

FACULTY OF SCIENCES

SYLLABUS FOR THE BATCH FROM THE YEAR 2022 TO YEAR 2025

Programme Code:MFD

Programme Name: M.Sc. Fashion Designing & Merchandising

(Semester I- IV)

Examinations: 2022-2025



Department of Fashion Designing

Khalsa College, Amritsar

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(b) Subject to change in the syllabi at any time.
(c) Please visit the College website time to time.

| S.No. | PROGRAMME OBJECTIVES |
|-------|--|
| PO1 | students will learn the skills required to become professional through the practical and theoretical study of textile, apparel, fashion and design |
| PO2 | Students will be able to develop an eye for the analysis of the complexities arising in the supply chain and other areas of fashion industry. |
| PO3 | Students will be able to work in a team with a forward- thinking ability to promote their inventive personal design vision through creative work and research. |
| PO4 | To visually communicate ideas in the form of artistic fashion illustrations, graphic illustration, styling, fashion photography and visual display of merchandise. |
| PO5 | To demonstrate Event Management, Team Work, Leadership, Entrepreneurial and Business Skills. |

| S.No. | PROGRAMME SPECIFIC OUTCOMES (PSOS) |
|--------|--|
| PSO-1 | The students will have the basic foundation in designing and have the ability to visually represent it by illustrations, photographs, graphics and visual display of merchandise. |
| PSO-2 | The students will be able to convert their designs into a garment using appropriate construction techniques. |
| PSO-3 | The student will have a strong foundation and understanding of the garment manufacturing process and procedures. |
| PSO-4 | To demonstrate event management, team work, leadership, entrepreneurial and business skills. |
| PSO-5 | Will able to apply their update knowledge of current trends of fashion in the creation of innovation design to produce garments to the modern textile industry. |
| PSO-6 | The students will exhibit the demonstration the fashion portfolio sketching, dyeing and printing textile processing in the modern world. |
| PSO-7 | Express the basic concepts of designing, drafting methods of pattern making and its alteration with techniques for garments construction and skills on photoshop & Corel draw. |
| PSO-8 | Demonstrate knowledge in fashion designing software such as rich fashion studio, rich piece pattern making CAD, photoshop and coral draw. |
| PSO-9 | The student acquires advance knowledge in a particular research area and acquires ability of focused writing following research process by way of writing a dissertation. |
| PSO-10 | Identify employability as a fashion designer either self employed or work in fashion designing sectors, |
| PSO-11 | Apply the theories and skill to solve real time problems in apparel design and work as a team and become accomplished successful designers, entrepreneurs on industry ready professionals. |
| PSO-12 | The students can learn and understanding about ancient and contemporary costumes of India. |
| PSO-13 | The students will Identify historical periods of clothing and describe how the themes of politics, morality, social issues, the economy, technology, culture and geography impact society and influence fashion development. |

| COURSE SCHEME | | | | | | | |
|---------------|----------------------------------|------------|------------|----------------|----|-------|----------|
| SEMESTER - I | | | | | | | |
| Course Code | Course Name | Hours/Week | Max. Marks | | | | Page No. |
| | | | Th | Pr | IA | Total | |
| MFD411 | Fashion Illustration | 8 | - | 56 | 19 | 75 | 5 |
| MFD412 | Product Development Workshop | 7 | - | 112 (56+56) | 38 | 150 | 6-7 |
| MFD413 | Pattern Making and Grading | 4 | - | 37 | 13 | 50 | 8-9 |
| MFD414 | Computer Aided Fashion Designing | 5 | - | 75 | 25 | 100 | 10-11 |
| MFD415 | History of Indian Costumes | 3 | 60 | 15 | 25 | 100 | 12-13 |
| MCSF-1124 | Communication Skills in English | 4 | 37 | 25 | 13 | 75 | 14 |
| Total | | | 550 | | | | |

| SEMESTER - II | | | | | | | |
|---------------|-------------------------------------|------------|------------|----------------|----|-------|----------|
| Course Code | Course Name | Hours/Week | Max. Marks | | | | Page No. |
| | | | Th | Pr | IA | Total | |
| MFD421 | Fashion Illustration | 4 | --- | 56 | 19 | 75 | 16 |
| MFD422 | Product Development Workshop | 7 | ---- | 112 (56+56) | 38 | 150 | 17-18 |
| MFD423 | Pattern Development & Draping | 4 | --- | 56 | 19 | 75 | 19-20 |
| MFD424 | Computer Aided Fashion Designing | 4 | -- | 75 | 25 | 100 | 21 |
| MFD425 | Fashion Merchandising and Marketing | 3 | 75 | -- | 25 | 100 | 22-23 |
| MFD426 | Traditional Indian Embroideries | 2 | --- | 37 | 13 | 50 | 24-25 |
| TOTAL | | | 550 | | | | |

In plant Training: Students to undertake in-plant training in any garment industry/ Manufacturing unit/Export unit/Textiles manufacturing unit/ Merchandising Firm, after Semester II. A project report and certificate of completion from the training unit to be submitted in the department is manda

| SEMESTER - III | | | | | | | |
|----------------|-------------------------------------|------------|------------|----------------|----|------------|----------|
| Course Code | Course Name | Hours/Week | Max. Marks | | | | Page No. |
| | | | Th | Pr | IA | Total | |
| MFD531 | Product Development Workshop | 7 | -- | 112 (56+56) | 38 | 150 | 26-27 |
| MFD532 | Advance Draping | 4 | -- | 56 | 19 | 75 | 28 |
| MFD533 | Computer Aided Fashion Designing | 4 | -- | 75 | 25 | 100 | 29 |
| MFD534 | Surface Ornamentation | 3 | -- | 37 | 13 | 50 | 30 |
| MFD535 | Global Costumes | 3 | 60 | 15 | 25 | 100 | 31-32 |
| MFD536 | Seminar-Indian Traditional Textiles | 2 | -- | 19 | 06 | 25 | 33 |
| MFD537 | Research Methodology | 4 | -- | 37 | 13 | 50 | 34-35 |
| TOTAL | | | | | | 550 | |

| SEMESTER - IV | | | | | | | |
|---------------|-------------------------------------|------------|------------|----------------|----|------------|----------|
| Course Code | Course Name | Hours/Week | Max. Marks | | | | Page No. |
| | | | Th | Pr | IA | Total | |
| MFD541 | Portfolio Development | 16 | | 56 | 19 | 75 | 36-37 |
| MFD542 | Product Development Workshop | 7 | | 112 (56+56) | 38 | 150 | 38-39 |
| MFD543 | Fashion Merchandising and Retailing | 3 | 75 | --- | 25 | 100 | 40-41 |
| MFD544 | Textile Chemistry | 3 | - | 37 | 13 | 50 | 42-43 |
| MCSE 2424 | Communication Skills in English | 3 | 37 | 25 | 13 | 75 | 44-45 |
| MFD546 | Project Report/Design Project | 2 | - | 75 | 25 | 100 | 46-47 |
| TOTAL | | | | | | 550 | |

PROGRAMME: M.Sc. Fashion Designing & Merchandising (Semester-I)
COURSE CODE: MFD 411
COURSE TITLE: Fashion Illustration (Practical)

Credit Hours (per week):Pr 08hrs
Total credit hours(per sem):Pr 120hrs

Total Marks: 75
Practical : 56
Internal Assessment: 19

INSTRUCTIONS FOR PAPER STTERS:

- The Examiner will set 3 questions. One question from each section, questions may have sub parts. Two questions carry equal 19 marks and one question carry 18 marks.

COURSE OBJECTIVES:

- To understand fashion illustration concepts and techniques.

COURSE CONTENTS

Unit– I

- **Basic drawing techniques** and sketching, nature study (Flowers and leaves).
- **Basic Block Figure – Kids**
- **Flesh figure** in different poses–Kids
 - Facial features, hair styles etc.

Unit – II

- **Rendering different mediums** –Pencil (Charcoal, Staedtlers), Poster, Water, Oil, Pasteland Ink.
- **Colour and Colour Wheel.**
- **Colour Schemes** – Monochromatic, Achromatic, Polychromatic, Adjacent, Complementary, Warm, Cool, Rainbow Pastels, Tints and Shades and using them in Geometrical, Abstract and Realistic Designs

Unit – III

- **Patterns and Motifs** suitable for kids wear
- **Creating various textures using different techniques and mediums** – Net, Knit, Denim, Velvet, Lace, Fur, Brocade, Tweed, Leather, Silk and Corduroy.

BOOKS PRESCIBED:

- 1) AblingBina, “Fashion Sketch Book”, 2006 by Fairchild Publication
- 2) Stan Smith, “The Illustration handbook” 1984 by Macdonld Co.
- 3) Julian Seaman, “Professional Fashion Illustration” by B.T. Batsford Ltd.
- 4) Kathryn McKelvey “Illustrating Fashion” by Blackwell Science.
- 5) Ireland Patrick John, “Fashion Design Drawing Presentation”, 1996 B.T. Batsford Ltd.
- 6) Allen and Seaman, “Fashion Drawing- The Basic Principles” 1994, B.T. Batsford, London.

