Reinhold Company (1980).
7. 162. Peyton B .Hudson., " Guide to Apparel Manufacturing ", MEDIAApparel Inc (1989) ISBN: 0 -945116-08-X.
8. Carr.H, Latham. B., " The Technology of Clothing Manufacture ", Blackwell Scientific Publications 1988).

MASTER OF FASHION DESIGN SEMESTER III CORE II RESEARCH DESIGNING & PLANNING 3T-2

External : 80 Marks(Theory)

Internal: 20Marks

UNIT I :

Research Methodology

- Introduction: Meaning & Objectives of research, types of research, basic, applied action, approaches to research, research methods, research process.
- Criteria for good research, common problem, nature and significance of research problems, qualitative & quantitative research methods.
- Selection of Research Topic, selection of research problem, literature review, evaluation of research problem.
- Research design- meaning, concept & features of research design, experimental design, plan of research work.

UNIT II :

Methods & Tools of Research

- Reliability and validity of research tool.
- Qualitative and quantitative studies, Primary& Secondary data collection method.
- Preparing questionnaire and opinionnaire, identification of sources of information, searching and classifying information, organization of data collection.
- Processing & analyzing of data & information, limitation.

UNIT III:

Preparing a research report proposal

- Format of research proposals, finding related literature.
- Individual & Institutional research proposals.
- Format of research report and style of report writing.

- The thesis or dissertation, style of writing, typing the report, reference form, tables, figures, evaluating a research report, summary, references.

UNIT IV :

Applied Statistics

- Descriptive Statistics- Classification of variable.
- Measures of central tendency inter-quartile range & standard deviation.
- Estimation and Hypothesis testing-statistical hypothesis & Null Hypothesis, interval estimation.
- Concept of hypothesis testing & types of error, student 't' test, Chi-Square test, F test.

Internal marks -will be based on assignments related to four units

References :

1. B.D. John, A.L. Brown and R.R. Cocking, 1999. "How People Learn: brain, mind, experience and school". Washington, DC: National Academy Press.
2. A.R. Fraenkel, N.E. Wallen, 2008. "How to Design and Evaluate Research in Education", *ih Ed.* Boston: McGraw-Hill.
3. K.E. David, 2009. Curriculum Development for Medical Education: *A Six-Step Approach*, 2nd Ed. The John Hopkins University Press. ISBN 0-8018-9367-4.
4. N. Peter, 2009. "Leadership: Theory and Practice." *3rd Ed* Thousand Oaks: Sage Publications.
5. G. Bordage, B. Dawson, 2003. Experimental study design and grant writing in eight steps and 28 questions. *Medical Education*, 37(4): 376-385.

MASTER OF FASHION DESIGN SEMESTER III

ELECTIVE I –FILM & THEATER COSTUME

3T-3(a)

External: 80 Marks(Theory)

Internal: 20 Marks

Objectives

The objective of this course is to provide an in-depth introduction to the theory & practice of costume design. The contents will trace the historical development of theatre costume from the ancient to the modern times which will helps students to develop an understanding of character and script analysis, theatrical composition, collaboration with directors and actors including the various aspects of costuming including accessories, trims and the role of makeup in character building.

UNIT I :

- Costume Design as differentiated from Fashion Design
- Development of Costume Design from Ancient times to Present day
- Role of Costumes in Movies/Theater/ Television
- Design Process in Costume

UNIT II :

- Use of Trimmings and Decorations in Costume Development

- Accessories used in Film and Theaters and their significance
- Study of Makeup and its role in character development
- Types of Stage and methods of staging a Play

UNIT III :

Costume design for films : Analysis of movies/television serials made in different genres.

- Action: West Side Story
- Historical/Epics: Utsav, Gandhi, Elizabeth & Gladiator, Mahabharat (T.V. Serial)
- Drama: Memoirs of a Geisha, The Social Network, Rangeela, Haider, Balika Vadhu (T.V. Serial)
- Science Fiction/Fantasy: The Fifth Element, Alice in Wonderland (2010)

UNIT IV :

Costume design for theatre - Analysis and Costuming of Famous Classical and Contemporary plays made in different genres.

