

Faculty of Vocational Studies

SYLLABUS

Of

**Master of Science (Fashion Designing and Merchandising)
(Semester: I and IV)**

(Under Continuous Evaluation System)

Session: 2020-21



**The Heritage Institution
KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)**

Master of Science (Fashion Designing & Merchandising)

Session: 2020-21

Programme Specific Outcomes

PSO - 1: This programme will help students to develop their unique and distinct aesthetics and help them to turn into creative and innovative fashion designers.

PSO - 2 : This programme encourages a creative , critical approach to embrace current and development issues in the Fashion industry, explored through a scheme of collaborations, guest speakers, industrial visits and trainings.

PSO - 3: This programme will help students to transform their design ideas into work of art and offer them the opportunity to learn about current and future industry trends.

PSO - 4: Students will assess, propose and apply various technology related to drafting, draping and construction of garments.

PSO - 5: Students will research and relate fashion design to a broader socio economic, historical and environmental context.

PSO - 6: Students will relate the design process to the appropriate manufacturing process.

PSO - 7: This programme will help students to know about manufacturing, merchandising, retailing and promotional techniques in fashion industry.

PSO -8: This programme will also enable students to use latest computer aided methods of design which will help them to work in fashion industry.

Masters of Science (Fashion Designing and Merchandising)
Semester – I
Session – 2020-21

History of Indian Costumes
(Theory)
Course Code: MFDL-1231

Course Outcomes

1. The course will help students to know about origin of historical costumes.
2. They will learn about the evolution of Indian costumes.
3. Students will gain knowledge about costumes of ancient Indian civilizations.
4. They will attain knowledge about traditional costumes of different states of India.
5. Students will learn about dance costumes of India.

Masters of Science (Fashion Designing and Merchandising)
Semester – I
Session – 2020-21

Fashion Illustration-I
(Practical)
Course Code: MFDP-1233

Course Outcomes

1. Students will gain knowledge about various art mediums like charcoal, steadlers , posters, water colors, pastels and ink.
2. Students will know about different color schemes.
3. Students will attain knowledge of different types of designs and their proper application.
4. They will gain knowledge about patterns and motifs.
5. Students will be skilled in rendering textures of various fabrics and materials.
6. They will lean about basic block figure and flesh figures of kids.

Masters of Science (Fashion Designing and Merchandising)

Semester – I
Session – 2020-21

**Product Development-Workshop
(Practical)**

Course Code: MFDP-1234

Course Outcomes

1. The course will focus on the knowledge of design process in making a collection.
2. Students will learn about design research, design inspirations and sourcing.
3. Students will learn about placement and layouts.
4. Students will gain knowledge about pattern development.
5. Students will be able for construction and finishing of the garments.

Masters of Science (Fashion Designing and Merchandising)
Semester – I
Session – 2020-21

**Pattern Making and Grading
(Practical)**

Course Code: MFDP-1235

Course Outcomes

1. The students will gain knowledge about the importance of pattern development.
2. They will learn as how to create structural design.
3. Students will learn about various latest grading techniques used in the field of fashion design.
4. They will gain knowledge about drafting of various sleeves, collars, skirts etc.
5. They will attain knowledge about contoured patterns.
6. Students will learn about dart manipulation.

Masters of Science (Fashion Designing and Merchandising)
Semester – I
Session – 2020-21

**Fashion Illustration -II
(Practical)**

Course Code: MFDP-1236

Course Outcomes

- CO1. Students will learn about how to draw female and male fashion figures.
- CO2. They will learn how to draw fashion figures in various postures.
- CO3. Students will gain knowledge about drawing of facial features.
- CO4. They will learn to draw dress details in different mediums.
- CO5. Students will gain knowledge about different apparels and their variations.
- CO6. They will learn about basic block figures of male and female.

**Master of Science (Fashion Designing & Merchandising)
(Semester II)**

Session: 2020-21

**Fashion Merchandising and Marketing
(Theory)**

Course Code: MFDL-2231

Course Outcomes

- CO1.** Students will learn about concepts of fashion.
- CO2.** The course will help students to have depth knowledge about fashion business.
- CO3.** Students will be able to understand nature, scope and development of domestic and international fashion markets.
- CO4.** Students will learn about fashion forecasting and its role in range development.
- CO5.** The course will also help students to learn about various sales promotional techniques used in fashion industry.

