

**Faculty of Vocational Studies**

**SYLLABUS**

**of**

**Master of Vocation**

**Textile Design and Apparel Technology**

**Semester- I-IV**

**(Under Credit Based Continuous Evaluation Grading System)**

Session: 2023-2024



**The Heritage Institution**

**KANYA MAHA VIDYALAYA JALANDHAR**

**(Autonomous)**

## SCHEME AND CURRICULUM

**Programme: Master of Vocation (Textile Design and Apparel Technology)**  
**Credit Based Continuous Evaluation Grading System (CBCEGS)**  
**(Session 2023-2024)**

### Master of Vocation (Textile Design and Apparel Technology) Semester – I

Course Code	Course Type	Course Title	Credit	Marks				Examination time (in Hours)
				Total	Ext.		CA	
					L	P		
MVTL-1231	C	History of Indian Costumes	4	100	80	-	20	3
MVTM-1232	C	Communication Skills in English	4	75	40	20	15	3+3
MVTM-1233	C	Textile and Apparel Production	4	100	50	30	20	3
MVTP-1234	S	Fashion Illustration	3	75	-	60	15	4
MVTP-1235	S	Product development workshop	3	75	-	60	15	5
MVTP-1236	S	Computer Aided Fashion Designing	3	75	-	60	15	3
MVTP-1237	S	Pattern Making and Grading	3	75	-	60	15	3
MVTI-1238	S	Internship and Viva Voce	6	100	-	-	-	
			30	700				
<b>IDEC- 1101</b>			<b>Effective Communication Skills</b>					
<b>IDEM- 1362</b>			<b>Basic Fundamentals of Music (Vocal)</b>					
<b>IDEM- 1313</b>			<b>Human Rights and Constitutional Duties</b>					
<b>IDEI- 1124</b>			<b>Basics of Computer Applications</b>					
<b>IDEW-1275</b>			<b>Indian Heritage: Contribution to the World</b>					

Session: 2023-2024

KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)

SCHEME AND CURRICULUM OF EXAMINATION OF TWO YEAR DEGREE PROGRAMME

Master of Vocation (Textile Design and Apparel Technology)

Semester-II

Masters of Vocation (Textile Design and Apparel Technology) Semester-II								
Course Code	Course Type	Course Title	Credit	Marks				Examination time ( in Hours)
				Total	Ext.		CA	
					L	P		
MVTL-2231	C	Fashion Merchandising and Marketing	4	100	80	-	20	3
MVTL-2232	C	Sustainable Fashion- Design for change	4	100	80	-	20	3+3
MVTM-2233	C	Introduction to Textile Science	4	100	50	30	20	4
MVTP-2234	S	Product Development Workshop	3	75	-	60	15	3+3
MVTP-2235	S	Fashion illustration	3	75	-	60	15	4
MVTP-2236	S	Computer Aided Fashion Designing	3	75	-	60	15	4
MVTP-2237	S	Traditional Indian Embroideries	3	75	-	60	15	4
MVTI-2238	S	Industrial Training and Report writing	6	100	-	100	-	
			30	700				

Exit level 4: AMHSSC (AMH/Q1601)/Export Assistant

C-Compulsory

S-Skill Enhancement

**Programme: Master of Vocation (Textile Design and Apparel Technology)**  
**Credit Based Continuous Evaluation Grading System (CBCEGS)**  
**(Session 2023-2024)**

<b>Master of Vocation (Textile Design and Apparel Technology) Semester –III</b>								
<b>Course Code</b>	<b>Course Type</b>	<b>Course Title</b>	<b>Credit</b>	<b>Marks</b>				<b>Examination time (in Hours)</b>
				<b>Total</b>	<b>Ext.</b>		<b>CA</b>	
					<b>L</b>	<b>P</b>		
MVTL-3231	C	Global Costumes	4	100	80	-	20	3
MVTL-3232	C	Enterprise Management	4	50	40	-	10	3
MVTL-3233	C	Industrial Safety	4	50	40	-	10	3
MVTP-3234	S	Creative Textile Design and Illustration	3	50	-	40	10	3
MVTP-3235	S	Advanced Pattern Making & Grading	3	100	-	80	20	3
MVTP-3236	S	Product Development Workshop	3	150	-	120	30	4
MVTP-3237	S	Computer Aided Fashion Designing	3	100	-	80	20	3
MVTI-3238	S	Internship and Project Report	6	100	-	-	-	-
			30	700				
<b>IDEC- 3101</b>			<b>Effective Communication Skills</b>					
<b>IDEM- 3362</b>			<b>Basic Fundamentals of Music (Vocal)</b>					
<b>IDEH- 3313</b>			<b>Human Rights and Constitutional Duties</b>					
<b>IDEI- 3124</b>			<b>Basics of Computer Applications</b>					
<b>IDEW-3275</b>			<b>Indian Heritage: Contribution to the world</b>					

**Credits of ID courses will not be added to SGPA**

C-Compulsory

S-Skill Enhancement

Session: 2023-2024

KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)

SCHEME AND CURRICULUM OF EXAMINATION OF TWO YEAR DEGREE PROGRAMME

Master of Vocation (Textile Design and Apparel Technology)

Semester-IV

Masters of Vocation (Textile Design and Apparel Technology) Semester-IV								
Course Code	Course Type	Course Title	Credit	Marks				Examination time (in Hours)
				Total	Ext.		CA	
					L	P		
MVTL-4231	C	Fashion Merchandising and Retailing	4	100	80	-	20	3
MVTM-4232	C	Communication Skills in English	4	75	40	20	15	3
MVTL-4233	C	Fashion Event Management and Media	4	100	80		20	3
MVTP-4234	S	Product Development Workshop	3	150	-	120	30	3
MVTP-4235	S	Textile Chemistry	3	50	-	40	10	4
MVTP-4236	S	Accessory Designing and Surface Ornamentation	2	50	-	40	10	3
MVTP-4237	S	Portfolio Design Development	4	100	-	80	20	3
MVTI-4238	S	Internship and Project Report	6	100	-	100	-	
			30	725				

Exit level 5: AMHSSC (AMH/Q0911)/Merchandiser-Fashion, Made-Ups and Home Furnishing

C-Compulsory

S-Skill Enhancement

## **Programme specific outcomes-**

**PSO - 1:** Student will adapt their artistic abilities to support their future design career

**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 be able to illustrate standing figures and able to analyze colour units in their design process

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

**PSO - 7:** Students will be able to drape foundation patterns on the dress form through selected in-class exercises.

**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.

Session: 2023-2024  
**Master of Vocation (Textile Design and Apparel Technology)**

Semester-I

**History of Indian Costumes**

**(Theory)**

**MVTL-1231**

CO1. The course will help students to know about origin of clothing and costumes.

CO2. They will learn about the ancient Indian civilization costumes.

CO3. They will attain knowledge about traditional costumes of different states of India.

CO4. Students will learn about dance costumes of India.

