

# **Faculty of Vocational Studies**

## **SYLLABUS**

**Of**

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

**(Under Continuous Evaluation System)**

**Session: 2022-23**



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

Masters of Science (Fashion Designing & Merchandising)  
Session – 2022-23

**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.

**KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)**  
**SCHEME AND CURRICULUM OF EXAMINATIONS OF TWO YEAR DEGREE PROGRAMME**  
**Master of Science (Fashion Designing & Merchandising)**  
**(Semester III)**  
**Session – 2022-23**

S.no.	Course code	Course type	Course name	Marks				Examination time ( in hours)
				Total	Ext.		CA	
					L	P		
1	MFDL-3231	C	Global Costumes	100	80		20	3hrs
2	MFDL-3232	C	Research Methodology	50	40		10	3hrs
3	MFDP-3233	C	Product Development Workshop	150		120	30	5hrs
4	MFDP-3234	C	Textile Chemistry	50		40	10	3hrs
5	MFDP-3235	C	Computer Aided Fashion Designing	100		80	20	3hrs
6	MFDP-3236	C	Surface Ornamentation	50		40	10	3 hrs.
7	MFDS-3237	C	Seminar-Indian Traditional Textiles	25		20	5	3 hrs.
				525				

C- COMPULSORY

**KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)**  
**SCHEME AND CURRICULUM OF EXAMINATIONS OF TWO YEAR DEGREE PROGRAMME**  
**Master of Science (Fashion Designing & Merchandising)**  
**(Semester IV)**  
**Session: 2022-23**

S.no.	Course code	Course type	Course name	Marks				Examination time ( in hours)
				Total	Ext.		CA	
					L	P		
1	MFDL-4231	C	Fashion Merchandising and Retailing	100	80	-	20	3hrs
2	MFDM-4232	C	Communication Skills in English	75	40	20	15	3hrs
3	MFDP-4233	C	Portfolio Development	75	-	60	15	3hrs
4	MFDP-4234	C	Product Development Workshop	150	-	120	30	5hrs
5	MFDP-4235	C	Advance Draping	75	-	60	15	3hrs
6	MFDD-4236	C	Project Report/ Design Project	100	-	80	20	3hrs
			<b>Total</b>	<b>575</b>				

**C- COMPULSORY**

Master of Science (Fashion Designing & Merchandising)  
Semester – III  
Session – 2022-23

**Global Costumes  
(Theory)**

**Course Code: MFDL-3231**

**Course Outcomes**

- CO1. The course will provide knowledge about Babylonian and Persian costumes.
  - CO2. Students will learn about historic costumes of Egyptian and Greek period
  - CO3. Students will provide knowledge of Roman, Byzantine and Renaissance historic Costumes
  - CO4. Students will be aware of Victorian Period, French Revolution and 20<sup>th</sup> Century Fashions
- .

Master of Science (Fashion Designing & Merchandising)  
Semester – III  
Session – 2022-23

**Global Costumes (Theory)**  
**MFDL-3231**

**Examination Time: 3 Hrs**

**Total Marks: 100**

**Ext.:80**

**CA:20**

**Instructions to the Examiner:**

Eight questions of equal marks (16 marks) are to be set, two in each of the four sections (AD). Questions of section A-D should be set from units I-IV of the syllabus respectively. Questions may be sub-divided in two 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.

**Unit - I**

Babylonian Costumes

Persian Costumes

**Unit-II**

Egyptian Costumes

Greek period

**Unit-III**

Roman Period

Byzantine Period

Renaissance Costumes

**Unit-IV**

Victorian Period

French Revolution

20<sup>th</sup> Century Fashions

**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)

Master of Science (Fashion Designing & Merchandising)  
Semester – III  
Session – 2022-23

**Research Methodology  
(Theory)**

**Course Code: MFDL-3232**

**Course Outcomes**

CO1. The course will help the students to know about the importance, objective types and process of research.

CO2. It will provide the knowledge about preparing research design, sampling and collecting data measurements techniques  
Students will learn about research methodology.

CO3. The course will help the students to know about processing and analysis of data, test and bibliography/reference writing

CO4. Students will be able to know about writing of project/dissertation.