Master of Science (Fashion Designing & Merchandising)
(Semester II)
Session: 2020-21
Product Development Workshop
(Practical)
Course Code: MFDP-2232
Course Outcomes

- CO1.** The course will focus on the knowledge of design process in making a collection.
- CO2.** Students will learn about design research, design inspirations and sourcing.
- CO3.** Students will learn about placement and layouts.
- CO4.** Students will gain knowledge about pattern development.
- CO5.** Students will be able for construction and finishing of the garments.

Master of Science(Fashion Designing & Merchandising)
(Semester II)
Session: 2020-21
Pattern Development and Draping
(Practical)
Course Code: MFDP-2233

- CO1** Students will gain knowledge about draping aspects of pattern making.
- CO2** They will learn about the draping techniques.
- CO3** Students will attain knowledge about draping of various elements of garment.
- CO4** Students will gain knowledge of draping in developing patterns and designs by draping
- CO5** Students will learn to design garments using various features with draping technique.

Master of Science(Fashion Designing & Merchandising)

(Semester II)

Session: 2020-21

**Computer Aided Fashion Designing-I
(Practical)**

Course Code: MFDP-2234

Course Outcomes

- CO1.** Students will learn about the application of CAD in pattern making.
- CO2.** They will gain knowledge of latest software used for Grading in Fashion Industry.
- CO3.** Students will learn about Marker Making in CAD.
- CO4.** They will learn to design the basic design details like sleeves, collars, skirts.
- CO5.** Students will gain knowledge about layouts of different garments.

Master of Science(Fashion Designing & Merchandising)
(Semester II)
Session: 2020-21

Computer Aided Fashion Designing-II
(Practical)
Course Code: MFDP-2235

Course Outcomes

1. Students will learn about Adobe Illustrator.
2. They will gain knowledge about Photoshop software.
3. Students will learn how to create fashion and design illustrations in CAD.
4. They will attain knowledge about various tools of Photoshop and Adobe Illustrator.
5. Students will learn to make various fashion details.
6. Students will learn about draping simulation.

**Master of Science(Fashion Designing & Merchandising)
(Semester II)**

Session: 2020-21

Traditional Indian Embroideries

Course Code: MFDP-2236

Course Outcomes

- CO1.** Students will gain knowledge about traditional art and craft of India
- CO2.** Students will learn various stitches, motifs, threads, colours and fabrics used in traditional embroideries of India.
- CO3.** Students will learn to incorporate traditional embroideries in apparels.
- CO4.** Students will visit craft rich areas which will help them to know about rich heritage of Indian textiles and other crafts.
- CO5.** Students will come to know about present status of traditional art and craft of India and role of today's fashion designers and industry to uplift the craft.

Masters of Science (Fashion Designing and Merchandising)
Semester – III
Session – 2020-21

Global Costumes (Theory)

Course code: MFDL-3231

Course Outcomes

CO1 Students will get knowledge about history of global costumes

CO2 Students will learn about various ancient civilisations

CO3 Students will learn about garments and accessories of various
ancient civilisations

CO4 Course will enable students to know about journey of costumes from
ancient times to 20th century fashions.

Masters of Science (Fashion Designing and Merchandising)
Semester – III
Session – 2020-21

**Research Methodology
(Theory)
Course Code: MFDL-3232**

Course Outcomes

CO1. The course will focus on preparing the students for research projects.

CO2. The course will help the students to know about the importance of research.

CO3. Students will learn about research methodology.

CO4. It will provide the knowledge about research process i.e. data collection, analysis and result findings.

CO5. Students will be able to know statistical techniques used in data analysis.

Masters of Science (Fashion Designing and Merchandising)
Semester – III
Session – 2020-21

**Product Development-Workshop
(Practical)
Course Code: MFDP-3233**

Course Outcomes

- CO1. The course will focus on design development.
- CO2. Students will learn about pattern development and layout.
- CO3. Students will learn design inspiration and sourcing.
- CO4. Students will be able to construct male garments.
- CO5. The course will enable students to learn about various design features and finishing of the male garment.

Masters of Science (Fashion Designing and Merchandising)
Semester – III
Session – 2020-21

Textile chemistry

(Practical)

Course Code: MFDP-3234

Course Outcomes

CO1. It will provide them the knowledge of Textile Testing

CO2. Students will understand the aspects of dyeing of various fabrics.