- Classical English Plays-
Tennessee Williams – A Street Car Named Desire
Arthur Miller- Death of a Salesman
Berthold Brecht- Three Penny Opera
- Classical Sanskrit Plays-
Kalidas- Shakuntla
- Contemporary Marathi Play
Mahesh Elkunchwar- Wada Chirebandi
- Contemporary Hindi Plays
Mohan Rakesh- Aadhe Adhure
Habib Tanveer- Charandas Chor
- Contemporary English Plays
Harold Pinter- The Birthday Party
Modern Adaptation of Shakespeare

References:

1. Illustrating Fashion by Kathryn Mckelvey (Blackwell Series)
2. Fashion Design, drawing by Elisabetta Drudi Batsford and presentation.
3. Fashion Kaleidoscope by Meher Castelino (Rupa and company)
4. Indian Fashion by Hindol Sengupta. (Pearson Education)

MASTER OF FASHION DESIGN SEMESTER III
ELECTIVE II – FASHION ACCESSORIES
3T-3(b)

External: 80 Marks(Theory)

Internal: 20 Marks

Objectives:

- To impart knowledge of fashion Accessories
- To provide opportunity and to design and to develop fashion accessories

UNIT I :

Fashion accessories- Introduction, definition. History, Classification and types of Fashion accessories.Importance of Fashion accessories How To Choose The Right Fashion Accessories How To Use Accessories With Outfits Types Of Accessories For Men and Women

UNIT II :

Accessory types- detail study of types of Head gears, Foot wear, Bows, neckties and belts, Hand bags, Gloves, Scarves, Stoles, Shawls,Eyewear, handkerchief types of hosiery for men and women.

- History of Sandals
- History of Women's Shoes
- Masks in Fashion
- Men's Hosiery
- Muffs
- Pointed Shoes
- Shoes
- Sneakers
- Sport Shoes
- Sunglasses
- Turban
- Umbrellas and Parasols
- Veils
- Watches and Fashion
- Women's Stockings and Fashion

UNIT III :

Detail study of following accessory

- Belts and Buckles
- Beret
- Brooches and Pins
- Canes and Walking Sticks
- Children's Shoes
- Codpiece
- Crowns and Tiaras
- Cuff Links and Studs

Materials and processes-leather, straw, fur, wood. Materials required. Material sourcing.

Design development & production.

Trends and Marketing- Fashion trends and marketing of accessories. Study of any 4 accessory designers. (two Indian and two international)

UNIT IV :

An introduction to jewellery making:- Various types of jewellery, materials used for making jewellery, metals and stones, History of jewellery Egypt, Sumerians, Greek, Rome and Indian jewellery.

Jewellery- Jewellery Design and production, Types of Jewellery – precious, costume, bridge. Traditional Indian jeweler – temple, kundan, minakari, thewa, filigree, terracotta. History of Necklaces and Pendants □ Earrings, □ Bracelets rings, hair ornaments.

Costume Jewelry

Reference:

1. Claire Billcocks, " Century of Bags", Chartwell Books, New Jersey 1997
2. John Peacock, " Fashion Accessories- Men", Thames and Hudson, London, 1996
3. John Peacock, " The complete 20th Century Source Book", Thames and Hudson, London, 2000
4. Malolow Blahnik- Co Collin Mac dolw, " Shoes -Fashion and Fantasies", Thames and Hudson, 1989

MASTER OF FASHION DESIGN SEMESTER III

Foundation (see Annexure) 3T-4(a)

or

MASTER OF FASHION DESIGN SEMESTER III

CORE III -FASHION MARKETING

3T-4(b)

External: 80 Marks(Theory)

Internal: 20 Marks

Objectives

Right from the basic terms of fashion marketing its process involved methods to carry out the various tasks of promotion to forecasting the trends as well as setting up a brand or label will be taught systematically targeting the current National and International fashion market. Emphasis in teaching will be given on the principals, detailing, management and planning for the tools of the marketing, which will enable the students to adopt a suitable policy when they enter this vast and every changing field. The various topics covers the fashion business in logical sequence with complete and realistic information. Students will learn the complete process of fashion business operation with an added advantage of absorbing the contents for later use.