Master of Science (Fashion Designing & Merchandising)  
Semester – III  
Session – 2022-23

**Research Methodology (Theory)**  
**MFDL-3232**

**Exam. Time: 3 hrs.**

**Total Marks: 50**

**Ext.:40**

**CA: 10**

**Instructions to the paper setter:**

Seven questions of equal marks (8 marks) are to be set, two in each of the three sections (A-C), one in section D. Questions of section A-C should be set from Units I-III of the syllabus respectively. Questions may be sub-divided in parts (not exceeding four). Question in section D should be from Unit-IV. Candidates are required to attempt five questions, selecting at least one question from each section (A-C), forth question may be attempted from any section (A-C) and fifth question from section D is compulsory to attempt.

**UNIT-I**

Research and its importance

Objectives of research

Types of Research

Research process:-

- a) Formulating the research problem
- b) Introduction
- c) Review of Literature
- d) Development of hypothesis.

**UNIT-II**

Preparing the Research Design: Exploratory, Descriptive, Diagnosis, Experimentation

Sampling Design: Deliberate Sampling, Simple Random Sampling, Stratified Sampling,

Cluster Sampling.

Collecting the data Measurements and Scaling Techniques- Nominal, Ordinal, Interval and Ratio.

**UNIT-III**

Processing and analysis of data: Coding and tabulation.

Introduction and application of measures of central tendency: Mean, Median and mode, Percentage, Chi-square, z-test, t-test.

How to write Bibliography

Writing key-words and abstract of your research document

Bibliography/Reference Writing – APA and MLA style



Master of Science (Fashion Designing & Merchandising)  
Semester – III  
Session – 2022-23

**UNIT-IV**

Plan a quantitative research project using a minimum sample of 30 respondents and make a comprehensive layout of the research project.

Or

Plan a qualitative Research project or case study and make comprehensive layout of the research project

Or

Plan a Mixed Method Research Project using Qualitative and Quantitative methods and make comprehensive layout of the 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

Master of Science (Fashion Designing & Merchandising)  
Semester – III  
Session – 2022-23

**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.

Master of Science (Fashion Designing & Merchandising)  
Semester – III  
Session – 2022-23

**Product Development-Workshop (Practical)**  
**MFDP-3233**

**Time for Paper: 5 Hrs**

**Total Marks: 150**  
**Ext.:120**  
**CA:30**

**Instructions to the Examiner:**

- Paper will be set on the spot by external and internal 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**

**Instructions to Faculty**

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

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

**Design Development**

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

**Pattern Development**

- Development of basic blocks
- Pattern making and layout

Master of Science (Fashion Designing & Merchandising)  
Semester – III  
Session – 2022-23

**Product Development**

Construction of garment on fabric

**Photo Shoot**

Documentation of the process to be submitted in the department

**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, Mc Millain 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) Elisabetta Drudi, T.Paci, "Figure Drawing for fashion", 2002, The Pepin Press.
- 16) Bina Abing, Fashion Illustration, 2008, Fairchild Publication.
- 17) Bina Abing, Fashion Rendering with Color, , 200, Fairchild Publication.
- 18) Thames & Husdon, Vogue Sketch Catalogue, 1911, Si New House.

Master of Science (Fashion Designing & Merchandising)  
Semester – III  
Session – 2022-23

**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.

Master of Science (Fashion Designing & Merchandising)  
Semester – III  
Session – 2022-23  
**Textile Chemistry**  
**(Practical)**  
**MFDP -3234**

**Exam Time : 3 Hrs**

**Total Marks: 50**  
**Ext. 40**  
**CA: 10**

**Instructions to the Examiner:**

- The examiner will set one question from each unit.
- Paper will be set on the spot by external and internal examiner.

**Unit – I**

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

- Burning
- Microscopic
- Solubility

**Unit – II**

**Fabric Identification of Cotton, Wool, Silk, Jute, and Polyester Using the following:-**

- Weave
- Thread Count

**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 acid 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, Mc Graw, 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) John Wiley and Sons Inc., New York, London, Sydney, Toronto.
6. Kanwar Varinder Pal Singh, Introduction to Textile, Kalyani Publisher.

