

# **FACULTY OF SCIENCES**

## **SYLLABUS**

**FOR**

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

**Examinations: 2020-21**

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**KHALSA COLLEGE AMRITSAR**  
**(An Autonomous College)**

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## M.Sc. Fashion Designing & Merchandising (Semester System)

### Semester-I

#### Scheme of Studies & Examination

Paper	Subject	Theory	Practical	No. of Periods Per Week	Duration of exam.	Th/pr Marks	Internal Assessment	Total marks
I	Fashion Illustration	-	Pr	2x3	4 Hrs.	56	19	75
II	Product Development Workshop	-	Pr	2x5	5 Hrs.	112 (56+56)	38	150
III	Pattern Making and Grading	-	Pr	2x3	3 Hrs.	37	13	50
IV	Computer Aided Fashion Designing	-	Pr	2x4	3 Hrs.	75	25	100
V	History of Indian Costumes	Th	-	4	3 Hrs.	75 (60+15)	25	100
VI	Communication Skills in English	Th	Pr	6	3 Hrs.	62 (37+25)	13	75
<b>Total Marks</b>						<b>417</b>	<b>133</b>	<b>550</b>

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

### Paper-I Fashion Illustration (Practical)

**Practical:(2X6) Pds/ Week**

**Time: 4 Hrs**

**Total Marks: 75**

**Practical : 56**

**Internal Assessment: 19**

#### **Instructions to the Examiner:**

- 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.

#### **Objective:**

- To understand fashion illustration concepts and techniques.

#### **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 Recommended:**

- 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.

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

**Paper-II  
Product Development-Workshop (Practical)**

**Practical: 2 x 5 Pds/ Week  
Time for Paper : 5 Hrs**

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

**Objective:**

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

**PRODUCT DEVELOPMENT (EXT: 56)**

**Instructions to the Examiner:**

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.

**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:**

**Design Development**

10 Marks

- Research
- Finalisation of Theme
- Sourcing
- Finalization of designs
- Measurements and specification sheets.

**Pattern Development**

10 Marks

- Development of basic blocks

➤ Pattern making and layout

**Product Development**

12 Marks

Construction on actual fabric.

• **Photo Shoot**

12 Marks

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

12 Marks

**Books Recommended:**

**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 (5<sup>th</sup> 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.

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

**Paper-III  
Pattern Making and Grading (Practical)**

**Practical: 2 x 3 Pds/ Week  
Time: 3 Hrs**

**Total Marks: 50  
Practical : 37  
Internal Assessment: 13**

**Instructions to the examiner:**

- 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.

**Objective:**

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

**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 Recommended:****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.,

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

### Paper-IV

#### Computer Aided Fashion Designing (Practical)

**Practical: 2 x 4 Pds/ Week**

**Time: 3 Hrs**

**Total Marks: 100**

**Practical : 75**

**Internal Assessment: 25**

#### Instructions to the Examiner:

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

#### Objectives:

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

### 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 Recommended:**

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

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

**Paper-V**

**History of Indian Costumes (Theory)**

**Theory: 4 Pds/ Week**  
**Time for Paper: 3 Hrs**

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

**Instructions to the examiner:**

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.

**Objectives:**

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

**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 (4<sup>th</sup> century AD- Middle 8<sup>th</sup> century)

**UNIT- II**

- **Mughal Period :-** Costumes of Pre- Mughal, 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, Gujrat
  - **South Zone** – Kerala, Karnataka

## UNIT – IV

### ➤ **Dance Costumes of India**

- **Punjab** – Gidda 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 Recommended:**

#### **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.

**M.Sc Fashion Designing & Merchandising (SEMESTER-I)**  
**Paper –VI**  
**COMMUNICATION SKILLS IN ENGLISH**

**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**

- |                                                                                 |         |
|---------------------------------------------------------------------------------|---------|
| 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:**