Session: 2023-2024  
**Master of Vocation (Textile Design and Apparel Technology)**

Semester-I  
**History of Indian Costumes**  
**(Theory)**

**MVTL-1231**

**Total Marks-100**

**Credit-4**

**Theory-80**

**Examination Time-3hours**

**CA-20**

**Instructions for the Paper Setter:**

Eight questions of equal marks (16 marks) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. 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.

**Unit –I**

- **Origin of clothing:** Theories
- **Origin of Costumes** and their development according to social factors.

**Unit –II**

**Ancient Indian Civilization Costumes:**

- Mauryan and Sunga Period
- Satvanaha Period
- Gupta Period
- **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
- **Andhra Pradesh** – Kuchipudi
- **Orissa-Odissi**

## **Books Recommended:**

### **Essential Reading**

1. A.Biswas, Indian Costumes, (2003), Publication Division.
2. Parul Bhatnagar, 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

Session: 2023-2024  
**Master of Vocation (Textile Design and Apparel Technology)**

Semester-I

**COMMUNICATION SKILLS IN ENGLISH**

**(Theory)**

**MVTM-1232**

**Credit-4**

**Examination Time-3hours**

**Total Marks-100**

**Theory-50**

**Practical-30**

**CA-30**

**COURSE OUTCOMES**

**CO1:** It will help students to understand the basics of Communication Skills

**CO2:** It will enable the students to improve their reading skills

**CO3:** It will enable the students to improve their writing skills

**CO4:** It will enable the students to improve their listening skills

Session: 2023-2024  
**Master of Vocation (Textile Design and and Apparel Technology)**

Semester-I

**COMMUNICATION SKILLS IN ENGLISH**

**(Theory)**

**MVTM-1232**

**Total Marks-100**

**Credit-4**

**Theory-50**

**Examination Time-3hours**

**CA-20**

**Instructions for the Examiner:**

- Question paper will have four sections.
  - Examiner will set a total of 8 questions, two questions from each section corresponding to each unit of the syllabus.
  - 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.
- (5x8=40)**

**Unit - I**

Introduction: Basic Communication, Basic forms of Communication, principles / Concepts of effective Communication

**Unit - II**

Reading Skills: Models of Reading to learn – Reading tactics and strategies; Reading Purpose- Kinds of purpose and associated comprehension. Reading outcomes: Paraphrasing / Précis – writing and Summary writing.

**Unit - III**

Letter – Writing: Writing styles and formatting of letters, business letters, request letters, good news and bad news letters, Persuasive letters, sales letters, collection letters etc.

**Unit - IV**

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.

**Books Recommended:**

1. John Seely: *Oxford Guide to Effective Writing and Speaking* OUP
2. Geetha Nagaraj – *A Course in Grammar and Composition*, Foundation Books, 2006
3. *A Course in Listening and Speaking I* by V. Sasikumar et al, Foundation Books.
4. *English Phonetics and Phonology* by Peter Roach, Cambridge University Press.
5. *Advance learner's Dictionary* (New Edition).
6. *English Pronouncing Dictionary*, By Daniel Jones, Cambridge University Press.

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**Master of Vocation (Textile Design and Apparel Technology)**

**Semester-I**

**Textile and Apparel Production  
(Theory)**

**MVTM-1233**

**Course Outcomes:**

After successful completion of this course, students will be able:

1. To gain knowledge about basic weaving operations
2. To gain knowledge about knitting and knitting machines.
3. To attain knowledge about the production technology and support materials.
4. To understand about production system and its types in apparel industry.

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**Master of Vocation (Textile Design and Apparel Technology)**

Semester-I  
**Textile and Apparel Production**  
**(Theory)**

**MVTM-1233**

**Total Marks-100**

**Credit-4**

**Theory-50**

**Examination time:3+3=6 hours**

**Practical-30**

**CA-20**

**The syllabus is divided in four sections as mentioned below:**

**Instructions for the Examiners/Paper Setters and distribution of marks:**

Eight questions of equal marks (8 marks) are to be set, two in each of the four sections (A-D). Questions of section A-D should be set from unit 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**

**Basic Weaving Operations** – Shedding, Picking, Beating, Taking in and letting off

Basic Weaves- **Plain Weave, Twill Weave, Satin and Sateen Weave**

**Fancy Weave-** Jacquard weave, Dobby weave, Cut and Uncut Pile, Lappet weave, Swivel weave, leno weave

**UNIT-II**

**General Knitting terms-**Wales, Courses, Face and Back, Knitting Needles, Cut and Gauge

Knitting-**Warp Knitting: Tricot knits, Raschel knits, Milanese; Weft knitting: Single Jersey knit, Purl stitch, Interlock stitch, Rib stitch**

Types of knitting machines- **Circular and Flat Machines**

**UNIT-III**

**Production technology**

**Support Materials and its types**

**Base Cloth**

**UNIT-IV**

**Production System-** Introduction and characteristics of Production System

**Types of Production System-** Manual system, Progressive bundle system, Selective conveyor belt system, Unit production system, Quick response system

**Text Books Recommended:**

1. Grammer of Textile Design-Nisbet, Wentworth Press (26 August 2016)
2. Structural Fabric Design By Kilby Fibre to Fabric By Ghosh
3. Watson's Advance Textile Design, Woodhead Publishing (1 January 1977)
4. Carr & Latham (IV ED.). Technology of Clothing Manufacture, Wiley; 4th edition (30 May 2008)
5. Gerry Conklin (II ED.). Introduction to Clothing Manufacture

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**Master of Vocation (Textile Design and Apparel Technology)**  
**Semester-I**

**Textile and Apparel Production**  
**(Practical)**

**Practical-30 Marks**

**Instructions for the Paper Setter:**

Question paper for Practical consists of three questions and a candidate has to attempt two out of these. Paper will be set on the spot by the examiner.

**Construction of basic weaves:** Plain weave, Basket weave, Rib weave(warp and weft), twill weave (even, uneven, right hand, left hand), satin and Sateen Weave

**Construction of Decorative weaves:** Extra figuring weave (warp and weft), Cut and Uncut pile, Tapestry

**Prepare any two articles-**Tray cover, Tea cozy, Table Mat, Cushion Cover, wall hanging and any lifestyle product.

Students also go for hands on experience with weavers and to make at least one article as mentioned in syllabus After Completion article should be submitted in the department.

Session: 2023-2024  
**Master of Vocation (Textile Design and Apparel Technology)**

**Semester-I**

**Fashion Illustration  
(Practical)**

**MVTP-1234**

Course outcomes

CO1. Students will gain knowledge about various art mediums like charcoal, steadlers, posters, water colors, pastels and ink.

CO2. Students will know about different color schemes.

CO3. Students will attain knowledge of different types of designs and their proper application.

CO3. They will gain knowledge about patterns and motifs.

CO4. Students will be skilled in rendering textures of various fabrics and materials. CO5. They will lean about basic block figure and flesh figures of kids.