Master of Science (Fashion Designing & Merchandising)  
Semester – III  
Session – 2022-23

**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.



Master of Science (Fashion Designing & Merchandising)

Semester – III

Session – 2022-23

**Computer Aided Fashion Designing (Practical)**

**MFDP-3235**

**Total Marks: 100**

**Examination Time:3 Hrs**

**Ext.:80**

**CA:20**

**Instructions to the Examiner:**

- Examiner to set one theme and students to make one mood board and one design sheet.
- Paper will be set on the spot by external and internal examiner.

**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.

**Introduction**

- Theme of the project
- Mood board
- Story board
- Ideation Board
- Swatch Board

**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

Master of Science (Fashion Designing & Merchandising)  
Semester – III  
Session – 2022-23

**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.

Master of Science (Fashion Designing & Merchandising)

Semester – III

Session – 2022-23

**Surface Ornamentation (Practical)**

**MFDP-3236**

**Examination Time :3 Hrs**

**Total Marks: 50**

**Ext.:40**

**CA:10**

**Instructions to the Examiner:**

- The examiner will set two questions, one from each unit.
- Paper will be set on the spot by external and internal examiner.

**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
- Macrame
- Crochet.

**Note: Students to incorporate the above in their Apparels.**

**Books Recommended:**

- Indian Embroidery – Savitri Pandit
- Bhatnagar, Parul – Traditional Indian Textiles.
- Irwin and Hall Indian Embroideries, Published by S.R. Bastikar, P.B. 28, Ahmedabad.

Master of Science (Fashion Designing & Merchandising)

Semester – III

Session – 2022-23

**Indian Traditional Textiles**

**Seminar**

**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 – III

Session – 2022-23

**Indian Traditional Textiles**

**Seminar**

**MFDS-3237**

**Exam. Time: 3hrs.**

**Total Marks: 25**

**Ext.:20**

**CA:5**

**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\_ Mabhuni
- Gujarat – Patolas
- Rajasthan – Bandhani, Kota doria
- Andhra Pradesh – Pochampali, kalamkari .
- Orissa –Ikat
- Karnataka – Kasuti, Ikal
- Himachal Pradesh – Chamba Rumal
- Manipur – Embroidery
- Madhya Pradesh – Chanderi Saree, Maheshwari saree.
- Maharashtra – Paithani
- Tamil Nadu – Kanchipuram

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

**Master of Science (Fashion Designing & Merchandising)**  
**(Semester IV)**  
**Session: 2022-23**  
**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, customers and store handling.

**CO2.** Students will learn about retail fashion promotion.

**CO3.** Students will get knowledge about retail chain store, brand and labels, purchase term and costing.

**CO4.** Students will learn about speciality store, departmental store and mass merchants.

**Master of Science (Fashion Designing & Merchandising)**  
**(Semester IV)**  
**Session: 2022-23**  
**Fashion Merchandising and Retailing (Theory)**

**Course Code: MFDL-4231**

**Exam Time: 3 hrs**

**Total Marks: 100**

**Ext.:80**

**CA: 20**

**Instructions to the examiner:**

- Question paper will have four sections.
- Examiner will set a total of 8 questions comprising two questions from each unit..
- Students are required to attempt five questions in all, choosing one question from each section and fifth question from any section.
- All questions carry equal marks. (16 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.**
- **Store Operations, Store merchandise, stores management, Fashion supply changes – store retailing, non-store retailing.**

**Unit -II**

**Retail Fashion Promotion**

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

**Unit-III**

- **Retail store chains – National (Ebony, Fab India, Ritu Wears, Shoppers Stop) and International (Tommy Hilfiger, Espirit)**
- **Brands and labels**
- **Purchase Term:** Discount, Purchase Order, Payment Terms.
- **Costing:** Cost Price, Selling Price, Backward costing.

## **Unit -IV**

- **Speciality store:** Single line stores, Single Brand Stores and Multiple line Stores.
- **Departmental Stores**
- **Mass Merchants:** Discounters, Off Price Retailing, Outlet Stores.