COURSE OUTCOMES:

CO1: Student will learn to draw fashion figures by understanding body proportions.

CO2: Students get brief knowledge about creating various textures using different techniques and mediums.

CO3: To understand the rendering with different mediums as well as get brief knowledge about colour wheel and colour schemes.

CO4: Learners will be able to enhance their drawing skills and illustrate their ideas in different styles with detailing.

CO5: To develop approach towards ideation and confidence in presenting work creatively.

PROGRAMME: M.Sc. Fashion Designing & Merchandising (Semester-I)
COURSE CODE: MFD 412
COURSE TITLE: Product Development-Workshop (Practical)

Credit Hours (per week):Pr 07hrs
Total credit hours(per sem):Pr 105hrs

Total Marks: 150
Ext. : 56
Workshop (Int): 56
Internal Assessment: 38

INSTRUCTION FOR PAPER SETTERS:

Construction of any one garment from below mentioned (kids wear):

- Party Wear
- Casual Wear
- Innovative Dress
- Uniform (School)

Emphasis should be given to pattern development, placement on the fabric, design features, and finishing of the garment.

COURSE OBJECTIVES:

To enable the students to apply the knowledge of design process in making a collection.

PRODUCT DEVELOPMENT (EXT: 56)

WORKSHOP (Int: 56)

Instructions to the Faculty:

Students to construct three Garments from the below mentioned kid's wear collection.

- Party Wear
- Casual Wear
- Sports Wear
- Uniform (School)

The jury comprising of teaching faculty will mark the three Garments attempted by the students, out of 56 marks. The marks distribution of the collection will be as follows:

COURSE CONTENTS:

| | |
|--|----------|
| Design Development | 10 Marks |
| <ul style="list-style-type: none">• Research• Finalization of Theme• Sourcing• Finalization of designs➤ Measurements and specification sheets. | |
| Pattern Development | 10 Marks |
| <ul style="list-style-type: none">➤ Development of basic blocks➤ Pattern making and layout | |
| Product Development | 12 Marks |
| Construction on actual fabric. | |
| <ul style="list-style-type: none">• Photo Shoot | 12 Marks |

The Documentation of all processes in one report to be submitted in the department.

12 Marks

BOOKS PRESCRIBED:

Essential Reading:

- 1) McCall's Sewing in Colour, 1971, Butterick Publishing Co.
- 2) Singer Sewing Book, 1943, Mary Brooks Picken, Kessinger Publishing.
- 3) Measure, Cut and Sew, Holt Rinehart and Winson.1922, McMillian Publishing Company.
- 4) Bray N., Dress Pattern Designing, 2003 (5th edition) Willey Blackwell.
- 5) Pattern Making for Fashion Design by Helen Joseph Armstrong, 2005, Prentice Hall.
- 6) Tata Sharon Lee, "Inside Fashion Design", 1977, Francisco Canfield Press,
- 7) Ireland Patrick John, Fashion Design Drawing and Presentataion, 1996, B.T.Batsford London,
- 8) Seaman, Julian, Professional Fashion Illustration, 1995, B.T. Batsford London,
- 9) Drake And Nicholas, "Fashion Illustration", 1994, Thames and Hudson London.

COURSE OUTCOMES:

CO1: Predict the trend and design of garment.

CO2: Develop the basic theme board, mood board, color band.

CO3: Collect the customer profile and fabric sourcing.

CO4: Illustrate the garment design with backdrops. Prepare the spec sheet, construct the pattern and garment.

PROGRAMME: M.Sc. Fashion Designing & Merchandising (Semester-I)

COURSE CODE: MFD 413

COURSE TITLE: Pattern Making and Grading (Practical)

Credit Hours (per week):Pr 04hrs
Total credit hours(per sem):Pr 60hrs

Total Marks: 50
Practical : 37
Internal Assessment: 13

INSTRUCTIONS FOR PAPER SETTERS:

- The examiner will set one question each from Section B, C, &D. One question carry 13 marks and two questions carry equal 12 marks.
- Internal choice may be given.

COURSE OBJECTIVES:

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

COURSE CONTENTS:

Unit- I

Introduction to Pattern Making

- Pattern making tools.
- Pattern making terms.

Anthropometric measurements (in cms and inches)

Study of various sizes and measurements: measurement charts, selection of right size, fitting problems.

Unit - II

Child Bodice block and Sleeve Block

Adult Bodice block and Sleeve block using metric system.

Drafting of Sleeves:-

- Circular/ Handkerchief
- Bishop Sleeve
- Lantern Sleeve
- Juliet Sleeve
- Saddle Sleeve
- Drop Shoulder Sleeve.

Drafting of Collars:

- Winged Collar
- Chelsea Collar
- Bishop Collar
- Coat Collar
- Shawl Collar
- Stand & Fall Collar
- Convertible Collar.

Drafting of Skirts:

- Basic Skirt
- Wrap around skirt
- Handkerchief skirt

Developing contoured Patterns:

- Halter Style
- Off Shoulder
- Double Breasted

Unit - III**Dart Manipulation:**

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

Unit – IV**Introduction to Grading-: Direct and Vector Method**

- Grading of Adult Bodice Block
- Grading of Full Sleeve
- Grading of Skirt Block.

BOOKS PRESCRIBED:**Essential Readings:**

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, Dorling Kindersley (India) Pvt. Ltd. India.
3. Sandra Betzina, Fast Fit – Easy Pattern Alterations for Every Figure, 2003 Taunton Pr.

Further Readings:

4. Gale Grigg Hazen, Fantastic Fit for Every Body, 1998, Published by Rodale Press
5. Pati Palmer and Marta Alto Palmer, Fit for real People, 1998., Pletsch Inc.,
6. Kathleen Maggio, Altered Clothing.
7. Pati Palmer and Susan Pletsch, Easy, Easier, Easiest Tailoring,; 2000., Published by Palmer/ Pletsch Inc.

COURSE OUTCOMES:

- CO1: It will help students to use basic patternmaking principals to create design variations.
- CO2: Students will be able to apply the learned techniques of draping to develop a product.
- CO3: Students will able to apply pattern making principals to create design variations and construct garments.
- CO4: Students will be able to understand the grading of sizes manually.

PROGRAMME: M.Sc. Fashion Designing & Merchandising (Semester-I)
COURSE CODE: MFD 414
COURSE TITLE: Computer Aided Fashion Designing (Practical)

Credit Hours (per week):Pr 05hrs
Total credit hours(per sem):Pr 75hrs

Total Marks: 100
Practical : 75
Internal Assessment: 25

INSTRUCTIONS FOR PAPER SETTERS:

- Question paper will have one question from each section.
- One question carry 38 marks and other question carry 37 marks.

COURSE OBJECTIVES:

- To enable students to handle tools of Adobe Illustrator & Photoshop to create fashion and design Illustration.

COURSE CONTENTS:

Unit-I

Adobe Illustrator:

- Introduction Vector Graphic and Bitmap Graphic.
- Opening, closing and saving a file.
- Tool Box
- Grids and Guideline
- Ruler Setting
- Paths – With all options
- Importing and Exporting
- Printing a document
- Filters
- Layers
- All Menus

Project 1:

Drawing the below given Fashion Details by applying various textures and effects.

Fashion Details:

- **Collars:** Turtle, Tuxedo, Cape, Convertible, Shirt, Sailors, Chelsea, Coat, Cowl Neckline.
- **Sleeves:** Raglan, Ruffle, Dolman, Virago, lantern, Leg-O-Mutton, Bell.
- **Bodice:** Basic, Halter Style, Off shoulder, Double Breasted
- **Skirts:** Basic, A-Line, Flared, Fishtail, Petal, Peplum, Puffball, Divided.
- **Trousers:** Basic, Dungarees, Hipster, Capri, Bell Bottom, Jodhpurs, Fisherman Pants,Cargo.
- **Pockets:** Patch, Inseam, Welt, Bound and Pouch.
- **Accessories:** Bags, Belts, Caps, Bows, Jewellery, Scarves.

Project 2:

- **Figure Drawing:** Male, Female and Kids.
- **Mood Board and story Board** based on Theme.
- **Design and Drape:** Kids wear

Unit -II

Adobe Photoshop

- Introduction: Vector Graphic and Bitmap Graphic.
- Opening, closing and saving a file.
- Tool Box
- Importing and Exporting
- Printing a document

- Image size and Resolution
- Color Palettes
- All Menus

Project 3:

Draping Simulation

BOOKS PRESCIBED:

1. Adobe Photoshop, 12.0
2. Gruman, Galen, Adobe in Design Cs2 Bible.
3. Adobe Illustrator, 12.0
4. Lazer, Susan.H., Adobe Illustrator For Fashion Design
5. Golding, Mordy, Adobe Creative Suite 2

COURSE OUTCOMES:

CO1: To enable students to handle tools of Adobe Illustrator Photoshop to create fashion design illustration.

CO2: Students will gain knowledge about different themes required in the field of fashion.

CO3: They will be able to conceptualize their ideas and amalgamation of different accessories with the garments.