UNIT I :

- Meaning and classification of marketing, fashion marketing, fashion market size and structure, marketing environment –micro marketing environment, macro marketing environment. Trends in marketing management.
- Marketing research –definition scope and importance of market research in new

- price policies. Functions of pricing. Factor influencing price decisions. Methods of setting prices. International pricing policy, export pricing.

UNIT II :

- Marketing function – definition and classification product planning and development importance of fashion products, nature of fashion products. The fashion industry and new product development product mix and range planning. Product line policies. Fashion and related life cycles.

UNIT III :

Fashion advertising and preparation of advertising for apparel market. Advertising media used in apparel marketing. Advertising department, advertising agencies. A survey on analysis of customers fashion preference & international advertising.

Fashion sales promotional programme for apparel marketing, communication and promotion, personal selling, point of purchase, sales promotion objectives, consumer sales promotion.

UNIT IV :

Global market and its participants in international marketing – Importance, growth and benefits – international market place- goods and services multinational corporations banks and insures trading companies – implications for marketing management- GATT. Present export and import details.

Internal marks -will be based on assignments related to four units

REFERENCE

1. Marketing, R.S.N. Pillai and Bagavathi, S. Chand & Co ltd Newdelhi – 1987.
2. Marketing Principle and methods by Philip C.F and Duneon D.T, Irwin publications.
3. Principles of Marketing by Backman T.N. Maynard H.H and Davidson W.R, Ronald Press Company New York 1970.
4. Fashion Marketing by John Fayer Weather. International Marketing by V.K.Kirpalani.

MASTER OF FASHION DESIGN SEMESTER III
CORE I - PRACTICAL -GARMENT PRODUCTION TECHNOLOGY
3P- 1

External: 80 Marks

Internal: 20 Marks

- Creation of the following theme based garments.
- Designing and constructing Quilted garment of current trend
- Designing and constructing Women's garment(with Smocking)of current trend
- Designing and constructing Men's garment of current trend
- Designing and constructing garment for a French / American Style with Architecture theme
- Designing and constructing garment for a women on collage theme
- . Forecast (colour, texture, fabric, silhouette and surface ornamentation).
- Tech Pack of five garments with detailing –Seams, Stitches, Machines and Coloring of Garment

MASTER OF FASHION DESIGN SEMESTER III
ELECTIVE I SESSIONAL-FILM & THEATER COSTUME
3S-1(a)

Internal : 50 Marks

Objectives

Designers can easily see the proportion, fit, balance and style lines of a design, exactly as it will look on the bodice is the prime purpose of teaching draping the budding designers. Working with costumes/garment on actual materials will give them a greater inspiration and a better indication to the flow and performance of a fabric. Students will also be highlighted over the principles applicable to the development of draped costumes/garments towards accurate and professional production

To enable the students to take up costume for the movie, theater and advertisement industry.

- Introduction to evolution of theater costume with examples of Greek Theatre costume.
- Study of selected theatre costumes around the world- Greek, Roman, India, Egyptian,

Elizabethan Theatre, Halian Theatre, Chinese Theatre, 19th Century Theatre, Japanese Theater.

- Sketch and colour: Costume, Mask, Footwear's, Accessories and Jewelry of the following theatres. Greek, Egypt, Roman, China, Japanese and 19th century. (One Each)
- The difference in theater costume from that of everyday costume/ Fashion costume.
- Study and preparation of any one variety of theatre costume based on Movie or book.