- 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

## M.Sc. Fashion Designing & Merchandising (Semester System)

### Semester-II

#### Scheme of Studies & Examination

Paper	Subject	Theory	Practical	No. of Periods Per Week	Duration of exam.	Th/ pr Marks	Internal Assessment	Total marks
I	Fashion Illustration	-	Pr	2x3	4 Hrs.	56	19	75
II	Product Development Workshop	-	Pr	2x5	5 Hrs.	112 (56+56)	38	150
III	Pattern Development & Draping	-	Pr	2x3	3 Hrs.	56	19	75
IV	Computer Aided Fashion Designing	-	Pr	2x3	3 Hrs.	75	25	100
V	Fashion Merchandising and Marketing	Th	-	4	3 Hrs.	75	25	100
VI	Traditional Indian Embroideries	Project		3	-	37	13	50
<b>Total Marks</b>						<b>411</b>	<b>139</b>	<b>550</b>

**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 mandatory.**

## M.Sc. Fashion Designing & Merchandising (Semester-II)

### Paper-I Fashion Illustration (Practical)

**Practical: 2 x 3 Pds/ Week**  
**Time: 4 Hrs**

**Total Marks: 75**  
**Practical : 56**  
**Internal Assessment: 19**

#### Instructions to the examiner:

- 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.

#### Objective:

- To enable students to draw fashion figures and model figures

#### 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, 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.
- Sketching of Facial features – Eye, Ear, Nose.

#### 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 Recommended:

##### 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.

**M.Sc. Fashion Designing & Merchandising (Semester-II)**  
**Paper-II**  
**Product Development-Workshop (Practical)**

**Practical: 2 x 5 Pds/ Week**  
**Time for Paper : 5 Hrs**

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

**Objective:**

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

**PRODUCT DEVELOPMENT (Ext :56)**

**Instructions to the Examiner:**

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

**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:**

**Design Development**

10 Marks

- Research
- Finalisation of Theme
- Sourcing
- Finalization of designs
- Measurements and specification sheets.

**Pattern Development**

10 Marks

- Development of basic blocks
- Pattern making and layout

**Product Development**

12 Marks

- Construction on actual fabric

**Photo Shoot**

12 Marks

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

12 Marks

**Books Recommended:**

**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(5<sup>th</sup> 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.

**M.Sc. Fashion Designing & Merchandising (Semester-II)**  
**Paper-III**  
**Pattern Development and Draping – (Practical)**

**Practical: 2 x 3 Pds/ Week**  
**Time: 3 Hrs**

**Total Marks: 75**  
**Practical : 56**  
**Internal Assessment: 19**

**Instructions to the examiner:**

- 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.

**Objectives:**

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

**Unit – I**

**Draping basic bodice block: Front, Back:**

- Preparation of muslin, Draping steps, Marking and Trueing.
- 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 Recommended:**

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

## **M.Sc. Fashion Designing & Merchandising (Semester-II)**

### **Paper-IV**

#### **Computer Aided Fashion Designing (Practical)**

**Practical: 2 x 3 Pds/ Week**

**Time: 3 Hrs**

**Total Marks: 100**

**Practical : 75**

**Internal Assessment: 25**

#### **Instructions to the Examiner:**

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

#### **Objectives:**

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

#### **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 Recommended:**

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

**M.Sc. Fashion Designing & Merchandising (Semester-II)**

**Paper-V**

**Fashion Merchandising and Marketing (Theory)**

**Theory: 4 Pds/ Week**

**Time: 3 Hrs**

**Total Marks: 100**

**Theory : 75**

**Internal Assessment: 25**

**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 all the 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.**

**Objective:**

- To help students to comprehend the role of merchandiser.

**Unit – I**

- Set objective type questions carrying all the units.

**Unit – II**

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

**Unit -III**

- **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 IV

- **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-à- Porter, Mass production.
- **Fashion Markets of World:** Italy, Paris, India.

## Unit –V

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

### Books Recommended:

### Essential Reading:

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

### 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.

**M.Sc. Fashion Designing & Merchandising (Semester-II)**

**Paper-VI**

**Traditional Indian Embroideries (Project)**

**Practical: 3 Pds/ Week**

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

**Samples for Traditional Embroideries.**

- Kantha
- Kasuti
- Kashida
- Kutch
- Chikankari
- Chamba Rumal
- 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 Recommended:**

**Essential Reading:**

1. Rustarm; J. Mehta, "Masterpieces of Indian Textiles", (1970), D.B. Taraporevala 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, Mulk RajAnandMarg, 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.
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.