CO4: To develop approach towards ideations and confidence in presenting work creativity.

PROGRAMME: M.Sc. Fashion Designing & Merchandising (Semester-I)
COURSE CODE: MFD 415
COURSE TITLE: History of Indian Costumes (Theory)

Credit Hours (per week):Th 03hrs
Total credit hours(per sem):Th 45hrs

Total Marks: 100
Ext: 60
Int. (Project):15
Internal Assessment: 25

Note: Medium of Examination in English Language.

INSTRUCTIONS FOR PAPER SETTERS:

1. There will be five sections.
2. Section A Carries 12 marks and is compulsory consisting of fifteen short answer type questions of 1 marks each covering the whole syllabus. The candidate will have to attempt twelve questions in section A.
3. Sections B, C, D and E will be set from unit I, II, III, &IV respectively and will consist of two questions of 12 marks each from the respective unit. The candidates are required to attempt one question from each of these sections.

COURSE OBJECTIVES:

- To acquaint the students with the history and evolution of Indian Costumes.

COURSE CONTENTS:

UNIT– I

- **Origin of clothing :** Theories
- **Origin of Costumes** and their development according to social factors.
- **Ancient Indian Civilization Costumes:**
 - Mauryan (321-185 BC)
 - Sunga (185-72BC)
 - Satavhana (200BC-250AD)
 - Gupta (4th century AD- Middle 8th century)

UNIT– II

- **Mughal Period :-** Costumes of Pre- Mughal, and Post- Mughal Period
- **British Period :-** Costumes of Pre- independence and Post Independence period

UNIT – III

- **Traditional costumes of India**
 - **North Zone** – Punjab, Jammu and Kashmir
 - **East Zone** – Assam, West Bengal
 - **West Zone** – Maharashtra, Gujarat
 - **South Zone** – Kerala, Karnataka

UNIT – IV

- **Dance Costumes of India**
 - **Punjab** – Giddha and Bhangra
 - **Gujrat-** Garba
 - **Manipur** – Raslila
 - **AndhraPradesh** – Kuchipudi
 - **Orissa-Odissi**

PROJECT :(Int: 15 marks)

Students to present seminars / Power-Point Presentations / or Displays on any one of the above.

BOOKS PRECRIBED:

Essential Reading

1. A.Biswas, Indian Costumes, (2003), Publication Division
2. ParulBhatnagar, Traditional Indian Costumes and Textiles, (2004), Abhishek Publications

Further Reading:

3. J.R. Planche, History of British Costumes, 2001.
4. Indian Textile Prints, (2004) the Pepline Press Agile Rabbit Editions.
5. Ritu Kumar, Costumes and Textiles of Royal India, (1999), Christie's Book.

COURSE OUTCOMES:

CO1: Students will develop understanding about ancient and contemporary costumes of India.

CO2: Students will learn about fabrics, techniques and drapes of different eras and will be able to introduce to today's fashion industry in a more creative way.

CO3: Identify historical periods of clothing and describe how the themes of politics, morality, social issues, the economy, technology, culture and geography impact society and influence fashion development.

CO4: Understand and discuss the fabric, style, colour and fashion terminology used to identify characterstics of fashions of the past and present.

CO5: Compare contemporary designs manufactured in today are apparel industry with their classic style counter parts of past centuries and predict or evaluate trends.

2021-22
SEMESTER-I
Paper –VI COMMUNICATION SKILLS IN ENGLISH
M.Sc Fashion Designing & Merchandising

Credit Hours (per week):
Total credit hours(per sem):

Max. Marks: 75
Theory Marks: 37
Practical: 25
Internal Assessment: 13

Suggested Pattern of Question Paper:
The examiner to follow guidelines given below

- | | |
|---|---------|
| a. Introduction, basic forms of communication, effective communication concepts | 6 marks |
| b. Advantages and Disadvantages of Communication, Barriers of Communication | 5 Marks |
| c. Comprehension questions of an unseen passage. | 6 marks |
| d. Precis making of a paragraph | 5 marks |
| e. Summary writing | 5 marks |
| f. Business letters with internal choice | 5 marks |
| g. Article writing | 5 marks |

UNIT –I

Introduction, Basic Forms Of Communication, Effective Communication Concepts

UNIT-II

Advantages and Disadvantages of Communication, Barriers of Communication

UNIT -III

Reading Skill Reading tactics and strategies; Reading purposes–kinds of purposes and associated comprehension; Reading for direct meanings; Reading for understanding concepts, details, coherence, logical progression and meanings of phrases/ expressions.

Paraphrasing/précis writing and summary writing

UNIT IV

Writing skill Letter writing: writing styles and formatting of letters, business letters, request letters, good news and bad news letters, persuasive letters, collection letters

UNIT V

Article Writing On Issues Related To Fashion, Style And Design: how to begin, the topic sentence and the controlling idea, structure, coherence, descriptive writing techniques and critical appreciation.

Instruction to the examiner for practical/oral exam:

The practical/ oral examination will be conducted by the examiner appointed by GNDU as per rules. The examiner will test pronunciation of the examinees by giving them oral exercises on Word-stress and connected speech. The examiner will test the listening skills of the examinees by playing a recorded cassette or by reading out a passage himself/herself and asking questions .he /she may also ask the examinees to take notes.

Pronunciation-7
Word stress-7

Listening Comprehension -6
Note taking -5

Pronunciation – introduction of English sounds and their symbols, word-stress features of connected speech- Rhythm, assimilation, elision, linking

Listening Skills

Principles of effective listening, factors affecting listening

Listening to T.V. News/ Audio Cassettes
Note-taking

Recommended Books:

Syllabus 2022-2023/PG Department of Fashion Designing KCA.

- 1) Oxford Guide to Effective Writing and Speaking by John Seely.
- 2) A Course In Grammar And Composition, Foundation Books, 2006
- 3) A Course In Listening And Speaking I by V. Sasikumaretal, Foundation Books
- 4) English Phonetics and Phonology by Peter Roach, Cambridge University Press
- 5) Advanced Learner's Dictionary(New Edition)
- 6) English Pronouncing Dictionary by Daniel Jones , Cambridge University Press

PROGRAMME: M.Sc. Fashion Designing & Merchandising (Semester-II)
COURSE CODE: MFD 421
COURSE TITLE: Fashion Illustration (Practical)

Credit Hours (per week):04Hrs
Total credit hours(per sem): 60Hrs

Total Marks: 75
Practical : 56
Internal Assessment: 19

INSTRUCTIONS FOR PAPER SETTERS:

- The examiner will set one question from each section. Questions may have sub-parts. Two questions carry equal 19 marks and one question carry 18 marks.

COURSE OBJECTIVES:

- To enable students to draw fashion figures and model figures.

COURSE CONTENTS:

Unit -I

- Basic Block Figure- Female.
- Geometric Fashion model with movable ball joints.
- Figure Drawing in different postures by soft rendering.
- Sketching of Facial features – Eye, Ear, and Nose.
- Sketching of Faces & Hair Styles.
- Sketching of hands, Arms, Legs, Feet.

Unit -II

- Basic Block Figure –Male.
- Geometric Fashion model with movable ball joints.
- Figure Drawing in different postures.

Unit -III

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

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

BOOKS PRECRIBED:

Essential Reading:

1. Tata Sharon Lee, “Inside Fashion Design”, 1977, Francisco Canfield Press.
2. Ireland Patrick John, Fashion Design Drawing and Presentation”, 1996, B.T. Batsford, London.

Further Reading:

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

COURSE OUTCOMES:

CO1: Students will learn to draw fashion figures by understanding body proportions.
CO2: Students get briefs knowledge about anatomy of human body.
CO3: Detailing of trims, fasteners and different features of garment.

PROGRAMME: M.Sc. Fashion Designing & Merchandising (Semester-II)
COURSE CODE: MFD 422
COURSE TITLE: Product Development-Workshop (Practical)

Credit Hours (per week):Pr 07Hrs
Total credit hours(per sem):Pr 105Hrs

Total Marks: 150
Workshop (Int):56
Ext.: 56
Internal Assessment:38

INSTRUCTIONS FOR PAPER SETTER:

PRODUCT DEVELOPMENT (Ext :56)

Construction of any one garment from the list given below.

- Casual wear
- Party wear(Traditional / Western / Fusion with corset.
- Executive wear
- Night wear

Emphasis should be given to the pattern development, placements on the fabric, design features and finishing of the garment.

OBJECTIVES:

- To enable the students to apply the knowledge of design process in making a collection.

WORKSHOP (Int:56)

Instructions to the Faculty:

Students to construct three Garments from the below mentioned Female collection.

