

**FACULTY OF VOCATIONAL STUDIES**

**SYLLABUS**

**of**

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

**(Under Continuous Evaluation System)**

**Session: 2019 -20**



**The Heritage Institution**

**KANYA MAHA VIDYALAYA  
JALANDHAR  
(Autonomous )**

**M.Sc. Fashion Designing & Merchandising**  
**Session 2019-20**

**SEMESTER I**

(Semester I)								
S. no.	Course code	Course name	Course Type	Marks				Examination time (in hours)
				Total	Ext.		CA	
					L	P		
1.	MFDP-1231	Fashion Illustration	C	75		60	15	4
2.	MFDP-1232	Product Development workshop	C	150		120	30	5
3.	MFDP-1233	Pattern making & grading	C	50		40	10	3
4.	MFDP-1234	Computer aided fashion designing	C	100		80	20	3
5.	MFDL-1235	History of Indian costumes	C	100	80		20	3
6.	MFDM-1236	Communication Skills in English	C	75	40	20	15	3
Total Marks				550				

**M.Sc. Fashion Designing & Merchandising**  
**Session 2019-20**

**Schemes of studies and Examination**

**SEMESTER II**

(Semester II)								
S. no.	Course Code	Course type	Course name	Mark s			CA	Examination time (in hours)
				Total	Ext.			
					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	100		80	20	3
5.	MFDL-2235	C	Fashion Illustration	75		60	15	4
6.	MFDP-2236	C	Traditional Indian Embroideries	50		40	10	3
<b>Total</b>				<b>550</b>				

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

**M.Sc. Fashion Designing & Merchandising**  
**Session 2019-20**  
**Schemes of studies and Examination**  
**SEMESTER III**

SEMESTER-III								
S. no	Course code	Course type	Course name	Marks				Examination 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	Advance Draping	75		60	15	3hrs
5	MFDP-3235	C	Computer Aided Designing	100		80	20	3hrs
6	MFDP-3236	C	Surface Ornamentation	50		40	10	
7	MFDS-3237	C	Seminar-Indian Traditional Textiles	25		20	5	3 hrs.
				550				

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**Schemes of studies and Examination**  
**SEMESTER IV**

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	Textile Chemistry	50		40	10	3hrs
6	MFDD-4236	C	Project Report/ Design Project	100		80	20	3hrs
				550				

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**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.

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Session 2019-20**

**Semester I  
Fashion Illustration  
(Practical)  
Course Code: MFDP-1231**

**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.

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Session 2019-20  
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.
- 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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**Semester I  
Product Development-Workshop  
(Practical)  
Course Code: MFDP-1232**

**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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**Session 2019-20**  
**Semester I**  
**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.

- 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.**

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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**

**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.

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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.  
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

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**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**

**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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**Semester I**  
**Computer Aided Fashion Designing**  
**(Practical)**  
**Course Code: MFDP-1234**

**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, 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: MFDL-1235**

**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.

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Semester I  
History of Indian Costumes  
(Theory)  
Course Code: MFDL-1235

**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.

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

**Course Code : MFDP-1236**

**Examination Time – 3 hrs.**

**Total Marks: 75**  
**Theory: 40**  
**Practical: 20**  
**CA: 15**

**Practical: 25**

**Instructions to the examiner:**

- Question paper will have four sections.
- Examiner will set a total of 8 questions comprising two questions from each Section.
- 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.
- The practical paper will be set by the examiner on the spot.

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

The Practical/ Oral Examination will be conducted by the examiner appointed by GNDU as per rules. 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 - 7**

**Word Stress- 7**

**For Practical:**

**Listening Comprehension - 6**

**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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**Fashion Merchandising and Marketing (Semester II)**  
**(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.

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Semester II  
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:**

Eight questions of equal marks(16 marks)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**

**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.

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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 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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**Product Development Workshop (Semester II)**  
**(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.

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Semester II  
Product Development-Workshop  
(Practical)  
Course Code : MFDP-2232

Total Marks: 150  
Ext.:120  
CA : 30

Examination Time -5 hrs.

**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

- 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.**

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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

M.Sc. Fashion Designing & Merchandising  
Session 2019-20  
Course Outcomes

***(Practical)***

**Course Code : MFDP-2233  
Semester II  
Pattern Development and Draping  
(Practical)**

- 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.

**M.Sc. Fashion Designing & Merchandising**  
**Session 2019-20**  
**Semester II**  
**Pattern Development and Draping**  
**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.

