

Faculty of Vocational Studies

SYLLABUS

Of

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

(Under Continuous Evaluation System)

Session: 2020-21



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

KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)

SCHEME AND CURRICULUM OF EXAMINATIONS OF TWO YEAR DEGREE PROGRAMME

Master of Science (Fashion designing and Merchandising)

(Semester I)

Session-2020-2

(Semester I)								
S. no.	Course code	Course name	Course Type	Marks				Examination time (in hours)
				Total I	Ext.		CA	
					L	P		
1	MFDL-1231	History of Indian costumes	C	100	80		20	3
2	MFDM-1232	Communication Skills in English	C	75	40	20	15	3
3	MFDP-1233	Fashion Illustration-I	C	75		60	15	4
4	MFDP-1234	Product Development workshop	C	150		120	30	5
5	MFDP-1235	Pattern making & grading	C	50		40	10	3
6	MFDP-1236	Fashion Illustration-II	C	75		60	15	4
Total Marks			525					

C- Compulsory

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

Programme Specific Outcomes

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

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

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

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

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

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

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

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

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

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

Course Outcomes

- CO1. The course will help students to know about origin of historical costumes.
- CO2. They will learn about the evolution of Indian costumes.
- CO3. Students will gain knowledge about costumes of ancient Indian civilizations.
- CO4. They will attain knowledge about traditional costumes of different states of India.
- CO5. Students will learn about dance costumes of India.

Masters of Science (Fashion Designing and Merchandising)

Semester – I

Session – 2020-21

**History of Indian Costumes
(Theory)**

Course Code: MFDL-1231

Total Marks: 100

Theory: 80

CA: 20

Examination Time – 3 hrs.

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
- **AndhraPradesh** – 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

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

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

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.
- CO4. They will gain knowledge about patterns and motifs.
- CO5. Students will be skilled in rendering textures of various fabrics and materials.
- CO6. They will lean about basic block figure and flesh figures of kids.

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

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

Examination Time – 4 hrs.

Total Marks: 75
Ext.60

CA: 15

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) Abbing Bina, “Fashion Sketch Book”, 2006 by Fairchild Publication
- 2) Stan Smith, “The Illustration handbook” 1984 by Macdonald 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.

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

**Product Development-Workshop
(Practical)
Course Code: MFDP-1234**

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.

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

Product Development-Workshop
(Practical)
Course Code: MFDP-1234

Total Marks: 150

Examination Time – 5 hrs.

Ext.:120

CA 30

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, Mc Millian Publishing Company.
- 4) Bray N., Dress Pattern Designing, 2003 (5th edition) Willey Blackwell.
- 5) Pattern Making for Fashion Design by Helen Joseph Armstrong, 2005, Prentice Hall.
- 6) Tata Sharon Lee, "Inside Fashion Design", 1977, Francisco Canfield Press,
- 7) Ireland Patrick John, Fashion Design Drawing and Presentataion, 1996, B.T.Batsford London,
- 8) Seaman, Julian, Professional Fashion Illustration, 1995, B.T. Batsford London,
- 9) Drake And Nicholas, "Fashion Illustration", 1994, Thames and Hudson London.

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

Pattern Making and Grading
(Practical)
Course Code: MFDP-1235

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 fashion design.
- 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.

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

**Pattern Making and Grading
(Practical)
Course Code: MFDP-1235**

Examination Time – 3 hrs.

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

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

Masters of Science (Fashion Designing and Merchandising)

Semester – I

Session – 2020-21

Unit - III

Dart Manipulation:

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

Unit – IV

Introduction to Grading-: Direct and Vector Method

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

Books Recommended:

Essential Readings:

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

Further Readings:

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

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

**Fashion Illustration-II
(Practical)**

Course Code: MFDP-1236

Course Outcomes

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

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

Fashion Illustration-II
(Practical)
Course Code: MFDP-1236

Examination Time– 3 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.
- Figure Drawing in different postures by soft rendering.
- Sketching of Facial features – Eye, Ear, Nose.
- Sketching of Faces & Hair Styles. ☐ Sketching of hands, Arms, Legs, Feet.