## M.Sc. Fashion Designing & Merchandising (Semester System)

### Semester-III

#### Scheme of Studies & Examination

Paper	Subject	Theory	Practical	No. of Periods Per Week	Duration of exam.	Th/pr marks	Internal Assessment	Total marks
I	Product Development Workshop	-	Pr	2x5	5 Hrs.	112 (56+56)	38	150
II	Advance Draping	-	Pr	2x3	3 Hrs.	56	19	75
III	Computer Aided Fashion Designing	-	Pr	2x4	3 Hrs.	75	25	100
IV	Surface Ornamentation	-	Pr	2x2	4 Hrs.	37	13	50
V	Global Costumes	Th	-	4	3 Hrs.	75 (60+15)	25	100
VI	Seminar-Indian Traditional Textiles	-	Seminar	3	-	19	06	25
VII	Research Methodology	Th	-	2x3	3 Hrs	37	13	50
<b>Total Marks 411</b>							<b>139</b>	<b>550</b>

## **M.Sc. Fashion Designing & Merchandising (Semester-III)**

### **Paper-I**

#### **Product Development-Workshop (Practical)**

##### **Objective:**

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

**Practical: 2 x 5 Pds/ Week**

**Time for Paper : 5 Hrs**

**Total Marks: 150**

**Ext.:56**

**Workshop (Int):56**

**Internal Assessment: 38**

#### **PRODUCT DEVELOPMENT ( Ext:56 )**

##### **Instructions to the Examiner:**

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.

#### **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:**

##### **Design Development**

**10 Marks**

- Research
- Finalisation of Theme
- Sourcing
- Finalization of designs
- Measurements and specification sheets.

<b>Pattern Development</b>	<b>10 Marks</b>
<ul style="list-style-type: none"> <li>➤ Development of basic blocks</li> <li>➤ Pattern making and layout</li> </ul>	
<b>Product Development</b>	<b>12 Marks</b>
<ul style="list-style-type: none"> <li>• Construction of garment on fabric</li> <li>• <b>Photo Shoot</b></li> </ul>	<b>12 Marks</b>
<b>Documentation of the process to be submitted</b>	<b>12 Marks</b>

### **Books Recommended:**

### **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 (5<sup>th</sup> 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 &Husdon, Vogue Sketch Catalogue, 1911, Si New House.

## **M.Sc. Fashion Designing & Merchandising (Semester-III)**

### **Paper-II**

#### **Advance Draping (Practical)**

##### **Objectives:**

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

**Practical: 2 x 3 Pds/ Week**

**Time for Paper: 3 Hrs**

**Total Marks: 75**

**Practical : 56**

**Internal Assessment: 19**

##### **Instructions to the Examiner:**

- Examiner will set one question from each Section.

#### **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 Recommended:**

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

## **M.Sc. Fashion Designing & Merchandising (Semester-III)**

### **Paper-III**

#### **Computer Aided Fashion Designing (Practical)**

##### **Objectives:**

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

**Practical: 2 x 4 Pds/ Week**

**Time : 3 Hrs**

**Total Marks: 100**

**Practical : 75**

**Internal Assessment: 25**

##### **Instructions to the Examiner:**

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

##### **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

##### **Book Recommended**

1. Software Manuals

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

**Paper-IV**

**Surface Ornamentation (Practical)**

**Objective:**

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

**Practical: 2 x 2 Pds/ Week**

**Time for Paper: 4 Hrs**

**Total Marks: 50**

**Practical : 37**

**Internal Assessment: 13**

**Instructions to the Examiner:**

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

**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 Recommended:**

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.

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

**Paper-V**

**Global Costumes (Theory)**

**Theory: 4 Pds/ Week**

**Time : 3 Hrs**

**Total Marks: 100**

**Ext.:60**

**Project:15**

**Internal Assessment: 25**

**Objectives:**

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

**Instructions to the Examiner:**

- Question paper will have four section.
- Examiner will set total of 08 questions comprising of two questions from each section.
- Students will attempt one question from each section.
- All questions will carry equal 15 marks.

