

# **FACULTY OF VOCATIONAL STUDIES**

## **SYLLABUS**

**of**

**M.Sc. Fashion Designing and Merchandising  
(Semester: I –II)**

**(Under Continuous Evaluation System)**

**Session: 2018-19**



**The Heritage Institution**

**KANYA MAHA VIDYALAYA  
JALANDHAR  
(Autonomous)**

**M.Sc. Fashion Designing & Merchandising  
Session 2018-19**

**Scheme of Studies and Examination**

**Semester I**

Course code	Course name	Course type	Marks				Examination time (in hours)
			Total	Ext.		CA	
				L	P		
MFDP-1231	Fashion illustration	C	75		60	15	4
MFDP-1232	Product development workshop	C	150		120	30	5
MFDP-1233	Pattern making and grading	C	50		40	10	3
MFDP-1234	Computer aided fashion designing	C	100		80	20	3
MFDL-1235	History of indian costumes	C	100	80		20	3
MFDM-1236	Communication skills in english	C	75	40	20	15	3

**Visit to any garment industry/ manufacturing unit/ export unit/ textile manufacturing unit after semester 1. A project report to be submitted in the department is mandatory.**

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**Scheme of Studies and Examination**

**Semester II**

Course code	Course name	Course type	Marks				Examination time (in hours)
			Total	Ext.		CA	
				L	P		
MFDP-2231	Fashion illustration	C	75		60	15	4
MFDP-2232	Product development workshop	C	150		120	30	5
MFDP-2233	Pattern development and draping	C	75		60	15	3
MFDP-2234	Computer aided fashion designing	C	100		80	20	3
MFDL-2235	Fashion merchandising and marketing	C	100	80		20	3
MFDP-2236	Traditional indian embroideries	C	50		40	10	3

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

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**Semester I**

**Fashion Illustration  
(Practical)**

**Course Code: MFDP-1231**

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

**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.

**Semester I**

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**Product Development-Workshop  
(Practical)**

**Course Code: MFDP-1232**

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

**Examination Time – 5 hrs.**

**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.

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

**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.**

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

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Semester I

Pattern Making and Grading  
(Practical)

Course Code: MFDP-1233

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.

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

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

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**Developing contoured Patterns:**

- Halter Style
- Off Shoulder
- Double Breasted

**Unit - III**

**Dart Manipulation:**

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

**Unit – IV**

**Introduction to Grading-:** Direct and Vector Method

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

**Books Recommended:**

**Essential Readings:**

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

**Further Readings:**

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



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**Semester I**

**Computer Aided Fashion Designing  
(Practical)**

**Course Code: MFDP-1234**

**Total Marks : 100**

**Examination Time– 3 hrs.**

**Ext.: 80**

**CA: 20**

**Instructions to the Examiner:**

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

**Unit I**

**Adobe Illustrator:**

- Introduction Vector Graphic and Bitmap Graphic.
- Opening, closing and saving a file.
- Tool Box
- Grids and Guideline
- Ruler Setting
- Paths – With all options
- Importing and Exporting
- Printing a document
- Filters
- Layers
- All Menus

**Project 1:**

**Drawing the below given Fashion Details by applying various textures and effects.**

**Fashion Details:**

- **Collars:** Turtle, Tuxedo, Cape, Convertible, Shirt, Sailors, Chelsea, Coat, Cowl Neckline.
- **Sleeves:** Raglan, Ruffle, Dolman, Virago, lantern, Leg-O-Mutton, Bell.
- **Bodice:** Basic, Halter Style, Off shoulder, Double Breasted
- **Skirts:** Basic, A-Line, Flared, Fishtail, Petal, Peplum, Puffball, Divided.
- **Trousers:** Basic, Dungarees, Hipster, Capri, Bell Bottom, Jodhpurs, Fisherman Pants, Cargo.
- **Pockets:** Patch, Inseam, Welt, Bound and Pouch.
- **Accessories:** Bags, Belts, Caps, Bows, Jewellery, Scarves.

**Project 2:**

- **Figure Drawing:** Male, Female and Kids.
- **Mood Board and story Board** based on Theme.
- **Design and Drape:** Kids wear

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**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 I

History of Indian Costumes  
(Theory)

Course Code: MFDP-1235

Examination Time – 3 hrs.