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**Master of Vocation (Textile Design and Apparel Technology)**

**Semester-I**

**Fashion Illustration  
(Practical)**

**MVTP-1234  
Credit-3**

**Total Marks-75  
Practical-60**

**CA-15**

**Examination time-3hours**

**Instructions to the Examiner:**

- The Examiner will set 3 questions. One question from each unit, questions may have sub parts.
- Paper will be set on the spot jointly by internal and external examiner.

**Unit – I**

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

**Unit – II**

- **Rendering different mediums** – Pencil (Charcoal, Staedtlers), Poster, Water, Oil, Pastel and 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) Abling Bina, “ 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.

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**Master of Vocation (Textile Design and Apparel Technology)**

Semester-I  
**Product Development Workshop**  
**(Practical)**

**MVTP-1235**

**Course Outcome:**

After successful completion of this course, Students will be able:

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.

Session: 2023-2024  
**Master of Vocation (Textile Design and Apparel Technology)**  
Semester-I  
**Product Development Workshop**

(Practical)

**MVTP-1235**

**Credit-3**

**Examination time-4 hours**

**Instructions for the Paper Setter:**

Question paper for Practical consists of three questions and a candidate has to attempt two out of these. Paper will be set on the spot by the examiner

**Total Marks-75**

**Practical-60**

**CA-15**

**PRODUCT DEVELOPMENT**

**Instructions to the Examiner:**

Construction of any one garment from below mentioned kids wear :

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

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

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

**WORKSHOP**

**Instructions to faculty**

Students to construct any three garments from the below mentioned kidswear collection:

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

**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**

**The Documentation of all processes in one report 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, McMillan 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 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.

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**Master of Vocation (Textile Design and Apparel Technology)**  
Semester-I  
**Computer Aided Fashion Designing**  
**(Practical)**

**MVTP-1236**

**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.

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**Master of Vocation (Textile Design and Apparel Technology)**  
Semester-I  
**Computer Aided Fashion Designing**  
**(Practical)**

**MVTP-1236**

**Credit-3**

**Examination Time-3hours**

**Total marks-75**

**Practical-60**

**CA-15**

**Instructions for the Paper Setter:**

- The examiner will set one question covering the whole syllabus. The question will have subparts
- Question paper will be set on the spot jointly by the internal and external examiners

**Pattern Making (Using any Software)**

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

**Grading**

- Grading the patterns to various sizes

**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 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

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**Master of Vocation (Textile Design and Apparel Technology)**

**Semester-I**

**Pattern Making and Grading**

**(Practical)**

**MVTP-1237**

**Course Outcomes**

CO1. The students will gain knowledge about the importance of pattern development.CO2. They will learn as how to create structural design.

CO3. Students will learn about various latest grading techniques used in the field of fashiondesign.

CO4. They will gain knowledge about drafting of various sleeves, collars, skirts etc.CO5. They will attain knowledge about contoured patterns.

CO6. Students will learn about dart manipulation.

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**Master of Vocation (Textile Design and Apparel Technology)**

**Semester-I**

**Pattern Making and Grading(Practical)**

**MVTP-1237**

**Credit-3**

**Examination time-3hours**

**Total Marks-75**

**Practical-60**

**CA-15**

**Instructions to the examiner:**

The examiner will set one question each from Unit II, III and IV. Paper will be set on the spot jointly by internal and external examiner.

**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 foreach 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:**

2. Bernard Zamkoff and Jeanne Price, Creative Pattern Skills for Fashion Design (f.i.t. Collection), 1990, Publisher: Fairchild Books & Visual.
3. Helen Joseph Armstrong, Pattern making for Fashion Design, 2000, Dorling Kindersley(India) Pvt. Ltd. India.
4. Sandra Betzina, Fast Fit – Easy Pattern Alterations for Every Figure, 2003 Taunton Pr.

#### **Further Readings:**

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

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**Master of Vocation (Textile Design and Apparel Technology)**  
**Semester-I**  
**Internship and Viva Voce**

**MVTI-1238**

**Course Outcomes:**

After successful completion of this course:

1. To able to enhance the industrial experience
2. To understand develop and enhance professional awareness and communication skills
3. To learn how to work in formal working environment and the benefits of team work
4. To experience to understand, discuss and evaluate the professional issues relating to textile

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**Master of Vocation (Textile Design and Apparel Technology)**

Semester-I

**Internship and Viva-Voce**

**MVTI-1238**

**Total Marks-100**

**Credit-6**

**Practical-12 hours**

All the students will submit their Training Reports (in duplicate) within a period of one month in the department; this period shall be counted from the last date of completion of their training.

The supervisor in the organization under whose guidance the training is carried out will be required to grade the student's report.

Each student will be attached with one internal faculty guide, with whom they shall be in continuous touch during the training period. The internal faculty guide will be required to evaluate (out of 30 marks) on the basis of the assessment report provided by the organization where the Training has been completed and his/her own assessment about the work done by the student.

The evaluation of the remaining 70 marks shall be evaluated on the basis of presentation and the assessment report received from the organization where student has undergone.

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**Master of Vocation (Textile Design and Apparel Technology)**  
**Semester-II**  
**FASHION MERCHANDISING AND MARKETING**  
(Theory)  
Course Code: MVTL-2231

**Course Outcomes**

- CO1.** Students will learn about marketing, various aspects of planning and development of research, they will also gain knowledge of Indian and
- CO2.** The course will help students to have depth knowledge about fashion business, merchandising and range development.
- CO3.** Students will learn about digital marketing and fashion forecasting.
- CO4.** The course will also help students to learn about various sales promotional techniques used in fashion industry and photography.

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**Master of Vocation (Textile Design and Apparel Technology)**  
**Semester-II**  
**FASHION MERCHANDISING AND MARKETING**  
Course Code: MVTL-2231

**Examination Time – 3 hrs**

**Total Marks: 100**

**Theory: 80**

**CA: 20**

Instructions for the Paper Setter:

- 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**

**Understanding Marketing and Marketing Process:** Nature and scope

**Strategic Planning in the Markets:** The fashion markets and the marketing environment.

**Introduction and Development of Fashion Market:** Fashion market size and structure.

**Market Research:** Consumer market and behaviour of consumers.

**International and Domestic Fashion Markets:** Haute Couture, Prêt – a- Porter, Mass production.

**Fashion Markets of World:** Italy, Paris, India.

**Unit –II**

**Fashion Business:** Introduction, Scope, Forms of Business Organization.

**Fashion Merchandising:** Introduction, role and responsibility of Merchandiser.

**Range Development:** Product and range development on the basis of fashion calendar, market research.

**Unit –III**

Digital marketing and its importance

Types of Digital platforms

Advertisements, promotions and management on these platforms

SWOT Analysis

**Fashion Forecasting:** Trend Analysis, Merchandize planning.

#### **Unit –IV**

**Advertising** - Role and types of Advertising.

**Sales Promotion:** Techniques, Promotional stores.

**Fashion Photography** – Design Studios.

Collection Shows, Fashion Shows, Publicity

**Practical development of Digital platforms (atleast 2) and proposal of a business model.**

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 Managemnet: Buying and Merchandising, 2005, Routledge.
8. John Giacobello, Careers in fashion Industry, 2000, Rosel Pub. Group.