- Casual wear
- Party wear (Traditional / Western / Fusion)
- Executive wear
- Night wear

The jury comprising of teaching faculty will mark the three Garments constructed by the students out of 56 marks. The marks distribution of the collection will be as follows:

COURSE CONTENTS:

| | |
|--|----------|
| Design Development | 10 Marks |
| <ul style="list-style-type: none">• Research• Finalisation of Theme• Sourcing• Finalization of designs➤ Measurements and specification sheets. | |
| Pattern Development | 10 Marks |
| <ul style="list-style-type: none">➤ Development of basic blocks➤ Pattern making and layout | |
| Product Development | 12 Marks |
| <ul style="list-style-type: none">➤ Construction on actual fabric | |
| Photo Shoot | 12 Marks |
| Documentation of all processes in one report to be submitted In the department. | 12 Marks |

BOOKS PRECRIBED:

Essential Reading:

1. Connie Amaden-Crawford, A Guide to Fashion to Sewing, Fourth Edition, 1992, Fairchild publications.

2. Dorothy Wood, The Practical Encyclopedia of Sewing, 1999, Lorenz Books, Anness Publishing Ltd., New York.
3. Connie Long, Clarke Barre, Easy Guide to Sewing Blouses (Sewing Companion Library), 1997, The Taunton Press, Inc.
4. McCall's Sewing in Colour, 1971, Butterick Publishing Co.
5. Singer Sewing Book, 1943, Mary Brooks Picken, Kessinger Publishing.
6. Measure, Cut and Sew; Holt Rinehart and Winson. 1922, McMillian Publishing Company.
7. Bray N., Dress Pattern Designing, , 2003(5th edition) Wiley Blackwell
8. Pattern Making for Fashion Design by Helen Joseph Armstrong, 2005, Prentice Hall.
9. Tata Sharon Lee, "Inside Fashion Design", 1977, Francisco Canfield Press,.
10. Ireland Patrick John, Fashion Design Drawing and Presentation", 1996, B.T.Batsford, London,.
11. Seaman, Julian Professional Fashion Illustration, 1995, B.T. Batsford, London,.
12. Drake And Nicholas, Fashion Illustrations“, 1994, Thames and Hudson, London”

Further Reading:

13. Wendy Gardiner, The Encyclopedia of Sewing Techniques a Step-by Step Visual Directory within Inspirational Gallery of Finished pieces, 2003, Piers Spence Search Press Limited Kent.
14. Complete Book of Sewing – A Practical step-by-step Guide to Sewing Techniques, 1996, Dorling Kindersley Publishing Inc. London.
15. Basic Pattern Skills for Fashion Design by Bernard Zamkoff, 1997, Fairchild Publication,.
16. Ernestine Koff, Design Apparel Through Flat Pattern, 2006, Cole Publishing Co.
17. Martin Shoben, Pattern Cutting & Making Up, 1987, Butter Worth, heimeneman.
18. Hilde Jaffe, Draping for Fashion Design, 2007, Claudia Barbara.
19. Ireland, Patrick John, Fashion Design Drawing and Presentation 1996, “ , B.T. Batsford, London,.
20. ElisabettaDrudi, T.Paci, “Figure Drawing for Fashion”, 2002, The Pepin Press.
21. BinaAbling, Fashion Illustrations , 2008, Fairchild publication,
22. BinaAbling, Fashion rendering with Color, 2000, Fairchild Publication.
23. Thames & Hudson, Vogue Sketch Catalogue, 1911, Si New House.

COURSE OUTCOMES:

CO1: Predict the trend and design of garment.

CO2: Develop the basic theme board, mood board, color board.

CO3: Collect the customer profile and fabric sourcing.

CO4: Illustrate the garment design with backdrops. Prepare the spec sheet, construct the pattern and garment.

PROGRAMME: M.Sc. Fashion Designing & Merchandising (Semester-II)
COURSE CODE: MFD 423
COURSE TITLE: Pattern Development and Draping – (Practical)

Credit Hours (per week):Pr 04Hrs
Total credit hours(per sem):Pr 60Hrs

Total Marks: 75
Practical : 56
Internal Assessment: 19

INSTRUCTIONS TO THE PAPER SETTER:

- The examiner will set one question from each section. Questions may have sub-parts. Two questions carry equal 19 marks and one question carry 18 marks.

COURSE OBJECTIVES:

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

COURSE CONTENTS

Unit – I

Draping basic bodice block: Front, Back:

- Preparation of muslin, Draping steps, Marking and Truing.
- Block with waist dart
- Block with Armhole and Waist dart
- Dart less Block

Draping of skirts:

- Draping of basic skirt
- Pleated skirt

Draping of Sleeve

- Basic sleeve
- Stylized sleeve (any one –raglan, cowl, leg-o-mutton etc.)

Draping of Collars

- Convertible collar
- Mandarin collar
- Notched collar
- Shawl collar

Unit – II

Draping of Torso block using following features:

- Princess line
- Empire line

Draping of Bodice with following features:

- Cowl Neckline: Basic or Cowl with yoke
- Turtle neckline
- Yokes

Construct a garment using above features

BOOKS PRESCRIBED:

1. Helen Joseph- Armstrong, Draping for Apparel Design, Oct. 1999 Publisher: Fairchild Books & Visual.
2. Connie Amaden – Crawford, The art of fashion Draping, 2nd edition (Oct. 1995) Publisher: Fairchild Books, K Visual.
3. Hilde Jaffe, Jurie Reus, Draping for Fashion Design, 1993, Prentice Hall Carrer& Technology.

COURSE OUTCOMES:

CO1: Developed the skills will help students to use basic patternmaking principles to create design variations.

CO2: Students will be able to apply patternmaking principles to create design variations and construct garments

CO3: Exploring the knowledge related to different fashion components students will be able to create variety of patterns regard to sleeve and collar

PROGRAMME: M.Sc. Fashion Designing & Merchandising (Semester-II)
COURSE CODE: MFD 424
COURSE TITLE: Computer Aided Fashion Designing (Practical)

Credit Hours (per week):Pr 04Hrs
Total credit hours(per sem):Pr 60Hrs

Total Marks: 100
Practical : 75
Internal Assessment: 25

INSTRUCTIONS TO THE PAPER SETTER:

- The examiner will set one question covering the whole syllabus. The question will have subparts

COURSE OBJECTIVES:

To enable students to learn the application of pattern making software.

COURSE CONTENTS:

Pattern Making (Using any Software)

- Introduction
- Notches and Darts
- Pleats, Tucks, yokes, Godets
- Dart manipulation

Marker Making

- Marker Making and piece plotting of various product types and printing on A4 sheets.

Project 1:

Pattern

- Child bodice block and sleeve Block.
- Adult Bodice Block and Sleeve Block (Male and Female)
- Sleeves
- Collars
- Skirts

Project 2:

Grading the patterns to various sizes

- Grading of Adult Bodice Block
- Grading of Sleeve
- Grading of Skirt
- Marker setting of all Graded garments.

BOOKS PRESCRIBED:

1. Software Manuals
2. Joseph, Helen, Pattern Making for Fashion Designing
3. Coklin. Gerry, Pattern Grading for Women's Clothes

COURSE OUTCOMES:

CO 1: Ability to understand & apply common design patterns to incremental development.

CO2: Students are enabling to understand about pattern making digitally. They understand about pattern software (JDPDS).

CO3: Easy working on patterns for grading as pattern marker for layout.

PROGRAMME: M.Sc. Fashion Designing & Merchandising (Semester-II)
COURSE CODE: MFD 425
COURSE TITLE: Fashion Merchandising and Marketing (Theory)

Credit Hours (per week):Th 3Hrs
Total credit hours(per sem):Th45Hrs

Total Marks: 100
Theory : 75
Internal Assessment: 25

Note: Medium of Examination in English Language.

INTRUCTIONS FOR PAPER SETTER:

- Question paper will have five sections.
- There will be section-A compulsory for objective type questions. Eighteen questions are to be set in section-A covering the whole syllabus. Students have to attempt any 15 questions, carrying equal 1mark.
- Examiner will set 8 questions of 15 marks Comprising two questions from each section, in section-B, C, D&E. Students are required to attempt one question from each section. Questions can have subparts.

COURSE OBJECTIVES:

- To help students to comprehend the role of merchandiser.

COURSE CONTENTS:

Unit– I

- **Fashion Terminology:** Fashion, Fad, Classic, Style, Trends, Apparel, High Fashion, Mass Fashion, Boutique, Couture, Couturier, Taste, Silhouette
- **Fashion & role of textile in fashion**
- **Fashion Forecasting:** Trend Analysis, Merchandize planning and types.

Unit-II

- **Fashion Business:** Introduction, Scope, Forms of Business Organization.
- **Fashion Merchandising:** Introduction, role and responsibility of Merchandiser.
- **Range Development:** Product and range development on the basis of fashion calendar, market research.

Unit-III

- **Understanding Marketing and Marketing Process:** Nature and scope
- **Strategic Planning in the Markets:** The fashion markets and the marketing environment.
- **Market Research:** Consumer market and behavior of consumers.
- **International and Domestic Fashion Markets:** Haute Couture, Prêt–a- Porter, Mass production.
- **Fashion Markets of World:** Italy, Paris, India.
-

Unit –IV

- **Advertising -** Role and types of Advertising.
- **Sales Promotion:** Techniques, Promotional stores.
- **Fashion Photography –** Design Studios.
- **Collection Shows, Fashion Shows, Publicity**

BOOKS PRESCRIBED:

Essential Reading:

Syllabus 2022-2023/PG Department of Fashion Designing KCA.