Draping of the following garments on dress form :

- Shift dress in denim.
- Corset dress in silk and chiffon
- Empire dress in velvet
- Jacket in leather
- Cocktail dress in suede

**MASTER OF FASHION DESIGN SEMESTER III
ELECTIVE II – SESSIONAL- FASHION ACCESSORIES
3S-1(b)**

Internal : 50 Marks

Objective

- To teach the students the art of accessory designing so that they can complement their garment designs with appropriate accessories.
- Sketching and rendering of headgear, hand wear, foot wear and hand bags three each and Construction of any one.
- Sketching and rendering of belts, gloves and construction of any one
- Sketching of Indian jewellery- Mughal Jewellery, Thewa, Kundan Jewellery, Temple Jewellery
- Sketching of accessories on women and men's croqui (2 each)
- Designing and making any 5 Fashion accessory from the following- Head gears, Foot wear, Bows, neckties and belts, Hand bags, Gloves, Scarves, Stoles, Shawls, handkerchief

- Designing of jewellery on the basis of a selective theme:-
- traditional style jewellery, ethnic style jewellery, contemporary style jewellery, fusion of any above styles.
- Material exploration- Develop a set of jewellery with any material and a set of eco friendly material
- Jewellery designing based on theme. (with Concept Board)

**MASTER OF FASHION DESIGN SEMESTER III
SEMINAR-CRAFT SURVEY AND DOCUMENTATION
3P-2**

External : 50 Marks

Internal : 25 Marks

Objectives

To explore, experience and experiment the different arts and craft globally. To appreciate the skill goes into making an art and craft product related to fashion such as textiles garment, accessories etc. To understand the techniques of painted printed dyed and embroidered articles supporting fashion. detailed documentation of particular art and craft will help students to make a fashion product or a create a line of fashion.

- Student are required to travel to a place and stay with artisans and explore designing/ making of the art or craft from them and develop an end product with them.
- The product should necessarily be a garment, Fashion accessory, a drape or an article or object related to fashion only.
- One complete product of the craft is compulsory individually.
- List down the challenges related to the craft.
- Selection of the Product Category (any one)
 - Apparel
 - Corporate Gifts or Stationary
 - Accessories
 - Home/ corporate Decor
- Students contribution in Product Identification & Development in terms of,
 - Motif Development
 - Print Development
 - Color Variations
 - Fabric Development
 - Design Development

- Interpretation of ideas on paper.
 - Pencil sketches
 - Color Sketches
- Approval from the concerned Faculty.
- Approval from the Artisans regarding the changes. (through Internet)
- Production (will be done at the actual location with the Artisan)
 - Implementation and application of the Products in Fashion.
- **A portfolio will be prepared and presented by each student based on the following outline :**
 - 1) Introduction
 - 2) Place of origin of the craft
 - 3) Historical background
 - 4) Current scenario
 - 5) Production process, raw materials, tools, labour & artisans)
 - 6) Costing & packaging of articles of the craft(minimum 5)
 - 7) Marketing & Advertising
 - 8) Designers work on the selected craft
 - 9) Details of the crafted product & cost sheet
 - 10) Photograph of the crafted product
 - 11) Cost sheet

ASSIGNMENTS FOR INTERNAL ASSESMENT

Application of Indian Traditional Crafts for making Women's apparel, accessories, stationary, life style products etc.

Students are expected to make 2 women's apparel products such as dresses, waist coats, tops, jackets, skirts, Indian ethnic etc.

The examinee will be assessed by external on following-

- **Final Craft product**
- **PPT will be on the process of product development**
- **Final Portfolio**

**MASTER
OF
FASHION DESIGN
SEMESTER IV**

MASTER OF FASHION DESIGN SEMESTER IV
CORE I-CONCEPTUAL DESIGN DEVELOPMENT
4T-1

External: 80 Marks(Theory)

Internal: 20 Marks

Objectives

The inclusion of this subjects will enable students to know about the life and forte of India, International. Modern, Era of world war one and two, age of Haute Couture and Belle Époque fashion ear designer with their fashion style and looks. The topics “line development” will provide students knowledge of actual creation of garments on ramp and runway with a single theme taking inspiration of the fashion era designers. The various boards will teach theme expression of their creation.