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**Master of Vocation (Textile Design and Apparel Technology)**  
**Semester-II**

Sustainable Fashion- Design for change(Theory)  
**Course Code: MVTL-2232**

**Course outcomes**

CO1: Students will gain knowledge about importance of sustainability, sustainable fibres and carbon footprints.

CO2: The course will also help students to learn about sustainable garments and consumer best practices.

CO3: They will understand about natural dyes, terminologies and support Local Initiatives while looking at the concept of Sustainability.

CO4: They also come to know about Importance of a designer as communicator, good design practices and sustainable fashion designers.

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**Master of Vocation (Textile Design and Apparel Technology)**  
**Semester-II**

Sustainable Fashion- Design for change(Theory)

**Course Code: MVTL-2232**

Examination Time – 3 hrs

Total Marks: 100

**L-T-P**

**Theory: 80**

4-0-0

CA: 20

**Instructions for the Paper Setter:**

- 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. (8 marks)

**Unit – I**

- 1) Sustainability, 3 P's of Sustainability, Importance of Sustainability
- 2) Types of Sustainable Fibres:  
Renewable Fibres, Biodegradable Fibres, People Friendly Fibres, Low Chemical Use Fibres, Low Energy Use Fibres, Low Water Use Fibres
- 3) Carbon Footprint, Types of sustainable assessment tools,  
Disposal, Take back schemes, Reuse, Reconditioning, Recycling, Redesign,  
Multifunctional Garments

**Unit – II**

- 4) Types of Sustainable Garments  
Trans-seasonal garments  
Modular Garments
- 5) Consumer Best Practices  
No Wash, Low Iron/ Low energy wash and dry, Care labels, Green Washing  
Repair services, Leasing System, Cloth Swaps, Sharing

**Unit - III**

- 6) Support Local Initiatives  
Local Production, Just and fair labour, Designing for local culture
- 7) Biomimicry, Natural Dyes
- 8) Terminologies



Fast Fashion, Slow Fashion, Disposal, Upcycling, Take back schemes, Reuse, Reconditioning, Recycling, Redesign, Multifunctional Garments

#### **Unit – IV**

9) Importance of Designer as Communicator-educator

10) Good Design Practices

Co-design, Zero Waste Cutting, Multifunctional garments

11) Study of Five Sustainable Fashion Designers (International/ National)

\*Practical submission of Project on Zero Waste Fashion Design. (One Garment)

#### **References: Text Books:**

1. Subramanian Senthilkannan Muthu ,(2018). Sustainable Innovations in Textile Fibers, Springer publications, Singapore.
2. Thomas and Hudson, (2012). The Sustainable Fashion Handbook, Sandy Black publishers, London.
3. Jennifer Farley Gordon, Collean hill, (2014) Sustainable fashion: Past, Present and Future, Bloomsburry Publishing, London.
4. Alison Gwilt, Timo Rissanen, Shaping Sustainable Fashion, Earthscan publishing for a sustainable future, London.
5. Alison Gwilt, A Practical Guide To Sustainable Fashion, Bloomsburry Publishing, London.
6. Kate Fletcher, Lynda Grose, Fashion & Sustainability , Laurence King Publishing Ltd., London.
7. Timo Rissanen, Holly Mcquillan, Zero Waste Fashion Design, Bloomsburry Publishing, London.
8. Anet Hethorn, Connie Ulasewicz, Sustainable fashion, Bloomsburry Publishing, London.
9. Sass Brown, Ecc Fashion, Laurence King Publishing Ltd., London.

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**Master of Vocation (Textile Design and Apparel Technology)**

**Semester-II**

**Introduction to Textile Science  
(Theory)**

**MVTM-2233**

**Course Outcomes:**

After successful completion of this course, Students will able:

1. To learn about basic terminology related to fashion.
2. To attain the knowledge about natural fibers, man-made fibers and yarns.
3. To understand the evaluation of various functional finishes
4. To understand the dyes applied on various synthetic and protein fiber and to know about various styles of printing.

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**Master of Vocation (Textile Design and Apparel Technology)**

**Semester-II**

**Introduction to Textile Science  
(Theory)**

**MVTM-2233**

**Credit-4**

**Examination Time-3 hours**

**Total Marks-100**

**Theory-50**

**Practical-30**

**CA-20**

**The syllabus is divided in four sections as mentioned below:**

**Instructions for the Examiners/Paper Setters and distribution of marks:**

Eight questions of equal marks (10 marks) are to be set, two in each of the four sections (A-D). Questions of section A-D should be set from unit I-IV of the syllabus respectively. Questions maybe 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**

**Basic terminology related to Textile Industry-** Fiber, Yarn, Fabric, Filament Fiber, Staple Fiber, Thickness, Color, Texture, Resiliency, Electrical Conductivity and Elastic Recovery

**Textile Industry Overview-**Major Production Segments of the Textile Industry

**Spinning and its Types**

**UNIT-II**

**Classification of fiber based on origin -Natural Fiber-** Cotton, Flax, Wool, Silk

**Regenerated & Manmade Fibers-**Acetate Rayon, Polyester, Spandex and Acetate Fiber, Modal

**Yarns, its Importance and Types of yarns-** Simple Yarn, Novelty Yarn, Textured Yarn

**UNIT-III**

**Finishes and its Classification-Chemical Finishes-** **Mercerizing, delustering, bleaching, parchmentization, fluorescent whiteners and burnt out designs**

**Mechanical Finishes-** **Singeing, Calendaring, beetling, napping, flocking, Tentering**

**UNIT-IV**

**Styles of Printing-** **Direct printing, Discharge, Resist printing**

**Types of Dyes-** Water Soluble Dyes and Water Insoluble Dyes

**Text Books Recommended:**

1. Vilensky. "Textile Science", CBS publisher, New Delhi, 1999.
2. Grosicki, Z. "Watson's Textile Design and Color" Blackwell Science, U.K., 1998.
3. Mishra, S.P. "A text book of fiber science and technology, New Age Intt., Delhi 2000.
4. Goswami, B.C. "Textile Yarns", Technology, structure and applications", Mc graw Hill.
5. Pizzoto's J.J. "Fabric Science", Fairchild Publication, New York.
6. Clarke. W. 1974. An Introduction to Textile Printing. London, Newness Butter Worth.