### **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.



**Master of Science (Fashion Designing & Merchandising)**  
**(Semester IV)**  
**Session: 2022-23**  
**Communication Skills in English**  
**Course Code: MFDM-4232**

**Time: 3 hrs**

**Total Marks: 75**

**Theory: 40**

**Practical: 20**

**Continuous Assessment :15**

**Instructions for the paper setter:**

There will be four sections namely A, B, C & D. Questions in Section –C (Unit –III), maybe sub-divided into parts (not exceeding four). The examinee will attempt one question from each unit.

All questions will have internal choice and will carry equal 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**

**Fashion Terms:** Pliable, Psychedelic, Vogue, Beau (boh) (Pe beaux), Retiro, Queen size, Rag Business/ Rag Trade, private label/ private label brand, Merchandise, Art Deco print, Art Nonveau, Print, Dandy.

**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 **(5Marks.)**

Extempore Topic will be given five minutes before the speech. Topic will be related to Fashion Designing **(5Marks)**

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.

**Books Recommended**

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

**Master of Science (Fashion Designing & Merchandising)**  
**(Semester IV)**  
**Session: 2022-23**  
**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.

**Master of Science (Fashion Designing & Merchandising)**  
**(Semester IV)**  
**Session: 2022-23**

**Portfolio Development (Practical)**

**Course Code: MFDP -4233**

**Examination Time: 3 hrs**

**Total Marks - 75**

**Ext.:60**

**CA: 15**

**Instructions to the Examiner:**

- The examiner will set one theme based question. Emphasis should be given to the theme, design features and presentation.
- Paper will be set on the spot by external and internal examiner.

**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, Colour 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 Recommended**

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. Abling Bina, Fashion Sketch Book, 2006, by Fairchild publication.
7. Vogue Sketch Catalogue.

**Master of Science (Fashion Designing & Merchandising)**  
**(Semester IV)**  
**Session: 2022-23**

**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.

**Master of Science (Fashion Designing & Merchandising)**  
**(Semester IV)**  
**Session: 2022-23**

**Product Development- Workshop (Practical)**  
**Course Code: MFDP -4234**

**Examination Time: 5 hrs**

**Total Marks: 150**

**Ext.:120**

**CA: 30**

**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.
- Paper will be set on the spot by external and internal examiner.

**WORKSHOP**

**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.

**Design Development**

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

**Pattern Development**

- Development of basic blocks
- Pattern making and layout

**Product Development**

- Construction on actual fabric

**Photo Shoot**

**Accessories**

**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, Mc Millain 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) 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, Heinemann.
- 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) Elisabetta Drudi, T.Paci, "Figure Drawing for Fashion", 2002, The Pepin Press.
- 16) Bina Abbing, Fashion Illustration, 2008, Fairchild Publication.
- 17) Bina Abbing, Fashion Rendering with Color, , 200, Fairchild Publication.
- 18) Thames & Hudson, Vogue Sketch Catalogue, 1911, Si New House.

**Master of Science (Fashion Designing & Merchandising)**  
**(Semester IV)**  
**Session: 2022-23**

**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.



**Master of Science (Fashion Designing & Merchandising)**  
**(Semester IV)**  
**Session: 2022-23**

**Advance Draping (Practical)**  
**Course Code: MFDP-4235**

**Examination Time:3 Hrs**

**Total Marks: 75**

**Ext.:60**

**CA:15**

**Instructions to the Examiner:**

- Examiner will set one question from each unit.
- Paper will be set on the spot by external and internal examiner.

**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.

**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
2. Books & Visual.Connie Amaden – Crawford, The Art of Fashion Draping, 2<sup>nd</sup> edition (Oct. 1995) Publisher: Fairchild Books, K Visual.
3. Hedde Jeffe, Jurie Reus, Draping for Fashion Design, 1993, Prentice Hall Carrer & Technology.
4. Connie Amaden, The Art of Fashion Draping Crawford Fairchild.

**Master of Science (Fashion Designing & Merchandising)**  
**(Semester IV)**  
**Session: 2022-23**

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

**Examination Time:3 Hrs**

**Total Marks : 100**

**Ext.: 80**

**CA:20**

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-

- Introduction
- Review of Literature
- Methodology
- Results & Discussions
- Conclusions

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