Unit-II

- Basic Block Figure –Male.
- Geometric Fashion model with movable ball joints.
- Figure Drawing in different postures.
- Sketching of Facial features – Eye, Ear, Nose.

Unit-III

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

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

Books Recommended:

Essential Reading:

1. Tata Sharon Lee, “Inside Fashion Design”, 1977, Francisco Canfield Press.
2. Ireland Patrick John, Fashion Design Drawing and Presentation”, 1996, B.T. Batsford, London.
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,.
Abling Bina, Fashion Sketch Book", 2006, Fairchild publication
Masters of Science (Fashion Designing and Merchandising

KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)
SCHEME AND CURRICULUM OF EXAMINATIONS OF TWO YEAR DEGREE PROGRAMME
Master of Science (Fashion Designing and Merchandising)
(Semester II)
Session: 2020-21

Master of Science (Semester II)								
S. no.	Course Code	Course type	Course name	Mark s				Examination time (in hours)
				Total	Ext.		CA	
					L	P		
1.	MFDL-2231	C	Fashion Merchandising and Marketing	100	80		20	3
2.	MFDP-2232	C	Product Development Workshop	150		120	30	5
3..	MFDP-2233	C	Pattern Development and Draping	75		60	15	3
4.	MFDP-2234	C	Computer Aided Fashion Designing-I	100		80	20	3
5.	MFDP-2235	C	Computer aided fashion designing-II	100		80	20	3
6.	MFDP-2236	C	Traditional Indian Embroideries	50		40	10	3
Total				575				

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

C- Compusory

Master of Science (Fashion Designing and Merchandising)
(Semester II)
Session: 2020-21
Fashion Merchandising and Marketing
(Theory)
Course Code: MFDL-2231

Course Outcomes

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

Master of Science (Fashion Designing and Merchandising)
(Semester II)
Session: 2020-21
Fashion Merchandising and Marketing
(Theory)

Course Code: MFDL-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

Fashion Terminology: Fashion, Fad, Classic, Style, Trends, Apparel, High Fashion, Mass Fashion, Boutique, Couture, Couturier, Taste, Silhouette.

Theories of fashion Adoption

Fashion Cycle: Stages of Fashion Cycle, length of cycle, broken fashion cycle. Accelerating and Retarding Factors.

Fashion Forecasting: Trend Analysis, Merchandize planning.

Unit –II

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

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

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

Unit –III

Understanding Marketing and Marketing Process: Nature and scope

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

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 – à- Porter, Mass production.

Fashion Markets of World: Italy, Paris, India.

Unit –IV

Advertising - Role and types of Advertising.

Sales Promotion: Techniques, Promotional stores.

Fashion Photography – Design Studios.

Collection Shows, Fashion Shows, Publicity

Books Recommended:

Essential Reading:

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

Further Reading:

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

Master of Science (Fashion Designing and Merchandising)
(Semester II)

Session: 2020-21

Product Development Workshop
(Practical)

Course Code: MFDP-2232

Course Outcomes

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

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

Total Marks: 150

Examination Time-5 hrs.

Ext.:120

CA: 30

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 female 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(5th edition) Wiley Blackwell
8. Pattern Making for Fashion Design by Helen Joseph Armstrong, 2005, Prentice Hall.
9. Tata Sharon Lee, "Inside Fashion Design", 1977, Francisco Canfield Press,.
10. Ireland Patrick John, Fashion Design Drawing and Presentation", 1996, B.T.Batsford, London,.
11. Seaman, Julian Professional Fashion Illustration, 1995, B.T. Batsford, London,.
12. Drake And Nicholas, Fashion Illustrations", 1994, Thames and Hudson, London"

Further Reading:

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

Master of Science (Fashion Designing and Merchandising)
(Semester II)

Session: 2020-21

Pattern Development and Draping

(Practical)

Course Code: MFDP-2233

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

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

Total Marks: 75

Examination Time- 3 hrs.

Ext.: 60

CA: 15

Instructions to the Examiner:

- Question paper will be set on the spot jointly by the internal and external examiners.