7. Anderson, F. 1974. Tie-dyeing and Batik. London, Octopus Editorial
8. Production by Berkeley Publishers Ltd.
9. Smith, J.L. Textile Processing: Printing, Finishing, Dyeing, Abhishek Publications; 2019th edition (1 January 2019)
10. H. Panda. Modern Technology of Textile: Dyes & Pigments, (2nd Revised Edition)

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**Master of Vocation (Textile Design and Apparel Technology)**  
**Semester-II**

**Introduction to Textiles Science**  
**(Practical)**

**MVTM-2233**

**Total Marks-30**

**Instructions for the Paper Setter:**

Question paper of practical consists of 3 questions and a candidate has to attempt 2 out of these. Paper will be set on the spot by the examiner

**Course Content:**

**Introduction to Yarns and Collection of different types of yarns-**

Simple yarn, Novelty Yarn, Textured Yarn, Cable Yarn

Yarn Count, Thread Count, Cloth Count

**Microscopic Test** - Silk, Wool, Cotton

**Burning Test:** Cotton, Silk, Wool, Acetate Rayon, Polyester, Acrylic

**Chemical test:** Silk, Wool, Cotton, Polyester

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**Semester-II**

Product Development Workshop  
(Practical)

**Course Code: MVTP-2234**

**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.

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**Master of Vocation (Textile Design and Apparel Technology)**  
**Semester-II**

Product Development Workshop  
(Practical)  
**Course Code: MVTP-2234**

Examination Time-5 hrs.

Total Marks: 75

**L-T-P**

**Ext.:60**

0-0-3

CA: 15

**Instructions to the Examiner**

Construction of any one garment from the list given below.

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

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

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

**WORKSHOP**

**Instructions to the faculty:**

Students to construct three garments from the below mentioned adult femalewear collection.

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

## Product Development

- Construction on actual fabric

## Photo Shoot

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

## 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, Mc Millian 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. Elisabetta Drudi, T.Paci, "Figure Drawing for Fashion", 2002, The Pepin Press.
21. Bina Abling, Fashion Illustrations , 2008, Fairchild publication, 22. Bina Abling, Fashion rendering with Color, 2000, Fairchild Publication.
22. Thames & Hudson, Vogue Sketch Catalogue, 1911, Si New Hous



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**Master of Vocation (Textile Design and Apparel Technology)**  
**Semester-II**

Fashion Illustration  
**(Practical)**

**Course Code: MVTP-2235**

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.

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**Master of Vocation (Textile Design and Apparel Technology)**  
**Semester-II**

Fashion Illustration  
**(Practical)**

**Course Code: MVTP-2235**

Examination Time– 4 hrs.

Total Marks: 75

**Ext.: 60**

CA: 15

**Instructions to the examiner:**

The examiner will set one question from each unit. Questions may have sub-parts. Question paper will be set on the spot jointly by the internal and external examiners

**Unit-I**

- Basic Block Figure- Female.
- Geometric Fashion model with movable ball joints.
- 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.

**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.
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. Abling Bina, "Fashion Sketch Book", 2006, Fairchild publication

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**Master of Vocation (Textile Design and Apparel Technology)**  
**Semester-II**

Computer Aided Fashion Designing  
(Practical)

**Course Code: MVTP-2236**

**Course Outcomes**

- CO1. Students will learn about Adobe Illustrator.
- CO2. They will gain knowledge about Photoshop software.
- CO3. Students will learn how to create fashion and design illustrations in CAD.
- CO4. They will attain knowledge about various tools of Photoshop and Adobe Illustrator.
- CO5. Students will learn to make various fashion details.
- CO6. Students will learn about draping simulation.

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**Master of Vocation (Textile Design and Apparel Technology)**  
**Semester-II**

Computer Aided Fashion Designing  
(Practical)

**Course Code: MVTP-2236**

Examination time:- 3 hrs.

Total Marks: 75

**L-T-P**

**Ext.: 60**

0-0-3

CA: 15

**Instructions to the Examiner:**

- Question paper will have one question from each unit.
- Each question will carry equal marks.
- Paper will be set on the spot jointly by internal and external examiner.

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, Puff ball, 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
- Colour 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

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**Semester-II**

Traditional Indian Embroideries

Course Code: MVTP-2237

**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.

**Master of Vocation (Textile Design and Apparel Technology)**  
**Semester-II**  
**Traditional Indian Embroideries**

Course Code: MVTP-2237

Examination time-3Hrs

Total Marks- 75

Ext: 60

CA-15

Instructions for Examiner:

- Question paper will be set on the spot jointly by the internal and external examiners
- One question will be set from unit I
- Viva will be conducted by examiner from unit II

**Unit-I**

**Samples for Traditional Embroideries.**

- Kantha
- Kasuti
- Kashida
- Kutch
- Chikankari
- Chamba Rumal
- Sindhi
- Phulkari
- Manipuri

Note: Students to incorporate the above in their Apparels.

**Unit-II**

A visit to any textile museum / Craft cluster / Craft area. Survey and documentation of theselected 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 processused.
- 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. Joyee Storey, 'The Thames and Hudson- Manual of Textile Printing.' (1974), Thames and Hudson – London.
3. Anu H. Gupta and Shalina Mehta "Phulkari from Punjab: Embroidery in Transition" 2019.
4. Abraham T.M., Handicraft of India, Graphics Columbia, New Delhi, 1964, Mulk Raj Anand Marg, Vol. VIII, 1954.
5. Harvey and Janet, "Traditional Textiles of central Asia with 262 illustration, 212 colour 2 maps" 2009.
6. Das AK, "Traditional Textiles of North East India: A Catalogue of the IGNC A Collection" 2018.

#### Further Reading:

7. Bhushan Brij Jamila, The Costumes and Textiles of India, 1958, D.B. Taraporewala Sons and Co., Ltd, Bombay.
8. Bhattacharyya A.K, Chamba Rumal, 1968, Indian Museum, Calcutta.
9. Dongerkery, Kamala S., Romance of Indian Embroidery, 1951, Thacker & Co. Ltd. Bombay.
10. Dhamija Jasleen., The Kanthas of Bengal, 1971, The Times of India Annual.
11. Irwin John and Schwartz P.R., Studies in Indo-European textiles, 1966, Calico Museum of textile, Ahmedabad.
12. Irwin and Hall, Indian Embroideries, Published by S.R. Bastikar, P.B. 28, Ahmedabad.
13. Joshi Indira, Kasuti of Karnatak, Popular Prakashan, Bombay 1963.  
Indian Embroidery – Savitri Pandit.



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**Semester-II**

**Industrial Training and Report Writing**

**MVTI-2238**  
**100**

**Total Marks-**

**Course Outcomes:**

After successful completion of this course, Students will be able:

1. To enhance the industrial experience
2. To develop and enhance professional awareness and communication skills
3. To learn how to work in formal working environment and the benefits of team work
4. To understand, discuss and evaluate the professional issues relating to textile.

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**Semester-II**

**Industrial Training and Report Writing**

**MVTI-2238**

**Total Marks-100**

**Credit-6**

All the students will submit their Training Reports (in duplicate) within a period of one month in the department; this period shall be counted from the last date of completion of their training. The supervisor in the organization under whose guidance the training is carried out will be required to grade the student's report. Each student will be attached with one internal faculty guide, with whom they shall be in continuous touch during the training period. The internal faculty guide will be required to evaluate 20 marks on the basis of the assessment report provided by the organization where the Training has been completed and his/her own assessment about the work done by the student. The evaluation of the remaining 80 marks shall be evaluated on the basis of presentation and the assessment report received from the organization.