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

Further Reading:

5. Gini Stephens Frings, Fashion from Concepts to Consumer, 1982, Prentice hall,.
6. Tony Hines, Fashion Marketing, 2006, Butter Worth – Heinemann.
7. Rosemary Varley, Retail Product Management : Buying and Merchandising, 2005, Routledge.
8. John Giacobello, Careers in fashion Industry, 2000, Rosel Pub. Group.

COURSE OUTCOMES:

CO 1:Use basic buying management methods to meet the needs of a simulated retail Market.

CO2:Evaluate relevant data in order to determine a Suitable assortment of merchandise.

CO3:Work effectively and productively as a team members in order to negotiate and achieve a Desired outcome.

PROGRAMME: M.Sc. Fashion Designing & Merchandising (Semester-II)
COURSE CODE: MFD 426
COURSE TITLE: Traditional Indian Embroideries (Project)

Credit Hours (per week):Pr 2Hrs
Total credit hours(per sem):Pr 30Hrs

Total Marks: 50
Project (Int):37
Internal Assessment: 13

COURSE OBJECTIVES:

1. To impart knowledge regarding traditional textiles of India.
2. To enable students to understand use of these textiles in the field of fashion.
3. To develop handicraft sector, increase handicraft exports and welfare of artisans.
4. To strengthen textile and fashion education in today's world.
5. To promote domestic and foreign direct investment in the textile sector.

COURSE CONTENTS:

Samples for Traditional Embroideries.

- Kantha
- Kasuti
- Kashida
- Kutch
- Chikankari
- ChambaRumal
- Sindhi
- Phulkari
- Manipuri

Note: Students to incorporate the above in their Apparels.

Group Discussion Session on any topic

A visit to any textile museum / Craft cluster / Craft area. Survey and documentation of the selected craft situation as it exists and how it has evolved, to study:

- The textile craft and handicraft of the area in detail.
- The technicalities as well as the present status of the craft.
- Role of designer to uplift the craft
- Study the consumer choice, the marketing channels and outlets.
- Students make a detailed documentation of the implements, materials and process used.
- They will submit the document in the form of Oral Presentation or Display.

BOOKS PRESCRIBED:

Essential Reading:

1. Rustarm; J. Mehta, "Masterpieces of Indian Textiles", (1970), D.B. Taraporewala Sons & Co., Pvt.Ltd.
2. JoyeeStorey, 'The Thames and Hudson- Manual of Textile Printing.' (1974), Thames and Hudson – London.
3. Abraham T.M., Handicraft of India, Graphics Columbia, New Delhi, 1964, MulkRajAnandMarg, Vol. VIII, 1954.

Further Reading:

4. BhushanBrijJamila , The Costumes and Textiles of India, 1958, D.B. Taraporewala Sons and Co., Ltd, Bombay.
5. Bhattacharyya A.K, ChambaRumal, 1968, Indian Museum, Calcutta.

Syllabus 2022-2023/PG Department of Fashion Designing KCA.

6. Dongerkery, Kamala S., Romance of Indian Embroidery, 1951, Thacker & Co. Ltd. Bombay.
7. DhamijaJasleen.,TheKanthas 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.
10. Joshi Indira, Kasuti of Karnatak, Popular Prakashan, Bombay 1963.
11. Indian Embroidery – SavitriPandit.

COURSE OUTCOMES:

CO1: Students will be able to differentiate between embroidery works of different states.

CO2: Students will be able to use different technique in their collections.

CO3: Students will be able to understand the problem, issues and other important conditions of craft men working on traditional textiles of different regions of India

PROGRAMME: M.Sc. Fashion Designing & Merchandising (Semester-III)

COURSE CODE: MFD 531

COURSE TITLE: Product Development-Workshop (Practical)

Credit Hours (per week):Pr 07Hrs
Total credit hours(per sem):Pr 105Hrs

Total Marks: 150
Ext.:56
Workshop (Int):56
Internal Assessment: 38

INTRUCTIONS FOR THE PAPER SETTER:

PRODUCT DEVELOPMENT (Ext: 56)

Construction of any one Male garment from the list given below.

- Casual wear
- Traditional Indian wear
- Street wear
- Formal wear

Emphasis should be given to pattern development, placements on the fabric, design features and finishing of the garment.

COURSE OBJECTIVES:

To enable the students to apply the knowledge of design process in making a collection.

WORKSHOP (Int: 56)

Instructions to Faculty

Students to construct three Garments from the below mentioned garments for Male.

- Casual wear
- Traditional Indian wear
- Street wear
- Formal wear

The jury comprising of teaching faculty will mark the three Garments attempted by the students out of 56 marks. The marks distribution of the collection will be as follows:

COURSE CONTENTS:

| | |
|--|-----------------|
| Design Development | 10 Marks |
| <ul style="list-style-type: none">➤ Research➤ Finalization of Theme➤ Sourcing➤ Finalization of designs➤ Measurements and specification sheets. | |
| Pattern Development | 10 Marks |
| <ul style="list-style-type: none">➤ Development of basic blocks➤ Pattern making and layout | |
| Product Development | 12 Marks |
| <ul style="list-style-type: none">• Construction of garment on fabric | |
| • Photo Shoot | 12 Marks |
| Documentation of the process to be submitted | 12 Marks |

BOOKS PRESCRIBED:

Essential Reading:

- 1) McCall's Sewing in Colour, 1971, Butterick Publishing co.
- 2) Singer Sewing Book, 1943, Mary Brooks Picken, Kessinger Publishing.
- 3) Measure, Cut and Sew, Holt Rinehart and Winson.1922, McMillain Publishing Company.
- 4) Bray N., Dress Pattern Designing, 2003 (5th edition) Willey Blackwell.

- 5) Helen Joseph Armstrong, Pattern Making for Fashion Design 2005, Prentice Hall.
- 6) Tata Sharon Lee, "Inside Fashion Design", 1977, Francisco Canfield Press,
- 7) Ireland Patrick John, Fashion Design Drawing and Presentation, 1996, B.T. Batsford London,
- 8) Seaman, Julian, Professional Fashion Illustration, 1995, B.T. Batsford London,
- 9) Drake And Nicholas, "Fashion Illustration", 1994, Thames and Hudson London.

Further Reading

- 10) Basic Pattern Skills for Fashion Design by Bernard Zamkoff, 1997, Fairchild Publication,.
- 11) Ernestine Koff, Design Apparel through Flat Pattern, 2006, Cole Publishing Co.
- 12) Martin Shoben, Pattern Cutting & Making Up, 1987, Butterworth, Heimeneman.
- 13) Hilde Jaffe, Draping for Fashion Design, 2007, Claudia Barbara.
- 14) Ireland, Patrick John, Fashion Design Drawing and Presentation 1996," , B.T. Batsford, London,.
- 15) ElisabettaDrudi, T.Paci, "Figure Drawing for fashion", 2002, The Pepin Press.
- 16) BinaAbling, Fashion Illustration, 2008, Fairchild Publication.
- 17) BinaAbling, Fashion Rendering with Color, , 200, Fairchild Publication.
- 18) Thames &Hudson, Vogue Sketch Catalogue, 1911, Si New House.

COURSE OUTCOMES:

CO 1: Predict the trend and design of garment.

CO2: Develop the basic theme board, mood board, color board.

CO3: Collect the customer profile and fabric sourcing

CO4: Illustrate the garment design with backdrops. Prepare the spec sheet, construct the pattern and garment

PROGRAMME: M.Sc. Fashion Designing & Merchandising (Semester-III)
COURSE CODE: MFD 532
COURSE TITLE: Advance Draping (Practical)

Credit Hours (per week): 04Hrs
Total credit hours(per sem): 60Hrs

Total Marks: 75
Practical : 56
Internal Assessment: 19

INSTRUCTIONS FOR THE PAPER SETTER:

- Examiner will set one question from each Section.

COURSE OBJECTIVES:

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

COURSE CONTENTS:

Unit – I

Draping of Skirts

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

Unit-II

- Draping of Pants
- Draping of Bustier
- Draping and stitching any one garment

BOOKS PRESCRIBED:

1. Helen Joseph- Armstrong, Draping for Apparel Design, Oct. 1999 Publisher: Fairchild Books & Visual.
2. Connie Amaden – Crawford, The Art of Fashion Draping, 2nd edition (Oct. 1995) Publisher: Fairchild Books, K Visual.
3. HeddeJefte, Jurie Reus, Draping for Fashion Design, 1993, Prentice Hall Carrer& Technology.
4. Connie Amaden, The Art of Fashion Draping Crawford Fairchild.

COURSE OUTCOMES:

CO1: Students will be able to apply the learned techniques of draping to develop a product.
CO2: Students will be able to apply the technique effectively for a desired fit in a garment
CO3: Through grading process, students will be able to develop pattern for different sizes.