Unit – I

Draping basic bodice block: Front, Back:

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

Draping of Sleeve

- Basic sleeve

Unit – II

Draping of Collars

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

Draping of Torso block using following features:

- Fish dart
- Princess line

Draping of Bodice with following features:

- Stylized neckline and armholes
- Cowl Neckline: Basic or Cowl with yoke
- Turtle neckline
- Yokes and stylized hemlines.

Books Recommended:

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

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

Computer Aided Fashion Designing-I
(Practical)

Course Code: MFDP-2234

Course Outcomes

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

Master of Science (Fashion Designing and Merchandising)
(Semester II)

Session: 2020-21

Computer Aided Fashion Designing-I
(Practical)

Course Code: MFDP-2234

Examination Time- 3 hrs.

Total Marks - 100

Ext.: 80

CA: 20

Instructions to the Examiner:

- 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

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

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

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.

Master of Science (Fashion Designing and Merchandising)
(Semester II)
Session: 2020-21
Computer Aided Fashion Designing-II
(Practical)
Course Code: MFDP-2235

Examination time:- 3 hrs.

Total Marks: 100

Ext.: 80

CA: 20

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

Master of Science (Fashion Designing and Merchandising)
(Semester II)

Session: 2020-21

Traditional Indian Embroideries

Course Code: MFDP-2236

Course Outcomes

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

Master of Science (Fashion Designing and Merchandising)
(Semester II)

Session: 2020-21

Traditional Indian Embroideries

Course Code : MFDP-2236

Total Marks: 50

Examination Time – 3 hrs.

Ext: 40

CA : 10

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 the selected craft situation as it exists and how it has evolved, to study:

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

Books Recommended:

Essential Reading:

1. Rustarm; J. Mehta, “Masterpieces of Indian Textiles”, (1970), D.B. Taraporevala Sons & Co., Pvt.Ltd.
2. 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 IGNCA 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.
14. Indian Embroidery – Savitri Pandit.

KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)
SCHEME AND CURRICULUM OF EXAMINATIONS OF TWO YEAR DEGREE PROGRAMME
Master of Science (Fashion designing and Merchandising)
(Semester III)
Session – 2020-21

(Semester III)								
S. no .	Course code	Cou rse type	Course name	Marks				Examin ation time (in hours)
				Total	Ext.		C A	
					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

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

**Global Costumes
(Theory)**

Course Code: MFDL-3231

Course Outcomes

- CO1. The course will provide knowledge about the history of global costumes.
- CO2. Students will learn about costumes of different era's of world history.
- CO3. Students will get the knowledge of evolution of the world costumes.
- CO4. The course will focus on historic costumes and their influence on modern costumes.
- CO5. Students will be aware of rich heritage of the world history.

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

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

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)

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

**Research Methodology
(Theory)**

Course Code: MFDL-3232

Course Outcomes

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

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

CO3. Students will learn about research methodology.

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

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

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

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

Masters of Science (Fashion Designing and Merchandising)

Semester – III

Session – 2020-21

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

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

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

Course Outcomes

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

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

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

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

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

Further Reading

- 10) Basic Pattern Skills for Fashion Design by Bernard Zamkoff, 1997, Fairchild Publication,.
- 11) Ernestine Koff, Design Apparel through Flat Pattern, 2006, Cole Publishing Co.
- 12) Martin Shoben, Pattern Cutting & Making Up, 1987, Butterworth, 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.

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

Textile chemistry
(Practical)
Course Code: MFDP-3234

Course Outcomes

CO1. It will provide them the knowledge of Textile Testing

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

CO3. This course will give knowledge about fibre identification

CO4. It will provide them the knowledge of fabric identification

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

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

M.Sc. Fashion Designing & Merchandising
Session 2020-21
Semester-IV
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.

Masters of Science (Fashion Designing and Merchandising)

Semester – III
Session – 2020-21

**Computer Aided Fashion Designing
(Practical)**

Course Code: MFDP-3235

Course Outcomes

- CO1. Students will be able to make a collection based on theme using Corel draw and Photoshop.
- CO2. They will learn to create mood board, ideation and swatch board on different themes.
- CO3. They will learn to create their own curriculum vita.
- CO4. The course will provide knowledge of patterns and layout using advanced software.
- CO5. They will develop portfolio using CAD.