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**Master of Vocation (Textile Design and Apparel Technology)**  
**Semester-III**  
**Global Costumes (Theory)**

**MVTL-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 20th Century Fashions

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**Master of Vocation (Textile Design and Apparel Technology)**

**Semester-III**

**Global Costumes (Theory)**

**MVTL-3231**

**Total Marks-100**

**Credit-4**

**Theory-80**

**Examination Time-3 hours**

**CA-20**

**Instructions to the examiner:**

Eight questions of equal marks (16 marks) are to be set, two in each of the four sections (A-D). 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 20th 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)

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**Masters of Vocation (Textile Design and Apparel Technology)**  
**Semester-III**  
**Enterprise Management**  
**(Theory)**

**MVTL-3232**

**Course Outcomes:**

After successful completion of this course, Students will able:

1. To learn about Business and various forms of business ownership.
2. To explain function, features, benefits of management in entrepreneurship development.
3. To learn about business ethics and social responsibility of Business.
4. To learn the importance of worker's participation in management and management of change.

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**Masters of Vocation (Textile Design and Apparel Technology)**

**Semester-III**

**Enterprise Management**

**(Theory)**

**MVTL-3232**

**Total Marks-50**

**Credit-4**

**Theory-40**

**Examination Time-3 hours**

**CA-10**

**The syllabus is divided in four sections as mentioned below**

**Instructions for the Examiners/Paper Setters and distribution of marks:**

Eight questions of equal marks (8 Each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively.

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.

**Unit-I**

**Business**-Introduction, Meaning, Nature and Scope of Business, Objectives of Business

**Forms of Business Ownership**- Sole proprietorship, Partnership, Joint Stock, Public Enterprises

**Unit-II**

**Management**-Introduction, Meaning, Nature and Scope of Management

Function of Management- Planning, Organizing, Staffing, Directing, Coordinating, Controlling,

Principles of management- Fayol's principal of Management

**Unit-III**

**Business Ethics**-Introduction, Meaning, definition, Nature and Scope of Business Ethics

Importance of Business Ethics, three c's of Business Ethics

Social Responsibility of Business

**UNIT-IV**

**Management of Change**- Meaning, Characteristics, Forces for Change, Types of Change

**Worker's Participation in Management**- Introduction, Objective and Methods of worker's participation

**Text Books Recommended:**

1. Entrepreneurial Development- Dr. S. Moharana and Dr. Dash, Pubby RBSA Publishers, Jaipur.
2. Entrepreneurial Development by S.S. Khanna, Published by S. Chand & Company Ltd., Ram Nagar, New Delhi.
3. Entrepreneurial Development by C.B. Gupta and N.P. Srinivasan, Publisher Sultan Chand & sons, 1992.
4. Entrepreneurial Development Principles. Policies and programme by P Saravanel, Publishers Ess Pee Kay Publishing house, Madras.
5. Inside The Fashion Business, Bennett Colema
6. Blythe Jim. Marketing Communication, Pearson Education. 2000.
7. Costantino Maria. Fashion Marketing and PR. Bt Batsford Ltd. 1998.
8. Koiter. Marketing Management. Pearson Education. 2003.
9. Mike Easey. Fashion Marketing. Blackwell Science. 2002.
10. Business Management. R. K Sharma. Kalyani publishers. 2011.
11. Functional Management. Dr. Rashpal. S. Sandhu. Sharma Publications. 2001.



Session: 2023-2024  
**Master of Vocation (Textile Design and Apparel Technology)**

**Semester-III**

**Industrial Safety  
(Theory)**

**MVTL-3233**

**Course Outcomes:**

After successful completion of this course, students will be able to:

CO 1. Student will able to identify potential workplace safety and health hazards and determine how to mitigate the hazards.

CO2- Student will effectively learn to determine how to mitigate the hazards communicate and collaborate inside a diverse work Environment.

CO3-Student will learn to Work in safety measures in an industry.

CO4 -Student will able to learn the physical and psychological responsibility towards their health and safety.

Session: 2023-2024  
**Master of Vocation (Textile Design and Apparel Technology)**

**Semester-III**

**Industrial Safety  
(Theory)**

**MVTL-3233**

**Credit-4**

**Examination Time-3hours**

**Total marks-50**

**Theory-40**

**CA-10**

**The syllabus is divided in four sections as mentioned below:**

**Instructions for the Examiners/Paper Setters and distribution of marks:**

Eight questions of equal marks (8 marks) are to be set, two in each of the four sections (A-D). 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**

**Health and Safety Management Systems** Human Factors That Influence Behavior at Work Accidents and their effects

**UNIT-II**

**Electrical Safety** Use of Electricity at Work - Hazards and Risks,

Safe Handling Using Electrical Equipment in All Workplace Conditions

**UNIT-III**

First Aid in the Workplace

Fire Alarm and Fire-Fighting Equipment

**UNIT-IV**

**Physical and Psychological Health Hazards and Risk Control-** Noise, Vibration, Radiation, Stress  
Transport Hazards

**Text Books Recommended:**

1. Sharon Clarke; Cary L. Cooper "Managing the Risk of Work place Stress".
2. Richard E. Wokutch, Cooperation and Conflict in Occupational Safety and Health. David A. Hofmann; Lois E. Tetrick, Health and Safety in Organizations: A multilevel Perspective  
Neil Gunningham; Richard Johnstone, Regulating Workplace Safety: System and Sanctions, Clarendon Press (22 July 1999)

Session: 2023-2024

**Master of Vocation (Textile Design and Apparel Technology)**

**Semester-III**

**Creative Textile Design and Illustration**

**(Practical)**

**MVTP-3234**

Course Outcomes:

After successful completion of this course, students will be able:

1. To render their concept in diverse medium, improve their personal style while building portfolio
2. To understand fashion industry
3. To understand the fashion design concepts
4. To analyze and critique fashion illustrations and garments

Session: 2023-2024  
**Master of Vocation (Textile Design and Apparel Technology)**

**Semester-III**

**Creative Textile Design and Illustration**

**(Practical)**

**MVTP-3234**

**Total marks-50**

**Credit-3**

**Practical-40**

**Examination Time-3hours**

**CA-10**

Question paper for Practical consists of 3 questions and a candidate has to attempt 2 out of these. Paper will be set on the spot by the examiner.

**Course Content:**

Illustrate the Theme based collection of any five famous Fashion Designers (National and International) of current year with Proper description of theme mood boards and colour boards.

A Collection should consist of more than four designs.