Total Marks: 100

Theory: 80

CA: 20

**Instructions for the Paper Setter:**

Eight questions of equal 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**

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**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.
5. Ritu Kumar, Costumes and Textiles of Royal India, (1999), Christie's Book.

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**Semester I**  
**Communication Skills in English (Theory + Practical)**

**Course Code: MFDM-1236**

**Theory: 6 pds/week**  
**Time: 3 Hrs.**

**Max. Marks: 75**  
**Theory: 40**  
**Practical: 20**  
**Continuous Assessment: 15**

**Instructions to the examiner:**

- Question paper will have four sections.
- Examiner will set a total of 8 questions, two questions in 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: Model 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.

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**Semester I**  
**Communication Skills in English (Theory + Practical)**

**Instructions to the Examiner for Practical/ Oral Exam:**

**Time: 3 hours**

**Marks: 20**

The Examiner will test pronunciation of the examinees by giving them oral exercises on Word-Stress and connected speech. The examiner will test the listening skills of the examinees by playing a recorded cassette or by reading out a passage himself / herself and asking questions. He /she may also ask the examinees to take notes.

**Pronunciation - 5**

**Word Stress- 5**

**For Practical:**

**Listening Comprehension - 5**

**Note Taking – 5**

**Pronunciation-** Introduction of English sounds and their symbols, word- stress features of connected speech – Rhythm, Assimilation, Elision, Linking

**Listening Skills**

Principles of effective Listening, factors effecting Listening

- Listening to T.V. News / Audio Cassettes
- Note – Taking.

**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 etal, 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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Semester II

Fashion Illustration  
(Practical)

Course Code : MFDP-2231

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

**Unit-II**

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

**Unit-III**

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

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

**Books Recommended:**

**Essential Reading:**

1. Tata Sharon Lee, “Inside Fashion Design”, 1977, Francisco Canfield Press.
2. Ireland Patrick John, “Fashion Design Drawing and Presentation”, 1996, B.T. Batsford, London.

**Further Reading:**

3. Seaman, Fashion Drawing – The Basic Principles”, 1994, B.T.Batsford, London,.
4. Seaman Julian, Professional Fashion Illustration”, 1995, Batsford, London,.
5. Drake And Nicholas, “Fashion Illustrations” , 1994, Thames and Hudson, London,.
6. Abling Bina, Fashion Sketch Book”, 2006, Fairchild publication.

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Semester II

Product Development-Workshop  
(Practical)

Course Code : MFDP-2232

Examination Time -5 hrs.

Total Marks: 150  
Ext.:120  
CA : 30

**PRODUCT DEVELOPMENT**

**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

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

**WORKSHOP**

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.**



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**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.
23. Thames & Hudson, Vogue Sketch Catalogue, 1911, Si New House.

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**Semester II**

**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:**

- Stylised neckline and armholes
- Cowl Neckline: Basic or Cowl with yoke
- Turtle neckline
- Yokes and stylised 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, 2<sup>nd</sup> edition (Oct. 1995) Publisher: Fairchild Books, K Visual.
3. Hilde Jaffe, Jurie Reus, Draping for Fashion Design, 1993, Prentice Hall Carrer & Technology.

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**Semester II**

**Computer Aided Fashion Designing  
(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

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Semester II

**Fashion Merchandising and Marketing**  
(Theory)

Course Code : MFDL-2235

**Total Marks : 100**

**Examination Time – 3 hrs.**

**Theory : 80**

**CA: 20**

**Instructions for the Paper Setter:**

Eight questions of equal 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**

**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 – a- Porter, Mass

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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, 7<sup>th</sup> Edition, 2003 Prentice hall
3. Elaine Stone, The Dynamics of Fashion, 2004, Fairchild.
4. Jay Diamond; Ellen Diamond, The World of Fashion , 2007, Fairchild.

**Further Reading:**

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

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**Semester II**

**Traditional Indian Embroideries  
(Project)**

**Course Code : MFDL-2236**

**Examination Time – 3 hrs.**

**Total Marks: 50  
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.

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3. Abraham T.M., Handicraft of India, Graphics Columbia, New Delhi, 1964, Mulk Raj Anand Marg, Vol. VIII, 1954.

**Further Reading:**

4. Bhushan Brij Jamila , The Costumes and Textiles of India, 1958, D.B. Taraporewala Sons and Co., Ltd, Bombay.
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