PROGRAMME: M.Sc. Fashion Designing & Merchandising (Semester-III)
COURSE CODE: MFD 533
COURSE TITLE: Computer Aided Fashion Designing (Practical)

Credit Hours (per week): 04Hrs
Total credit hours(per sem): 60Hrs

Total Marks: 100
Practical : 75
Internal Assessment: 25

INSTRUCTIONS FOR PAPER SETTER:

Examiner to set one theme and students to make one mood board and one design sheet.

COURSE OBJECTIVES:

To develop portfolio for different type of audiences through Computer Aided Designing.

COURSE CONTENTS:

Instructions to the Faculty:

The art portfolio is an expression of a graduating student's creativity, design/ ability, technical expertise, illustration and presentation skills. It should exhibit the student's inclination towards the particular segment of the industry by identifying the target customers, design requirements and pricing.

Uniform Format: It is important to keep all the sheets of the same size to maintain visual continuity. Sheets should be grouped separately and systematically either horizontally or vertically. This ensures uniformity of presentation. The presentation of the portfolio depends on the contents and also on layouts. The end result should look very neat and professional.

Project

Create a portfolio, incorporate all the skills of textiles and fashion details through Computer Aided Designing.

The Portfolio must include:

- Curriculum Vita
- Page of Contents
- Theme of the project
- Mood board, Story Board, Ideation Board, Swatch Board
- Design for men, women and children
- Pattern Layout

BOOKS PRESCRIBED:

1. Software Manuals

COURSE OUTCOMES:

CO 1: Illustrate the basic small designs as motifs.

CO2: Construct the garments for children's using Suitable Croquie.

CO3: Student will learn design the women's garment with suitable texture

CO4: Students will be able to learn different software's for designing.

CO5: Students will be able to develop and conceptualize their designs and creations.

PROGRAMME: M.Sc. Fashion Designing & Merchandising (Semester-III)

COURSE CODE: MFD 534

COURSE TITLE: Surface Ornamentation (Practical)

Credit Hours (per week): 03Hrs
Total credit hours(per sem): 45Hrs

Total Marks: 50
Practical : 37
Internal Assessment: 13

INSTRUCTIONS FOR PAPER SETTER:

The examiner will set two questions, one from each section.

COURSE OBJECTIVES:

To acquaint the students with various ornamentation techniques on the fabrics.

COURSE CONTENTS:

Instructions to the Faculty:

Students to learn the techniques and prepare samples of the following:

Unit -I

- Block printing
- Screen printing.
- Stencil printing
- Tie & Dye
- Fabric painting

Unit -II

- Gold & Silver embroidery
- Mirror work
- Sequin work
- Patch work
- Appliqué work
- Quilting
- Macramé
- Crochet.

Note: Students to incorporate the above in their Apparels.

BOOKS PRESCRIBED:

1. Indian Embroidery – SavitriPandit.
2. Bhatnagar, Parul – Traditional Indian Textiles.
3. Irwin and Hall Indian Embroideries, Published by S.R. Bastikar, P.B. 28, Ahmedabad.

COURSE OUTCOMES:

CO 1: Students will be able to develop creative garments for home textiles, interior and other sectors of society.

CO2: Students will be able to develop creative and sustainable fabrics.

CO3: Students will be able to do exploration in terms of designing of different textile material and techniques.

PROGRAMME: M.Sc. Fashion Designing & Merchandising (Semester-III)
COURSE CODE: MFD 535
COURSE TITLE: Global Costumes (Theory)

Credit Hours (per week): 03Hrs
Total credit hours(per sem): 45Hrs

Total Marks: 100
Ext.:60
Project:15
Internal Assessment: 25

Note: Medium of Examination in English Language.

INSTRUCTIONS FOR PAPER SETTER:

Instructions to the Examiner:

- Question paper will have five sections.
- There will be section-A compulsory for objective type questions. Fifteen questions are to be set in section-A covering the whole syllabus. Students have to attempt any 12 questions, carrying equal 1marks.
- Examiner will set 8 questions of 12 marks Comprising two questions from each section, in section-B, C, D&E. Students are required to attempt one question from each section. Questions can have subparts.

COURSE OBJECTIVES:

- To acquaint the students with the history and evolution of world costumes.

COURSE CONTENTS:

Unit - I

- Babylonian Costumes
- Persian Costumes
- Renaissance Costumes

Unit-II

- Egyptian Costumes
- Greek period

Unit-III

- Roman Period
- Byzantine Period

Unit-IV

- Victorian Period
- French Revolution
- 20th century fashions

Project :(Int: 15)

Students to prepare power point presentation/ seminar / poster presentation or window display on any one of the above.

BOOKS PRESCRIBED:

Essential Reading:

1. Bradley, Carolyn G., Western World Costume, 1955, British Commonwealth.

Further Reading:

2. The Victoria and Albert Museum's Textile Collection British Textiles from 1850 to 1900 by Linda Parey V and A Publications.

3. The Complete Costumes History (Tashon) AugusteRachinet (1825-1893)

COURSE OUTCOMES:

CO1: Student will be able to develop fashion Garments inspired by different eras

CO2: They enable their ideas of different styles globally

CO3: Student will be able to make new ideas for their illustration as well as product development.

PROGRAMME: M.Sc. Fashion Designing & Merchandising (Semester-III)

COURSE CODE: MFD 536

COURSE TITLE: Indian Traditional Textiles -Seminar (Practical)

Credit Hours (per week): 02Hrs
Total credit hours(per sem): 30Hrs

Total Marks: 25
Int: 19
Internal Assessment: 06

COURSE OBJECTIVES:

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

COURSE CONTENTS:

Instruction to faculty:-

To give an overview of traditional fabrics of different states of India with emphasis on texture design and color.

- Kashmir – Shawls
- Punjab – Phulkari, Bagh.
- Bengal – Baluchari and Jamdani.
- Uttar Pradesh – Brocades, Tancoi
- Bihar_ Mabhubani
- Gujrat – Patolas
- Rajasthan – Bandhani, Kotadoria
- Andhra Pradesh – Pochampali, kalamkari .
- Orissa –Ikat
- Karantaka – Kasuti, Iikal
- Himachal Pradesh – ChambaRumal
- Manipur – Embroidery
- Madhya Pradesh – ChanderiSaree, Maheshwarisaree.
- Maharashtra – Paithani
- Tamil Nadu – Kanchipuram

Students to present seminar/powerpoint presentation/ or seminar on any one of the above.

BOOKS PRESCRIBED:

1. Cross Stitch plus: Beadwork, Ribbon Embroidery, Blackwork, Hardanger, Withdrawn and Pulled Work and Counted Satin Stitch Hardcover
2. Starting Embroidery - A Two Volume How-To Guide for Beginners Paperback
3. A year of embroidery: a month- to-month collection of motif for seasonal stitching
4. Indian Textiles Paperback by John Gillow (Athour, Nicholas Barnard (Author)
4. **Indian Textiles Paperback – 7 January 2014**
by **John Gillow** (Author), **Nicholas Barnard** (Author)

COURSE OUTCOMES:

CO1: Classify the regional embroideries of India and identify a specific embroidery style of India on the basis of colors, motifs, layouts.

CO2: Identify the influencing factors for development and evolution of a specific embroidered textile.

CO3: The evolution of embroidered textiles over a period time

PROGRAMME: M.Sc. Fashion Designing & Merchandising (Semester-III)
COURSE CODE: MFD 537
COURSE TITLE: RESEARCH METHODOLOGY

Credit Hours (per week): 04Hrs
Total credit hours (per sem): 60Hrs

Total Marks: 50
Theory: 37
Internal Assessment: 13

Note: Medium of Examination in English Language.

INSTRUCTIONS FOR PAPER SETTER:

1. There will be five sections.
2. Section A Carries 9 marks and is compulsory consisting of eight short answer type questions of 1.5 marks each covering the whole syllabus. The candidate will have to attempt six questions in section A.
3. Sections B, C, D and E will be set from unit I, II, III, &IV respectively and will consist of two questions of 7 marks each from the respective unit. The candidates are required to attempt one question from each of these sections.

COURSE OBJECTIVES:

To introduce the importance of research.
To prepare the students for research projects
To devise a research project

COURSE CONTENTS:

UNIT-I

1. Meaning, objectives and Types of Research
2. First phase of Research process: Formulating the research problem and Development of hypothesis.
3. Review of Literature

UNIT -II

4. Preparing the Research Design: Exploratory, Descriptive, Diagnosis, Experimentation.
5. Sampling Design: Deliberate Sampling, Simple Random Sampling, Stratified Sampling, Cluster Sampling.
6. Collection of data

UNIT -III

7. measurements and Scaling Techniques- Nominal, Ordinal, Interval and Ratio.
8. Processing and analysis of data: Coding and tabulation.

UNIT -IV

9. Introduction of measures of central Tendency: Mean, Median and mode, Percentage, Chi-square, z-test, t-test.
10. To Plan a layout of research project.