**Text Books recommended:**

1. Design Studies by Manmeet Sodhia Kalyani Publishers, Kalyani Publishers; 2011th edition (1 January 2015)
2. Fashion Source Book by Kathryn Mckelvey Blackwell Science, John Wiley & Sons (2 August 1996)
3. 9 Heads by Nancy Riegelman Pearson Education, Thames & Hudson; Fourth edition (1 January 2012)
4. Fashion Sketchbook by Abling Fairchild  
, Fairchild Books; 4th edition (1 January 1707)

Session: 2023-2024  
**Master of Vocation (Textile Design and Apparel Technology)**

**Semester-III**

**Advanced Pattern Making and Grading**

**(Practical)**

**MVTP-3235**

**Course Outcomes:**

After successful completion of this course, students will be able:

1. To understand the human body proportion to get the required shape of the garments
2. To understand the principles of Pattern Grading and get to know about the various tools and equipment used for Patten Grading
3. To prepare a dress in Different sizes
4. To Stylized garments in various types.

Session: 2023-2024  
**Master of Vocation (Textile Design and Apparel Technology)**

**Semester-III**

**Advanced Pattern Making and Grading**

**(Practical)**

**MVTP-3235**

**Credit-3**

**Total marks-100**

**Practical-80**

**Examination Time-3hours**

**CA: 20**

Question paper for Practical consists of three questions and a candidate has to attempt two out of these. Paper will be set on the spot by the examiner.

Course Content:

**Designing with fullness**-Tucks, darts, Pleats, Flares& Gathers) in Pattern Making Slash Spread Techniques Pivotal Transfer Technique

Dart Cluster & Dart equivalents

- Waist Cluster
- Dart Cluster
- Shoulder Cluster
- Center Front Bust Cluster

**Yokes for Bodice**

- Front Yoke- Pivotal Method
- Back Yoke- Slash & Spread Method

**Style lines**

- Classic Princess Style line
- Armhole Princess Style line

**Grading**

- Adult Bodice Block
- Adult Sleeves
- Adult Skirt Block

**Text Books Recommended:**

1. Pattern making for Fashion Design by HelenJoseph-Armstrong
2. Pattern making in Practice: A Step by Step Guide by Lucia Mors deCastro, Promopress (1 January 2011)
3. Concepts of Pattern Grading: Techniques for Manual and Computer Grading Book by Kathy K.Mullet, Bloomsbury Academic USA; 3rd edition (24 September 2015)
4. Grading for the Fashion Industry: The Theory and Practice Book by Martin Shoben and PatrickTaylor, LCFS Fashion Media; new ed of Revised ed edition (1 September 2004)
5. Master patterns and grading for women's out sizes Book by GerryCooklin, John Wiley & Sons (20 September 1995)

Session: 2023-2024  
**Master of Vocation (Textile Design and Apparel Technology)**  
Semester-III  
**Product Development Workshop (Practical)**

**MVTP-3236**

**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.

Session: 2023-2024  
**Master of Vocation (Textile Design and Apparel Technology)**

Semester-III  
**Product Development Workshop**  
**(Practical)**

**MVTP-3236**

**Total marks-150**

**Credit-3**

**Practical-120**

**Examination Time-4hours**

**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

**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 Abling, Fashion Illustration, 2008, Fairchild Publication.
- 17) Bina Abling, Fashion Rendering with Color, , 200, Fairchild Publication.
- 18) Thames & Husdon, Vogue Sketch Catalogue, 1911, Si New House.

**Master of Vocation (Textile Design and Apparel Technology)**

(Semester-III)

**Computer Aided Fashion Designing**

**(Practical)**

**MVTP-3237**

**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.

Session: 2023-2024  
**Master of Vocation (Textile Design and Apparel Technology)**  
(Semester-III)

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

**MVTP-3237**

**Total marks-100**

**Credit-3**

**Practical-80**

**Examination Time-3hours**

**CA-10**

**Instructions to the Examiner2**

- 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

Session: 2023-2024  
**Master of Vocation (Textile Design and Apparel Technology)**

Semester-III  
**Internship and Project Report**

**MVTI-3238**

**Course Outcomes:**

After successful completion of this course, students will be able:

1. To enhance the industrial experience
2. To understand develop and enhance professional awareness and communication skills
3. To learn how to work in formal working environment and the benefits of team work
4. To understand, discuss and evaluate the professional issues relating to textile

Session: 2023-2024  
**Master of Vocation (Textile Design and Apparel Technology)**

**Semester-III**

**Internship and Project Report**

**MVTI-3238**

**Total Marks-100**

**Credit-6**

All the students will submit their Training Reports (in duplicate) within a period of one month in the department; this period shall be counted from the last date of completion of their training.

The supervisor in the organization under whose guidance the training is carried out will be required to grade the student's report.

Each student will be attached with one internal faculty guide, with whom they shall be in continuous touch during the training period. The internal faculty guide will be required to evaluate (out of 20 marks) on the basis of the assessment report provided by the organization where the Training has been completed and his/her own assessment about the work done by the student.

The evaluation of the remaining 80 marks shall be evaluated on the basis of presentation and the assessment report received from the organization where student has undergone

Session: 2023-2024  
**Master of Vocation (Textile Design and Apparel Technology)**

**Semester-IV**

**Fashion Merchandising and Retailing**

**Course Code: MVTL-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.

Session: 2023-2024  
**Master of Vocation (Textile Design and Apparel Technology)**

**Semester-IV**

**Fashion Merchandising and Retailing**

**Course Code: MVTL-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.

Session: 2023-2024  
**Master of Vocation (Textile Design and Apparel Technology)**

**Semester-IV**

**Communication Skills in English**

**Course Code: MVTM-4232**

**Time: 3 hrs**

**Total Marks: 75**

**L-T-P**

**Theory: 40**

**4-0-0**

**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 Sully: 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,  
Harvard Avenue Boston MA 02134

**Session-2023-24**

**Master of Vocation (Textile Design & Apparel Technology)**

**Semester-IV**

**Fashion Event Management and Media**

**(Theory)**

**MVTL-4233**

**Course Outcomes**

After successful completion of this course, Students will be able:

1. To communication skills to present their ideas in Fashion events and planning in front of the management and clients respectively
2. To understand Fashion styling, role of event planner in India.
3. To learn the relations challenges & risk in event management
4. To understand advertisement skills in fashion and media.

Session: 2023-2024

**Master of Vocation (Textile Design and Apparel Technology)**

**Semester-IV**

**Fashion Event Management and Media**

**(Theory)**

**MVTL-4233**

**Credit-4**

**Examination Time-3 hours**

**Total Marks-100**

**Theory-80**

**C.A-20**

**The syllabus is divided in four sections as mentioned below:**

**Instructions for the Examiners/Paper Setters and distribution of marks:**

Eight questions of equal marks (16 marks) are to be set, two in each of the four sections (A-D). 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 unit.