UNIT I :

- Study of designer : Rohit Bal, Rohit Khosla, Rituberi, J.J. Vallaya, Manish Malhotra, Sabyasachi Mukherjee with their life and forte.
- Illustrating dresses made on innovative theme.

UNIT II :

- Study of International designers – Dolce and Gabbana, Donna Koren, , Zandra Rhode, Ralph Lauren, Karl Lagerfield, Issey Miyake, Alexander Mc Queen, Giorgio Armani, Versace & John Galliano.
- Study of looks – Punk, Gothic, Peasant, Metal, Hippie, Disco, Bohemian, Harem, Oriental, Boro, London, Biker & Artdeco.

UNIT III :

- Study of Haute Couture and Belle Epoque designers :- Nina Ricci Charles Fedric Worth, Paul Pioret, Cristobel Balenciaga and Joha Redfern.
- Study of Boards ; Inspiration, Mood, story, Client, Swatch, Embellishment, Survey & theme board.

UNIT IV :

- Designing of embroidery Khaka and its variation with repeat system of design.
- Creation of kids line, women’s line & men’s line .
- Designing on themes line culture, environment, monument and season.
- Different presentation techniques.

Internal marks -will be based on assignments related to four units

References:

- Illustrating Fashion by Kathryn Mckelvey (Blackwell Series)
- Fashion Design, drawing by Elisabetta Drudi Batsford and presentation.
- Fashion Kaleidoscope by Meher Castelino (Rupa and company)
- Indian Fashion by Hindol Sengupta. (Pearson Education)

MASTER OF FASHION DESIGN SEMESTER IV
CORE II- VISUAL MERCHANDISING
4T-2

External: 80 Marks(Theory)

Internal: 20

OBJECTIVES

To sensitize /orient the textile and clothing SME's to the concept of visual merchandising

To provide the basic working tools and skills related to visual merchandising

UNIT I :

Retail merchandising

- Merchandiser-Meaning, Role and Responsibility of Merchandiser, six rights of Merchandising, Types of Merchandising ,Difference between Marketing and Merchandiser.
- Fashion Purchase, Buying Patterns, Buying Cycle.
- Types of Retail organization Structure, Line and Staff Function.
- Role of a Retail Merchandiser.

UNIT II :

Visual merchandising

- Visual Merchandising- Meaning, Scope, Importance, Scope of Visual Merchandising Display Composition, Store Interior and Exterior.
- Elements and Principles of Design, Explain Merchandise Planning.
- Types of Layout, Types of Fixture, Planogram.
- Symbols used in Visual Merchandising while doing Layout.

UNIT III :

Buying agency merchandising

- Meaning of buying agency merchandiser
- Buying Agency Merchandiser-Types and Features
- Buying Agency Merchandiser-Responsibilities
- Types and Stages of Sourcing.

UNIT IV :

Export merchandising

- Meaning of manufacturer or Export Merchandiser, Functions of export Merchandiser
- Role and Responsibility of export Merchandiser.
- Different types of Samples, Chronological process of export Merchandiser.
- S.O.P (Standard Operating Procedures) of each departments

Internal marks -will be based on assignments related to four units

REFERENCES

1. Visual Merchandising and Display / Edition 5by Martin M. Pegler , Fairchild Publication.
2. Contemporary Visual Merchandising and Environmental Design by JayDiamond, Ellen Diamond in Book

3. Visual Merchandising and Store Design workbook by Greg M. Gorman-ST Publications

Internal

Visual merchandising and Display Basics

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

Display Locations

- Store Exterior
- Window Display
- Store Interior

Display Equipments

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

Visual Merchandising and Display Techniques

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

Visual Merchandising & Planning

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

RELATED EXPERIENCE

Present a theme based window display for a retail fashion outlet.

MASTER OF FASHION DESIGN SEMESTER IV ELECTIVE I –FASHION SHOW MANAGEMENT 4T-3(a)

Internal : 50 Marks

OBJECTIVES

- To develop managerial and the Fashion presentation skills of the students
- To enable students to take up consultations for fashion shows.