**M.Sc. Fashion Designing & Merchandising**  
**Session 2019-20**

**Computer Aided Fashion Designing (Semester II)**  
**(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.

**M.Sc. Fashion Designing & Merchandising**  
**Session 2019-20**  
**Semester II**  
**Computer Aided Fashion Designing**  
**(Practical)**  
**Course Code : MFDP-2234**

**Total Marks - 100**

**Examination Time- 3 hrs.**

**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

**M.Sc. Fashion Designing & Merchandising**  
**Session 2019-20**  
**Fashion Illustration (Semester II)**  
**(Practical)**

***Course Code: MFDP-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.



**M.Sc. Fashion Designing & Merchandising**  
**Session 2019-20**  
**Semester II**  
**Fashion Illustration**  
**(Practical)**

**Course Code : MFDP-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.
- 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,.
6. Abling Bina, “Fashion Sketch Book”, 2006, Fairchild publication.

**M.Sc. Fashion Designing & Merchandising**  
**Session 2019-20**  
**Traditional Indian Embroideries (Semester II)**  
**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.

**M.Sc. Fashion Designing & Merchandising (Semester-II)**  
**Session 2019-20**  
**Traditional Indian Embroideries (Project)**  
**Course Code : MFDP-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.
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.
5. Bhattacharyya A.K, Chamba Rumal, 1968, Indian Museum, Calcutta.
6. Dongerkery, Kamala S., Romance of Indian Embroidery, 1951, Thacker & Co. Ltd. Bombay.
7. Dhamija Jasleen., The Kanthas of Bengal, 1971, The Times of India Annual.
8. Irwin John and Schwartz P.R., Studies in Indo-European textiles, 1966, Calico Museum of textile, Ahmedabad.
9. Irwin and Hall, Indian Embroideries, Published by S.R. Bastikar, P.B. 28, Ahmedabad.
10. Joshi Indira, Kasuti of Karnatak, Popular Prakashan, Bombay 1963.
11. Indian Embroidery – Savitri Pandit.

**M.Sc. Fashion Designing & Merchandising (Semester-III)**  
**Session 2019-20**

**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.

# M.Sc. Fashion Designing & Merchandising (Semester-III) Session-2019-20

## Global Costumes (Theory) MFDL-3231

**Examination Time: 3 Hrs**

**Total Marks: 100**

**Ext.:80**

**CA:20**

### Instructions to the Examiner:

- Eight questions of equal marks (16 marks) are to be set, two in each of the four sections (AD). Questions of section A-D should be set from units I-IV of the syllabus respectively. Questions may be sub-divided in two parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section.

### Unit - I

Babylonian Costumes  
Persian Costumes

### Unit-II

Egyptian Costumes  
Greek period

### Unit-III

Roman Period  
Byzantine Period  
Renaissance Costumes

### Unit-IV

Victorian Period  
French Revolution  
20<sup>th</sup> Century Fashions

### Books Recommended:

#### Essential Reading:

1. Bradley, Carolyn G., Western World Costume, 1955, British Commonwealth.

#### Further Reading:

2. The Victoria and Albert Museum's Textile Collection British Textiles from 1850 to 1900 by Linda Parey V and A Publications.
3. The Complete Costumes History (Tashon) Auguste Rachinet (1825-1893)

**M.Sc. Fashion Designing & Merchandising (Semester-III)  
Session 2019-20**

**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.

## **M.Sc. Fashion Designing & Merchandising (Semester-III)**

### **Research Methodology (Theory)**

**MFDL-3232**

**Exam. Time: 3 hrs.**

**Total Marks: 50**

**Ext.:40**

**CA: 10**

#### **Instructions to the paper setter:**

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

#### **UNIT-I**

- Research methodology:
- Objectives of research
- Types of Research
- Research process:
- Formulating the research problem.
- Review of Literature
- 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, Chisquare, z-test, t-test.

#### **UNIT-IV**

- Plan a research project using a minimum sample of 30 respondents and make a 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

**M.Sc. Fashion Designing & Merchandising (Semester-III)**  
**Session 2019-20**

**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.

# **Fashion Designing & Merchandising (Semester-III)**

**Session 2019-20**

**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

## **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.

**M.Sc. Fashion Designing & Merchandising (Semester-III)**  
**Session 2019-20**

**Advance Draping**  
**(Practical)**

**Course Code: MFDP-3234**

**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.

Session 2019-20

**Advance Draping (Practical)**  
**MFDP-3234**

**Total Marks: 75**

**Examination Time:3 Hrs**

**Ext.:60**

**CA:15**

**Instructions to the Examiner:**

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

**Unit – I**

**Draping of Skirts**

- Basic Skirt with two darts front and back
- A- line skirt with flair
- Gathered skirt with yoke
- Pleated skirt
- Circular skirt
- Skirt with Frills, Flounces or Ruffles.