**Unit-I**

Event and its importance  
7 C's of Events  
Fashion Events and its types  
Event Planning

**Unit-II**

Importance of Media in Fashion Industry  
Role of Event Planner and Qualities of Good Event Planner  
Objective of an Event  
Fashion styling in India, Choreography in India

**Unit-III**

Challenges of the event management Profession  
Types of outdoor events  
Risk Management  
Importance of PR in industry

**Unit-IV**

Hype v/s Publicity v/s advertisement Influence of  
page 3 syndromes on designers  
Social and Environmental issues in fashion and media  
Role of designer in fashion media

### **Books recommended**

1. "Forecasting: Methods and Applications" by Spyros Makridakis and Steven C Wheel wright
2. Fashion Marketing Paperback – Import, 30 Oct 2001 by Mike Easey)
3. Colour Forecasting Paperback – Import, 31 May 2005 by Tracy Diane(Author),Tom Cassidy(Author)
4. Harris, Clare, "Fundamentals of digital fashion marketing", BloomsburyPub. London.
5. Easey, Mike Ed, "Fashion Marketing", Willey Black Well NewJersey



**Session: 2023-2024**  
**Master of Vocation (Textile Design and Apparel Technology)**  
**Semester-IV**  
**Product Development Workshop**

**Course Code: MVTP-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.

**Session: 2023-2024**  
**Master of Vocation (Textile Design and Apparel Technology)**  
**Semester-IV**  
**Product Development Workshop**

**Course Code: MVTP-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 Abling, Fashion Illustration, 2008, Fairchild Publication.

17) Bina Abling, Fashion Rendering with Color, , 200, Fairchild Publication.

18) Thames & Hudson, Vogue Sketch Catalogue, 1911, Si New House.

**Session : 2023-24**  
**Master of Vocation (Textile Design and Apparel Technology)**  
**Semester-IV**  
**Textile**  
**chemistry**  
**(Practical)**

**Course Code: MVTP-4235**

**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 drapingtechnique.

**Session : 2023-24**  
**Master of Vocation (Textile Design and Apparel Technology)**  
**Semester-IV**  
**Textile**  
**chemistry**  
**(Practical)**

**Course Code: MVTP-4235**

**Exam Time : 3 Hrs**

**Total Marks: 50**

**L-T-P : 0-0-3**

**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. Colliie- Macmillan, Limited London.

Bernard P.Corbman, Textiles Fiber to Fabric, Mc Graw, Hill International Editions,(1993), Cataloging Publications

**Further Reading:**

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

**Session : 2023-24**  
**Master of Vocation (Textile Design and Apparel Technology)**  
**Semester-IV**  
**Accessory Designing and Surface Ornamentation**

**(Practical)**

**MVTP-4236**

**Course Outcomes-**

After successful completion of this course, Student will able:

1. To gain the knowledge of Illustrate different accessory types
2. To illustrate of the Traditional Indian Jewelry
3. To study of enhance their skill of Traditional Indian Embroideries
4. To design different articles with own skills and creativity



**Session: 2023-2024**  
**Master of Vocation (Textile Design and Apparel Technology)**  
**Semester-IV**

**Accessory Designing and Surface Ornamentation**

**(Practical)**

**MVTP-4236**

**Total Marks-50**

**Credit-2**

**Practical-40**

**Examination Time-3 hours**

**CA-10**

**Instructions for the Paper Setter:**

Question paper of practical consists of 3 questions and a candidate has to attempt 2 out of these. Paper will be set on the spot by the examiner

Course Content:

**Illustrate the accessories and jewelry of below mentioned themes-**

- Traditional Style
- Western Style
- Contemporary Style
- Fusion Style

**Prepare one accessory and one jewelry piece of below mentioned themes-**

- Traditional Style
- Western Style
- Contemporary Style
- Fusion Style

**Prepare any two home furnishing innovative article by using your own skills and creativity**

**Text Books Recommended:**

1. Fashion Accessories, John Peacock
2. Hat status styles and glamour, Colin McDowell
3. Fashion Source Technical Design, Progeone
4. Moda Fashion, GriBaudo

Session: 2023-2024  
**Master of Vocation (Textile Design and Apparel Technology)**

**Semester-IV**

**Portfolio Design Development  
(Practical)**

**MVTP-4237**

**Course Outcomes:**

After successful completion of this course, Students will able:

1. To develop portfolio for different type of audiences
2. To rendering of different garments on the model with emphasis on the fabric, texture, colour and style details
3. To learn Drape ability of various garment styles in a variety of fabrics stitched and draped are observed and illustrated
4. To Provide the opportunity to demonstrate your skills and fit in a visual format.

Session: 2023-2024

**Master of Vocation (Textile Design and Apparel Technology)**

**Semester-IV**

**Portfolio Design Development (Practical)**

**MVTP-4237**

**Total Marks-100**

**Credit-4**

**Practical-80**

**Examination Time-3 hours**

**CA-20**

**Instructions for the Paper Setter:**

Question paper of Practical consist of 3 questions and a candidate has to attempt 2 out of these. Paper will be set on the spot by the examiner.

Course Content:

Portfolio based on Theme Work (5 themes)

- Theme selection.
- Development of different Mood boards, Theme boards, Story boards, Swatch boards
- Design development any 5

**Compilation of the best work done throughout course**

Books Recommended:

1. Ireland, Patrick John, Fashion Design Drawing and Presentation,1996,B.T. Batsford London.
2. Allen and Seaman, Fashion Drawing – the Basic Principles, 1994, B.T.Batsford, London.
3. Seaman, Julian, Professional Fashion Illustration, 1995, B.T.Batsford,London.
4. Drake and Nicholas, “Fashion Illustrations”, 1995, Thames and Husdon,London.
5. Abling Bina, Fashion Sketch Book, 2006, by Fairchild publication.
6. Vogue Sketch Catalogue.

**Session : 2023-24**  
**Master of Vocation (Textile Design and Apparel Technology)**  
**Semester-IV**

**Internship and Project Report**

**MVTI-4238**

**Total Marks-100**

**Course Outcomes:**

After successful completion of this course, Student will able:

To learn the basic terminologies of Apparel Industry  
To learn to knowledge in one particular technology

To learn leadership ability and responsibility to perform or execute the given task  
To understand the selection of right collection of design according to the nature of merchandise

To understand the hands-on practice within a real job situation

**Session : 2023-24**  
**Master of Vocation (Textile Design and Apparel Technology)**  
**Semester-IV**

**Internship and Project Report**

**MVTI-4238**

**Total Marks-100**

**Credit 6**

All the students will submit their Training Reports (in duplicate) within a period of one month in the department; this period shall be counted from the last date of completion of their training. The supervisor in the organization under whose guidance the training is carried out will be required to grade the student's report.

Each student will be attached with one internal faculty guide, with whom they shall be in continuous touch during the training period. The internal faculty guide will be required to evaluate 20 marks on the basis of the assessment report provided by the organization where the Training has been completed and his/her own assessment about the work done by the student.

The evaluation of the remaining 80 marks shall be evaluate on the basis of presentation and the assessment report received from the organization where student has undergone.