Masters of Science (Fashion Designing and Merchandising)

Semester – III

Session – 2020-21

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

Masters of Science (Fashion Designing and Merchandising)

Semester – III

Session – 2020-21

Surface Ornamentation

(Practical)

Course Code: MFDP-3236

Course Outcomes

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

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

CO3. Students will learn about needle craft.

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

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

Masters of Science (Fashion Designing and Merchandising)

Semester – III

Session – 2020-21

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:

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

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

**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.

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

**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, Tanchoi
- Bihar_ Mabhubani
- Gujrat – Patolas
- Rajasthan – Bandhani, Kota doria
- Andhra Pradesh – Pochampali, kalamkari .
- Orissa –Ikat
- Karantaka – Kasuti, Iikal
- 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.

KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)
SCHEME AND CURRICULUM OF EXAMINATIONS OF TWO YEAR DEGREE PROGRAMME
Master of Science (Fashion Designing and Merchandising)
(Semester IV)
Session: 2020-21

Master of Science (Semester IV)								
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
			Total	575				

C- COMPULSORY

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

Course Code: MFDL-4231

Course Outcomes

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

Master of Science (Fashion Designing and Merchandising)
(Semester IV)
Session: 2020-21
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, 7th Edition, 2003 Prentice Hall
3. Elaine Stone, The Dynamics of Fashion, 2004, Fairchild.
4. Jay Diamond; Ellen Diamond, The World of Fashion, 2007, Fairchild.
5. John Donnellan, Merchandise Buying & Management, 2001, Fairchild Books.
6. Kitty G. Dickerson, Inside the Fashion Business, 7th Edition, 2003, Prentice Hall.
7. Elaine Stone, The Dynamics of Fashion , 2004, Fairchild.
8. Jay Diamond; Ellen Diamond, The World of Fashion, 2007, Fairchild.

Further Reading:

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

Master of Science (Fashion Designing and Merchandising)
(Semester IV)

Session: 2020-21

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, Harvard Avenue Bostor MA 02134

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

Course Code: MFDP-4233

Course Outcomes

CO1. Students will learn to create their own curriculum vita.

CO2. Students will be able to work on themes.

CO3. Students will knowledge to create mood board, story board, ideation board, colour palette on each theme.

CO4. Students will learn flat working drawing, specification sheet, fabric indication, fabric consumption details etc.

CO5. Students will learn how to create different embroideries and surface textures.

CO6. Students will learn to create portfolio.

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

(Semester-IV)
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 croques.
- 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. Abing Bina, Fashion Sketch Book, 2006, by Fairchild publication.
7. Vogue Sketch Catalogue.

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

Course Code: MFDP-4234

Course Outcomes

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

Masters of Science (Fashion Designing and Merchandising)
(Semester IV)
Session: 2020-21
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 (5th edition) Willey Blackwell.
- 5) Helen Joseph Armstrong, Pattern Making for Fashion Design, 2005, Prentice Hall.
- 6) Tata Sharon Lee, "Inside Fashion Design", 1977, Francisco Canfield Press,.
- 7) Ireland Patrick John, Fashion Design Drawing and Presentation", 1996, B.T.Batsford London,.
- 8) Seaman, Julian, Professional Fashion Illustration, 1995, B.T. Batsford London,
- 9) Drake and Nicholas, "Fashion Illustartion", 1994, Thames and Hudson London.

Further Reading

- 10) Bernard Zamkoff, Basic Pattern Skills for Fashion Design 1997, Fairchild Publication,
- 11) Ernestine Koff, Design Apparel through Flat Pattern, 2006, Cole Publishing Co.
- 12) Martin Shoben, Pattern Cutting & Making Up, 1987, Butterworth, 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.

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

Course Code: MFDP-4235

Course Outcomes

CO1. It will provide them the knowledge of advanced draping.

CO2. Students will understand the aspects of draping in detail.

CO3. This course will give knowledge about the draping of designer skirts and yokes.

CO4. It will provide them the knowledge of developing various patterns with draping.

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

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

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, 2nd 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.

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

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