CO3. This course will give knowledge about fibre identification

CO4. It will provide them the knowledge of fabric identification

CO5. Students will be able to learn about making a complete garment with design elements using draping technique.

Masters of Science (Fashion Designing and Merchandising)

Semester – III

Session – 2020-21

**Computer Aided Fashion Designing
(Practical)**

Course Code: MFDP-3235

Course Outcomes

CO1. Students will be able to make a collection based on theme using Corel draw and Photoshop.

CO2. They will learn to create mood board, ideation and swatch board on different themes.

CO3. They will learn to create their own curriculum vita.

CO4. The course will provide knowledge of patterns and layout using advanced software.

CO5. They will develop portfolio using CAD.

Masters of Science (Fashion Designing and Merchandising)

Semester – III

Session – 2020-21

Surface Ornamentation

(Practical)

Course Code: MFDP-3236

Course Outcomes

CO1. The course will provide knowledge of different types of printing.

CO2. Students will know about dyeing and painting as ornamentation technique.

CO3. Students will learn about needle craft.

CO4. The course will provide knowledge about quilting, macrame and crocheting also.

CO5. Students will be able to embellish their apparels by incorporating all these fabric ornamentation techniques.

Masters of Science (Fashion Designing and Merchandising)
Semester – III
Session – 2020-21

Seminar - Indian Traditional Textiles

Course Code: MFDS-3237

Course Outcomes

CO1. It will provide the knowledge of different textiles of India.

CO2. It will give the knowledge of rich heritage of textiles.

CO3. The course will focus on different traditional weaving techniques of India.

CO4. It will provide the knowledge of rich traditional embroideries of India.

CO5. It will enable the students to know more about Indian fabrics with emphasis on texture design and colours.

Master of Science(Fashion Designing & Merchandising)
(Semester IV)
Session: 2020-21
Fashion Merchandising and Retailing
(Theory)

Course Code: MFDL-4231

Course Outcomes

- CO1.** Students will get the knowledge of various components of organisational structure of retail stores.
- CO2.** Students will learn about merchandising and retailing in fashion market.
- CO3.** The course will focus on store operations, merchandising and management.
- CO4.** Students will learn various promotional techniques in retail world.
- CO5.** Students will get knowledge about retailing and various retail outlets.

Masters of Science(Fashion Designing & Merchandising)
(Semester IV)
Session: 2020-21
Portfolio Development
(Practical)

Course Code: MFDP-4233

Course Outcomes

- CO1.** Students will learn to create their own curriculum vita.
- CO2.** Students will be able to work on themes.
- CO3.** Students will knowledge to create mood board, story board, ideation board, colour palette on each theme.
- CO4.** Students will learn flat working drawing, specification sheet, fabric indication, fabric consumption details etc.
- CO5.** Students will learn how to create different embroideries and surface textures.
- CO6.** Students will learn to create portfolio.

Masters of Science(Fashion Designing & Merchandising)
(Semester IV)
Session: 2020-21
Product Development- Workshop
(Practical)

Course Code: MFDP-4234

Course Outcomes

- CO1.** Students will learn design development.
- CO2.** Students will learn about pattern development and layout.
- CO3.** The course will focus on construction of garments for various age groups.
- CO4.** Students will create a line taking inspiration from a theme.
- CO5.** Students will create accessories along with garment on each theme.

Masters of Science(Fashion Designing & Merchandising)
(Semester IV)
Session: 2020-21
Advance Draping
(Practical)

Course Code: MFDP-4235

Course Outcomes

- CO1.** It will provide them the knowledge of advanced draping.
- CO2.** Students will understand the aspects of draping in detail.
- CO3.** This course will give knowledge about the draping of designer skirts and yokes.
- CO4.** It will provide them the knowledge of developing various patterns with draping.
- CO5.** Students will be able to learn about making a complete garment with design elements using draping technique.

**Masters of Science(Fashion Designing & Merchandising)
(Semester IV)
Session: 2020-21**

**PROJECT REPORT/DESIGN PROJECT
Course code –MFDD-4236**

Course Outcomes

CO1. Research projects will open new doors of training and literary growth.

CO2. Students will gain logical and fact based knowledge of fashion.

CO3. Research projects will help students to become more aware about fashion market and fashion industry.

CO4. Research Projects help students to develop analytical skills and gain knowledge to grow in fashion world.