**Unit-II**

- Draping of Pants
- Draping of Bustier
- Draping and stitching any one garment

**Books Recommended:**

1. Helen Joseph- Armstrong, Draping for Apparel Design, Oct. 1999 Publisher: Fairchild
2. Books & Visual. Connie Amaden – Crawford, The Art of Fashion Draping, 2<sup>nd</sup> edition (Oct. 1995) Publisher: Fairchild Books, K Visual.
3. Hedde Jeffe, Jurie Reus, Draping for Fashion Design, 1993, Prentice Hall Carrer & Technology.
4. Connie Amaden, The Art of Fashion Draping Crawford Fairchild.

**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.

**Computer Aided Fashion Designing (Practical)**  
**MFDP-3235**

**Examination Time:3 Hrs**

**Total Marks: 100**

**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.

## **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



**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.

**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.

**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.

**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.**

**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.

***M.Sc. Fashion Designing & Merchandising  
(Semester-IV)***

***Session 2019-20***

**Fashion Merchandising and Retailing (Theory)**

**MFDL-4231**

**Exam 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 (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**

- **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 Storepps.

#### **Books Recommended:**

##### **Essential Reading:**

1. John Donnellan, Merchandise Buying & Management, 2001, Farechild 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; Ellon Diamond, The World of Fashion, 2007, Fairchild.
5. John Donnellan, Merchandise Buying & Managemnet, 2001, Farechild Books.
6. Kitty G. Dickerson, Inside the Fashion Business, 7<sup>th</sup> Edition, 2003, Prentice Hall.
7. Elain Stone, The Dynamics of Fashion , 2004, Fairchild.
8. Jay Diamond; Ellon 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 Managemnet : 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.

## ***M.Sc. Fashion Designing & Merchandising***

***Session 2019-20***

(Semester-IV)

**Communication Skills in English**

**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 subdivided 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**

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

M.Sc. Fashion Designing & Merchandising (Semester-IV)  
Session 2019-20

**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.

M.Sc. Fashion Designing & Merchandising (Semester-IV)  
Session 2019-20

**Portfolio Development (Practical)**

**MFDP -4233**

**Total Marks - 75**

**Ext.:60**

**CA: 15**

**ExamTime: 3 hrs**

**Instructions to the Examiner:**

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

**Instructions to the Faculty:**

The art portfolio is an expression of a graduating students creativity, design/ ability, technical expertise, illustration and presentation skills. It should exhibit the students inclination towards the particular segment of the industry by identifying the target customers, design requirements and pricing. It should ideally comprise of 30 -35 sheets keeping the following points in mind.

**Uniform Format:** It is important to keep all the sheets of the same size to maintain visual continuity. Sheets should be grouped separately and systematically either horizontally or vertically. This ensures uniformity of presentation. The presentation of the portfolio depends on the contents and also on layouts. The end result should look very neat and professional.

**The Portfolio must include:**

- Curriculum Vita
- Page of Contents
- Theme of the project
- Mood board, Story Board, Ideation Board, Colour Palette and Fabric Chart. □  
Thumbnails.
- There should be inclusion of designs for Male/ Female/ Kids.
- Flat working drawings, specification sheets showing technical strength are vitally important. Line planning, Fabric Indications, Fabric Consumption detailed measurement charts etc are all essential. These are to be used in conjunction with croiques.
- The Collection is to be based on innovative fabric combinations, surface texture and ornamentation. It is very important that the designs and embroidery motifs be original.

**Books Recommended**

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

**Further Reading:**

3. Allen and Seaman, Fashion Drawing – the Basic Principles, 1994, B.T. Batsford, London.
4. Seaman, Julian, Professional Fashion Illustration, 1995, B.T. Batsford, London.
5. Drake and Nicholas, "Fashion Illustrations", 1995, Thames and Husdon, London.
6. Abling Bina, Fashion Sketch Book, 2006, by Fairchild publication.

M.Sc. Fashion Designing & Merchandising (Semester-IV)

***Session 2019-20***

**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.

***M.Sc. Fashion Designing & Merchandising  
(Semester-IV) Session 2019-20***

**Product Development- Workshop –(Practical)  
MFDP -4234**

**Exam.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 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, 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.

M.Sc. Fashion Designing & Merchandising  
Session 2019-20

**(SEMESTER-IV)**  
**Textile Chemistry (Practical)**  
**MFDP -4235**

**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 basic dyes,

**Note:** Students to visit knitting industry/ textile dyeing/ textile testing unit.

**M.Sc. Fashion Designing & Merchandising**  
**Session 2019-20**

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



M.Sc. Fashion Designing & Merchandising  
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**PROJECT REPORT/DESIGN PROJECT**  
**(Semester-IV)**  
**Course code –MFDD-4236**

**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.**