BOOKS PRESCRIBED:

1. Cooper, D. R. and Schindler, P.S., “*Business Research Methods*”, 9th Edition, Tata McGraw Hill, New Delhi.
2. Levine, D.M., Krehbiel T.C. and Berenson M.L., “*Business Statistics*”, 12th Edition (2012), Pearson Education, New Delhi.
3. Kothari, C. R., “*Research Methodology*”, 2nd Edition (2008), New Age International.
4. Anderson, D.R.; Sweeney, D.J. and Williams, T.A., “*Statistics for Business and Economics*”, 2nd Edition (2011), Thompson, New D

COURSE OUTCOMES:

CO1: Students will be able to conduct comprehensive research to solve different problems of society.

CO2: Students will know the primary characteristics of quantitative research and qualitative research.

CO3: Students will be familiar with the steps involved in identifying and selecting a good theme to use in a study or to develop line in fashion.

M.Sc. Fashion Designing & Merchandising (Semester-IV)
COURSE CODE: MFD 541
COURSE TITLE: Portfolio Development (Practical)

Credit Hours (per week): 16Hrs
Total credit hours (per sem): 240 Hrs

Total Marks: 75
Practical : 56
Internal Assessment:19

INSTRUCTIONS FOR PAPER SETTER:

The examiner will set one theme based question. Emphasis should be given to the theme, design features and presentation.

COURSE OBJECTIVES:

To develop portfolios for different types of audiences.

COURSE CONTENTS:

Instructions to the Faculty:

The art portfolio is an expression of a graduating students creativity, design/ ability, technical expertise, illustration and presentation skills. It should exhibit the students inclination towards the particular segment of the industry by identifying the target customers, design requirements and pricing. It should ideally comprise of 30-35 sheets keeping the following points in mind.

Uniform Format: It is important to keep all the sheets of the same size to maintain visual continuity. Sheets should be grouped separately and systematically either horizontally or vertically. This ensures uniformity of presentation. The presentation of the portfolio depends on the contents and also on layouts. The end result should look very neat and professional.

The Portfolio must include:

- Curriculum Vita
- Page of Contents
- Theme of the project
- Mood board, Story Board, Ideation Board, Color Palette and Fabric Chart.
- Thumbnails.
- There should be inclusion of designs for Male/ Female/ Kids.
- Flat working drawings, specification sheets showing technical strength are vitally important. Line planning, Fabric Indications, Fabric Consumption detailed measurement charts etc are all essential. These are to be used in conjunction with croiques.
- The Collection is to be based on innovative fabric combinations, surface texture and ornamentation. It is very important that the designs and embroidery motifs be original.

BOOKS PRESCRIBED:

Essential Reading:

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

Further Reading:

3. Allen and Seaman, Fashion Drawing – the Basic Principles, 1994, B.T. Batsford, London.
4. Seaman, Julian, Professional Fashion Illustration, 1995, B.T. Batsford, London.
5. Drake and Nicholas, "Fashion Illustrations", 1995, Thames and Husdon, London.
6. AblingBina, Fashion Sketch Book, 2006, by Fairchild publication.
7. Vogue Sketch Catalogue.

COURSE OUTCOMES:

CO1: Students will be able to prepare their portfolio in digital as well as other modes of presentation.

CO2: Students work will be best showcased and will be able to discuss and explain their work professionally

CO3: To prepare students for the world of fashion, where they can grab job opportunities by showcasing and explaining their talent through portfolio

PROGRAMME: M.Sc. Fashion Designing & Merchandising (Semester-IV)

COURSE CODE: MFD 542

COURSE TITLE: Product Development- Workshop – (Practical

Credit Hours (per week): 07Hrs
Total credit hours (per sem): 105Hrs

Total Marks: 150
Ext.: 56
Workshop (Int :56)
Internal Assessment:38

INSTRUCTIONS FOR PAPER SETTER:

PRODUCT DEVELOPMENT (Ext: 56)

The Examiner will set one theme based question for construction. The emphasis should be given to design features, pattern development, placements on the fabric and finishing of the garments.

COURSE OBJECTIVES:

To enable the students to apply the knowledge of design process in making a collection.

COURSE CONTENTS:

WORKSHOP (Int: 56)

Instructions to the Faculty:

Students to design a line taking inspiration from a theme and construct three garments with at least three accessories for Kid's / Male/ Female.

The jury comprising of teaching faculty will mark the three Garments attempted by the students out of 56 marks. The marks will be as follows:

| | |
|--|----------|
| Design Development | 10 Marks |
| <ul style="list-style-type: none">• Research• Finalization of Theme• Sourcing• Finalization of designs➤ Measurements and specification sheets. | |
| Pattern Development | 10 Marks |
| <ul style="list-style-type: none">➤ Development of basic blocks➤ Pattern making and layout | |
| Product Development | 12 Marks |
| <ul style="list-style-type: none">➤ Construction on actual fabric | |
| Photo Shoot | 12 Marks |
| Accessories | 12 Marks |

BOOKS PRESCRIBED:

Essential Reading:

1. McCall's Sewing in Colour, 1971, Butterick Publishing Co.
2. Singer Sewing Book, 1943, Mary Brooks Picken, Kessinger Publishing.
3. Measure, Cut and Sew, Holt Rinehart and Winson.1922, McMillain Publishing Company.
4. Bray N., Dress Pattern Designing, 2003 (5th edition) Willey Blackwell.
5. Helen Joseph Armstrong, Pattern Making for Fashion Design, 2005, Prentice Hall.
6. Tata Sharon Lee, "Inside Fashion Design", 1977, Francisco Canfield Press,.
7. Ireland Patrick John, Fashion Design Drawing and Presentation", 1996, B.T.Batsford London,.
8. Seaman, Julian, Professional Fashion Illustration, 1995, B.T. Batsford London,
9. Drake and Nicholas, "Fashion Illustartion", 1994, Thames and Hudson London.

Further Reading

10. Bernard Zamkoff, Basic Pattern Skills for Fashion Design 1997, Fairchild Publication,
11. Ernestine Koff, Design Apparel through Flat Pattern, 2006, Cole Publishing Co.
12. Martin Shoben, Pattern Cutting & Making Up, 1987, Butterworth, Heimeneman.
13. Hilde Jaffe, Draping for Fashion Design, 2007, Claudia Barbara.
14. Ireland, Patrick John, Fashion Design Drawing and Presentation 1996,” B.T. Batsford, London.
15. ElisabettaDrudi, T.Paci, “Figure Drawing for Fashion”, 2002, The Pepin Press.
16. BinaAbling, Fashion Illustration, 2008, Fairchild Publication.
17. BinaAbling, Fashion Rendering with Color, , 200, Fairchild Publication.
18. Thames &Husdon, Vogue Sketch Catalogue, 1911, Si New House.

COURSE OUTCOMES:

CO1: Predict the trend and design of garment.

CO2: Develop the basic theme board, mood board, color board.

CO3: Collect the customer profile and fabric sourcing

CO4: Illustrate the garment design with backdrops. Prepare the spec sheet, construct the pattern and garment

PROGRAMME: M.Sc. Fashion Designing & Merchandising (Semester-IV)

COURSE CODE: MFD 543

COURSE TITLE: Fashion Merchandising and Retailing (Theory)

Credit Hours (per week): 03Hrs
Total credit hours (per sem): 45Hrs

Total Marks: 100
Theory : 75
Internal Assessment: 25

Note: Medium of Examination in English Language.

INSTRUCTIONS FOR PAPER SETTER:

- **Question paper will have five sections.**
- **There will be section-A compulsory for objective type questions. Eighteen questions are to be set in section-A covering the whole syllabus. Students have to attempt any 15 questions, carrying equal 1marks.**
- **Examiner will set 8 questions of 15 marks Comprising two questions from each section, in section-B, C, D&E. Students are required to attempt one question from each section. Questions can have subparts.**

COURSE OBJECTIVES:

To help students comprehend the jobs of a merchandiser, buyer, store manager, Visual Merchandiser

COURSE CONTENTS:

UNIT -I

- **Retail Organizational structure store; Buying, Selling, Line and Staff function, Retailing formats, Role and Responsibility of Retail Fashion Buyer.**
- **Customer identification, Customer, Planning and role of Buyer.**

UNIT – II

- **Retail store chains – National (Ebony, Fab India, Ritu Wears, Shoppers Stop) and International (Tommy Hilfiger, Espirit)**
- **Store Operations. Store merchandise, stores management, Fashion supply changes – store retailing, non store retailing.**
- **Specialty Stores: Single line stores, Single Brand Stores and Multiple Line Stores**
- **Departmental Stores**
- **Mass merchants: Discounters, Off Price Retailing, Outlet Stores**

UNIT – III

Retail Fashion Promotion

- **Marketing Channels**
- **Planning and Direction'**
- **Retail Advertising**
- **Publicity**
- **Special Events**
- **Visual merchandise**
- **Personal Selling**
- **Relationship Marketing**

UNIT – IV

Brands and labels

Purchase Term: Discount, Purchase Order, Payment Terms.

Costing: Cost Price, Selling Price, Backward costing.

BOOKS PRESCRIBED:

Syllabus 2022-2023/PG Department of Fashion Designing KCA.