**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
- 20<sup>th</sup> century fashions

**Project:(Int:15)**

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

**Books Recommended:**

**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) Auguste Rachinet (1825-1893)

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

**Paper-VI**

**Indian Traditional Textiles (Practical)  
Seminar**

**Practical: 3 Pds/ Week  
Time for Paper: 3 Hrs**

**Total Marks: 25  
Int: 19  
Internal Assessment: 06**

**Objectives:**

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

**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, Tanchoi
- 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.**

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

**Paper-VII  
RESEARCH METHODOLOGY**

**Time: 3 Hrs**  
**No.of periods: 6 per week**

**Total Marks: 50**  
**Theory: 37**  
**Internal Assessment: 13**

**Instructions for the Paper Setters:**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**Objective:** To introduce the importance of research  
To prepare the students for research projects  
To devise a research project

**UNIT-I**

- □ □ 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, Chisquare, z-test, t-test.
- 10. To Plan a layout of research project.

**Suggested Readings:**

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

## M.Sc. Fashion Designing & Merchandising (Semester System)

### Semester-IV

#### Scheme of Studies & Examination

Paper	Subject	Theory	Practical	No. of Periods Per Week	Duration of exam.	Total Marks	Internal Assessment	Total marks
I	Portfolio Development	-	Pr	2x4	3 Hrs.	56	19	75
II	Product Development Workshop	-	Pr	2x5	5 Hrs.	112 (56+56)	38	150
III	Fashion Merchandising and Retailing	Th	-	4	3 Hrs.	75	25	100
IV	Textile Chemistry	-	Pr	2x2	3 Hrs.	37	13	50
V	Communication Skills in English	Th	Pr	6	3 Hrs.	62 (37+25)	13	75
VI	Project Report/Design Project	-	-	3	3 Hrs.	75	25	100
<b>Total Marks = 417</b>							<b>133</b>	<b>550</b>

## **M.Sc. Fashion Designing & Merchandising (Semester-IV)**

### **Paper-I Portfolio Development (Practical)**

**Practical: 24Pds/ Week**  
**Time: 3 Hrs**

**Total Marks: 75**  
**Practical : 56**  
**Internal Assessment:19**

**Objective:**

To develop portfolios for different types of audiences.

**Instructions to the Examiner:**

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

**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 croquies.
- 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 Recommended:****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.

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

### Paper-II

#### Product Development- Workshop –(Practical)

**Practical: 2x5 Pds/ Week**  
**Time: 5 Hrs**

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

#### **Objective:**

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

#### **PRODUCT DEVELOPMENT (Ext:56)**

##### **Instructions to the Examiner:**

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.

#### **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:**

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

## **M.Sc. Fashion Designing & Merchandising (Semester-IV)**

### **Books Recommended:**

### **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 (5<sup>th</sup> 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.

## **M.Sc. Fashion Designing & Merchandising (Semester-IV)**

### **Paper-III**

#### **Fashion Merchandising and Retailing (Theory)**

**Theory: 4 Pds/ Week**

**Time: 3 Hrs**

**Total Marks: 100**

**Theory : 75**

**Internal Assessment: 25**

#### **Objectives:**

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

#### **Instructions to the examiner:**

- Question paper will have four sections.
- Examiner will set total of 08 questions comprising of two questions from each section.
- Questions will have subparts.
- Students will attempt one question from each section
- Section (A, B, C) will carry equal 19 marks. Section (D) will carry 18 marks.

#### **UNIT -I**

- **Retail Organisational 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.
- **Speciality 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 Recommended:**

#### **Essential Reading:**

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

## **M.Sc. Fashion Designing & Merchandising (Semester-IV)**

### **Paper-IV**

#### **Textile Chemistry (Practical)**

**Practical: 2x2 Pds/ Week**

**Time for Paper: 3 Hrs**

**Total Marks: 75**

**Practical : 56**

**Internal Assessment: 19**

#### **Objectives:**

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

#### **Instructions to the Examiner:**

The examiner will set one question from each section.

### **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 Recommended:

#### Essential Reading:

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

#### 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.

**M.Sc Fashion Designing & Merchandising (Semester-IV)**  
**Paper –V**  
**COMMUNICATION SKILLS IN ENGLISH**

**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 andappendices, conclusion, list references, table of contents, synopsis, revision.

**Unit- III**

**Modern Forms of Communication:** E-mails, fax, Advertisements, tender Notices, auctionnotices, 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.

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

**Paper-VI**

**Project Report/Design Report**

**Practical : 3pds/week  
Time : 3Hrs.**

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

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 30<sup>th</sup> 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 though presentation followed by vice-voce.