UNIT I :

FASHION SHOW

- Fashion Show sell merchandise, Additional reasons for producing Fashion Shows, Fashion Show's finale
- Fashion Show Categories, Specialized fashion presentations- Departmental show,Trunk show Haute couture shows, Ready to wear shows, Trade shows, Trade association shows, Press shows
Costume co-ordination-theme, trial fit, final fitting by designers ,dress rehearsal , Makeup & styling and Props.

UNIT II :

PLAN

- Targeting the audience
- Developing leadership
- Creating Fashion Show themes
- Finding venue –Light and Sound arrangement
- Timing the show
- Audience management
- Estimating the budget

UNIT III :

PROMOTION AND ADVERTISING

- Promotion
- Publicity
- Press release
- Press photography
- Advertising
- Magazines

Television and Radio

- Direct marketing
- Sponsorship

UNIT IV:

CATWALK AND CHOREOGRAPHY

- Categories of models, Career opportunities for models-(Show room models, Runway models, Catalog models, Advertising models, Body part models), Modeling agencies, Professional versus amateur models, Photographic versus runway models, Training amateur models, Model responsibilities-
- Choreography, Opening the show, Pace, Pivots and Pauses, Mapping, Dancing, Model groups, Finale, Importance of choreography-

REFERENCES

1. Guide To Producing A Fashion Show, second edition, Judith C Everett, Kristen K Swanson, Fairchild Publications, Inc, New York
2. Silent Selling: Best Practices and Effective Strategies in Visual Merchandising, 4th Edition Judith Bell, Kate Ternus

MASTER OF FASHION DESIGN SEMESTER IV ELECTIVE II -FASHION FORCASTING 4T-3(b)

Internal : 50 Marks

Objectives –

- To enable students knowledge about predict of fashion forecasting & promo style upcoming trends
- To enable students to know the market need and fashion trend changes with the process of organizing and analyzing the information for presenting and implementing the forecast. It integrates traditional and electronic approaches to the process of forecasting at each stage of research, organization, analysis, interpretation, and presentation.

UNIT I :

- The Fashion Forecasting Process
- Introducing Innovation
- The Direction of Fashion Change
- Cultural Indicators

Demand forecasting

Search any 5 types of present latest garment style

Observe & study future forecasting any one garment with detailing of silhouette, color, design ,texture, fabric Surface ornamentation etc.

UNIT II :

- 1) Selection theme based forecasting
 - Research theme
 - Use & Explain keywords
 - Work on Indian market (casual, formal, party, leisure)
 - Inspiration board
 - Mood board
 - Work on textures
 - Collect swatches & prepare the swatch 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 :

- Colour Forecasting
Make Pantone color chart using color schemes
Make unique color combination with prints sample
Analyzes long term forecasting color

- Textile Forecasting
- The Look: Design Concepts and Style Directions

ASSIGNMENT-

Submission on Present trends in forecasting of men's & women 's wear |

Colour

Style

Fabric

Print

Ornamentations

Graphics

REFERENCES

1. Fashion Forecasting, 2nd Edition, Research, Analysis, and Presentation, Evelyn L. Brannon, Berg Publishers..
2. Creative Fashion Presentations, Polly Guerin, Fairchild Publication.

**MASTER OF FASHION DESIGN SEMESTER IV
Foundation (see Annexure) 4T-4(a)**

or

**MASTER OF FASHION DESIGN SEMESTER IV
CORE III -MAKEUP & STYLING
4T-4(b)**

External : 80 Marks

Internal : 20 Marks

UNIT I :

- Makeup Tools / Categories of Cosmetics
- Creating a Flawless Base
- Perfecting Foundation, working with Different Product Textures
- Contouring Techniques / Shading & Highlighting
- Camouflage Makeup Techniques, Waterproof Makeup
- Bridal Makeup Looks / Techniques for Day, Evening & Studio
- Eye / Cheek / Lip Makeup Techniques

UNIT II :