Essential Reading:

1. John Donnellan, Merchandise Buying & Management, 2001, Fairchild Books.
2. Kitty G. Dickerson, Inside The Fashion Business, 7th Edition, 2003 Prentice Hall
3. Elaine Stone, The Dynamics of Fashion, 2004, Fairchild.
4. Jay Diamond; Ellen Diamond, The World of Fashion, 2007, Fairchild.
5. John Donnellan, Merchandise Buying & Management, 2001, Fairchild Books.
6. Kitty G. Dickerson, Inside the Fashion Business, 7th Edition, 2003, Prentice Hall.
7. Elaine Stone, The Dynamics of Fashion , 2004, Fairchild.
8. Jay Diamond; Ellen Diamond, The World of Fashion, 2007, Fairchild.

Further Reading:

9. Gini Stephens Frings, Fashion from Concepts to Consumer, 1982, Prentice Hall.
10. Tony Hines, Fashion marketing, 2006, Butter Worth – Heinemann.
11. Rosemary Varley, Retail Product Management : Buying and Merchandising, 2005, Routledge.
12. John Giacobello, Careers in fashion Industry, 2000, Rosel Pub. Group.
13. Gini Stephens Frings, Fashion from Concepts to Consumer, 1982, Prentice Hall.
14. Tony Hines, Fashion Marketing, 2006, Butter Worth- Heinemann.
15. Rosemary Varley, Retail Product Management: Buying and Merchandising 2005, Routledge.
16. John Giacobello, Careers in Fashion Industry, Rosel Pub. Group, 2000.

COURSE OUTCOMES:

CO1: To help students comprehend the jobs of merchandiser, buyer, store manager.

CO2: Students will be able to know about different kinds of marketing and merchandising technique

CO3: Students will be able to understand various selling concept.

CO4: Students will develop knowledge about various national and international stores.

PROGRAMME: M.Sc. Fashion Designing & Merchandising (Semester-IV)

COURSE CODE: MFD 544

COURSE TITLE: Textile Chemistry (Practical)

Credit Hours (per week): 03Hrs
Total credit hours (per sem): 45Hrs

Total Marks: 50
Practical : 37
Internal Assessment: 13

INTRUCTIONS TO PAPER SETTER:

The examiner will set one question from each section.

COURSE OBJECTIVES:

To enable the students to understand the chemical structure of textile fibers and the effect of various chemicals on them.

COURSE CONTENTS:

UNIT – I

Fibre Identification of cotton, wool, Silk, Jute, Nylon, Polyester using the following.

- Burning
- Microscopic
- Solubility

UNIT – II

Fabric identification on the basis of fabric construction

- Woven
- Non- Woven
- Knitted
- Fabric analysis on the basis of the thread count using at least three different types of plain weave fabrics.

Collection and identification of yarns

- Simple
- Novelty
- Textured

Collection and identification of fabric Construction techniques

- Woven
- Non- Woven
- Knitted

UNIT – III

Dyeing of Fabric

- Cotton with natural dyes and direct dyes.
- Wool with acid dyes.
- Silk with basic dyes.

❖ **Note: Students to visit knitting industry/ textile dyeing/ textile testing unit.**

BOOKS PRESCRIBED:

Essential Reading:

1. Norman Hollen and Jane Saddler, “Textiles” Second Edition. (1949), The Macmillan Company, New York. Colliee- Macmillan, Limited London.
2. Bernard P.Corbman, Textiles Fiber to Fabric, McGraw, Hill International Editions,(1993), Cataloging Publications.

Syllabus 2022-2023/PG Department of Fashion Designing KCA.

Further Reading:

3. Isabel, B. Wingate Textile Fabrics and their Selection, (1976) Prentice- Hall Inc., Engle Wood Cliffs, N.J.
4. Katarine Paddock, Textile Fibres and their Use-Sixth edition, (1954) –Oxford & IBH Publishing Co., Calcutta, Bombay, New Delhi.
5. Dorothy Siegert Lyle, Modern Textiles – (1971) Jonh Wiley and Sons Inc., New York, London, Sydney, Toronto.
6. KanwarVarinder Pal Singh, Introduction to Textile, Kalyani Publisher.

COURSE OUTCOMES:

CO1: To enable students to understand the chemical structure of textile fibres and the effect of various chemical on them.

CO2: Students can explore different fabrics to explore different designs with dyeing techniques.

CO3: They learn about fabric analysis on the basis of thread count.

CO4: They will be able to understand the identification of fabrics (woven, non-woven & knitted)

2021-22
SEMESTER-IV
Paper –V COMMUNICATION SKILLS IN ENGLISH
M.Sc Fashion Designing & Merchandising

Time: 3 Hours

Max. Marks: 75

Theory Marks: 37

Practical : 25

Internal Assessment : 13

Suggested Pattern of Question Paper:

The examiner to follow guidelines given below

1. Introduction video communication and video conferencing. Application of video conferencing in business Management and Marketing.(One question will be set with internal choice) 8 Marks
2. Report – Writing with internal Choice 6 Marks
3. E-mail or Fax 4 Marks
4. Advertisement or Notice 4 Marks
5. a). Resume – Writing 6 Marks
b). Job Application 5Marks
6. Paragraph Writing 4 Marks

Unit- I

Introduction to Video Communication and Video Conferencing.Application of Video Conferencing in business management and marketing.

Unit-II

Report Writing: Technical report–style, arrangements, Illustration, main section and appendices, conclusion, list references, table of contents, synopsis, revision.

Unit- III

Modern Forms of Communication: E-mails, fax, Advertisements, tender Notices, auction notices, public notices.

Unit –IV

Resume – Writing and job applications

Unit –V

Paragraph Writing

Instructions to the Examiner for Practical/ Oral Exam:

Oral presentation with / without audio visual aids on a topic already prepared by the examinee. 10 Marks

Written Presentation / Preparation 5 Marks.

Extempore 5 Marks

Topic will be given five minutes before the speech. Topic will be related to Fashion Designing

Group Discussion 5 Marks

For Practical:

Speaking Skills: Components of an effective talk/ Presentation, Planning and organizing content for a talk/ Presentation, use of Visual aids, effective speaking skills, discussion skills, Personality Development Teamwork, Group Discussion, Public speaking, Interview skills, telephone etiquettes, Attitude Interpersonal skills, Body language.

Recommended Books

- John Silly: Oxford Guide to Effective Writing and Speaking OUP.
- M. Raman, Technical Communication OUP
- Geetha Nagaraj – A Course in Grammar and Composition, Foundation Books, 2006
- V. Sasi Kumar – A Course in Listening and Speaking
- Video Communication by James R. Wilcox and David k. Gibson – CMP Books, CMP Media. Inc 600 Harrison, San Francisco CA 94107 USA E Book
- E- Book Video Conferencing Hardware and Software Market IGI Consulting, Inc. 214, Harvard Avenue Boston MA 02134 USA.

PROGRAMME: M.Sc. Fashion Designing & Merchandising (Semester-IV)

COURSE CODE: MFD 546

COURSE TITLE: Project Report/Design project

Credit Hours (per week): 02Hrs
Total credit hours (per sem): 30Hrs

Total Marks: 100
Int.: 75
Internal Assessment:25

COURSE OBJECTIVES:

- The overall aim of the written report is **to communicate the survey findings.**
- A report provides a formal record of the survey research, and can provide a foundation for future research efforts.
- The written report is often the only aspect of a survey research project that gets exposure.

COURSE CONTENTS:

It is mandatory for students to prepare project report/design project highlighting original work. While preparing the report emphasis should be on the research component covering the following components-

1. Introduction
2. Review of literature
3. Methodology
4. Result and discussions
5. Conclusions

❖ **Students to make PowerPoint presentation of work done in the project and the project report is to be submitted. External examiner shall evaluate the project report and conduct viva.**

1. The principal of the college shall forward two copies of DVD (digital versatile disk) containing all project files of all the students to the university till 30th march which will be forwarded to the board constituted for the purpose of evaluation. File name to be saved as university roll number of the student in .pdf form.
2. At the time of vice-voce a hard copy of project report of each student shall be presented to the boards of examiners to assist the board in vice-voce examination as well as physical visualization of result/samples etc.
3. The board of examiners may conduct the vice-voce either exclusively orally or through presentation followed by vice-voce.

BOOKS PRESCRIBED:

1. Survey Scales: A Guide to Development, Analysis, and Reporting Paperback – Import, 9 August 2016
by [Robert L. Johnson](#) (Author), [Grant B. Morgan](#) (Author)
2. Guide to PROJECT REPORTS, Project Appraisals & Project Finance (a Handbook on Project management) Paperback – 1 January 2018
by [CA Virendra K.Pamecha](#) (Author)

COURSE OUTCOMES:

CO1:It offers students the opportunity to take an exciting and fascinating look into something one is passionate about. This helps to make the writing process easier and smoother.

CO2:It enables students to develop crucial skills

CO3:It helps to boost employment

CO4:It helps the students to develop organization, time- management and planning skills

C05:It enables students to have ability to undertake research, critical thinking and excellent communication
Skills