- Fashion & Glamour Makeup Techniques
- Fashion Catwalk Looks, Smoky Eyes, Nude Look, Retro Looks, Eyelash
- Theatre Makeup Techniques-Character Makeup, eg Clown, Opera, Horror, Fantasy Face Painting, Body Art, Henna Art ,Creating Wounds, Burns, Scars , Wrinkles etc
- Fashion Hairstyling Techniques- Creating Up-do Hairstyles, Bunning, Plaits etc

UNIT III :

Styling

- 20th century men's /women's style
- Vintage style
- Classic style
- Explain style detailing

UNIT IV .:

- Explain the themes, stories and write overall review
- Styling according to personality
- Change style according to human figure, occupation, income, society
 - Specification
 - Tribal women / men
 - Middle class
 - High Class
 - As consultant of designer

INTERNAL 20 MARKS

- Use magazine picture & insert images to create presentation Make P.P.T
- Select any 3 National & 3 International designer's collection showcased during past fashion show. Collect pictures or videos for the same

MASTER OF FASHION DESIGN SEMESTER IV CORE I –(PRACTICAL) CONCEPTUAL DESIGN DEVELOPMENT 4P-1

External : 80 Marks Practical

Internal : 20 Marks

Developing and constructing the following knockoffs :

- Designer line of a selected designer.
- Indian traditional designer
- Era of Belle Epoque
- Era of World war
- Modern Designer
- Preparation of Khaka of embroidery
- Style Lines variations on the Bodice.
- Midriff Yoke 5 variations
- Cowls- Front, Back, Armhole.
- Application of cowls in lower garments

MODULE 1

- Design ,develop and assemble the Designer line of a selected designer.
Casual wear and estimate the cost

MODULE 2

- Design ,develop and assemble the Formal wear (Modern Designer)

with created pattern and estimate the cost

MODULE 3

- Design ,develop and assemble the couture Party wear(Era of Belle Epoque)
with created couture pattern and estimate the cost

MODULE 4

- Design, develop and assemble the Ethnic wear(Indian traditional designer)
with created pattern and estimate the cost

MASTER OF FASHION DESIGN SEMESTER IV RESEARCH PROJECT 4P-2

External : 125 Marks(Project 75 + viva 25 internship 25)

The Research Project will be made and presented with the following outline.

Chapter 1 – Introduction(Aims, Objectives, Need & Scope of the study)

Chapter 2 – Review of Literature

Chapter 3 – Methodology

- Inspiration Board
- Mood Board
- Client board

Design Development Process – Garment – 1,2,3 & 4

- Illustration Sheet
- Selected design (colour illustration with details)
- Garment Flats
- Swatch Board
- Garment details
- Cost Sheet
- Story Board
- Photograph
- Embellishment Board

Chapter 4 – Result and discussion with Interpretation

References & Webliography

INTERNSHIP

- One month internship in the Garment Industry, EOU textile mill , textile and garment printing unit, cottage industry, boutique, studio or production unit of a fashion designer, a retail outlet for garment or a brand of a garment or a brand of a garment and embroidery unit.
- The organization can be government, Semi government, Government Limited, public sector or a private firm.
- Detailed report of the internship along with organizations working nature, different departments its personnel , job undertaken, reference, observation, precaution, the products being manufactured, marketing, raw material and clients etc.
- The report should also include the work done by the student during her internship with special emphasis on skills learnt during the period
- The report should be accompanied with photographs and a certificate from the head of the organization.

MASTER OF FASHION DESIGN SEMESTER IV
Research Seminar
4S-2

Internal : 50

The student will give seminar on current researches related to different areas of Fashion.

The students are expected to research and find suitable topics for the seminar. These will be presented to and approved by the department faculty. Only token guidance will be provided to the students to ensure that it remains primarily each student's own piece of work. The selection of topics must be guided by current trends in theory, research and application of appropriate design and technology. The student will be expected to collect the material, analyze and organize the information and present a critical review of the topic before the faculty for evaluation. The presentations will be followed by discussions. Subsequent to this, the student is expected to submit a final report on the seminar topic along with references.