

Faculty of Vocational Studies

SYLLABUS

Of

**Master of Science (Fashion Designing and Merchandising)
(Semester: I-II)**

(Under Credit Based continuous Evaluation Grading system)

Session: 2022-23



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

KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)
SCHEME AND CURRICULUM OF EXAMINATION OF TWO YEAR DEGREE PROGRAMME
Programme: Master of Science (Fashion Designing & Merchandising)
Credit Based Continuous Evaluation Grading System (CBCEGS)
(Session 2022-2023)

Semester-I										
Course Code	Course Title	Course Type	Hours Per week	L-T-P	Credits	Marks				Examination Time in Hours
						Total	L	P	CA	
MFDL-1231	History of Indian Costumes	C	4	4-0-0	4	100	80	-	20	3
MFDM-1232	Communication Skills in English	C	4	4-0-0	4	75	40	20	15	3
MFDP-1233	Fashion Illustration	C	6	0-0-3	3	75		60	15	4
MFDP-1234	Product Development Workshop	C	6	0-0-3	3	150		120	30	5
MFDP-1235	Pattern Making and Grading	C	6	0-0-3	3	50		40	10	3
MFDP-1236	Computer Aided Fashion Designing	C	6	0-0-3	3	100		80	20	3
*Students can opt anyone of the following ID Course		IDE			4	100				3
TOTAL					20	550				
IDEC-1101		Communication Skills								
IDEM-1362		Basics of Music (Vocal)								
IDEH-1313		Human Rights and Constitutional Duties								
IDEI-1124		Basics of Computer Applications								
IDEW1275		Indian Heritage: Contribution to the world								

C-Compulsory Course

IDE-Inter Disciplinary Elective Course

*Grade Points of these courses will not be included in the SGPA/CGPA of Semester/Programme.

KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)
SCHEME AND CURRICULUM OF EXAMINATION OF TWO YEAR DEGREE PROGRAMME
Programme: Master of Science (Fashion Designing & Merchandising)
Credit Based Continuous Evaluation Grading System (CBCEGS)
(Session 2022-2023)

Semester-II										
Course Code	Course Title	Course Type	Hours Per week	L-T-P	Credits	Marks				Examination Time in Hours
						Total	Th.	P	CA	
MFDL-2231	Fashion Merchandising and Marketing	C	4	4-0-0	4	100	80		20	3
MFDL-2232	Sustainable Fashion-Design for Change	C	4	4-0-0	4	50	40		10	3
MFDP-2233	Product Development Workshop	C	6	0-0-3	3	100		80	20	5
MFDP-2234	Pattern Development and Draping	C	6	0-0-3	3	75		60	15	3
MFDP-2235	Fashion Illustration	C	6	0-0-3	3	75		60	15	4
MFDP-2236	Computer Aided Fashion Designing	C	6	0-0-3	3	100		80	20	3
MFDP-2237	Traditional Indian Embroideries	C	6	0-0-3	3	50		40	10	3
MFDI-2238	Industrial training (Viva+ Report submission)	C	1 month training (2 hours per day)	0-0-2	2	50		50		3
TOTAL					25	600				

C-Compulsory Course

Master of Science (Fashion Designing & Merchandising)

Session-2022-23

Programme Specific Outcomes

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

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

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

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

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

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

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

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

Master of Science (Fashion Designing & Merchandising)

Semester – I

Session-2022-23

History of Indian Costumes

(Theory)

Course Code: MFDL-1231

Course Outcomes

- CO1. The course will help students to know about origin of clothing and costumes.
- CO2. They will learn about the ancient Indian civilization costumes.
- CO3. They will attain knowledge about traditional costumes of different states of India.
- CO4. Students will learn about dance costumes of India.

Master of Science (Fashion Designing & Merchandising)

Semester – I

Session-2022-23

History of Indian Costumes

(Theory)

Course Code: MFDL-1231

Total Marks: 100

Examination Time – 3 hrs.

Theory: 80

CA: 20

Instructions for the Paper Setter:

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

Unit –I

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

Unit –II

Ancient Indian Civilization Costumes:

- Mauryan and Sunga Period
- Satvanaha Period
- Gupta Period
- **Mughal Period:** - Costumes of Pre- Mughal, Mughal and Post- Mughal Period
- **British Period:** - Costumes of Pre- independence and Post Independence period

Unit –III

Traditional costumes of India

- **North Zone** – Punjab, Jammu and Kashmir
- **East Zone** – Assam, West Bengal
- **West Zone** – Maharashtra, Gujrat
- **South Zone** – Kerala, Karnataka

Unit –IV

Dance Costumes of India

- **Punjab** – Gidda and Bhangra
- **Gujrat-** Garba
- **Manipur** – Raslila
- **AndhraPradesh** – Kuchipudi
- **Orissa-Odissi**

Master of Science (Fashion Designing & Merchandising)

Semester – I

Session-2022-23

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

M.Sc. Fashion Designing and Merchandising (Semester-I)
Session-2022-23
(Theory)

COMMUNICATION SKILLS IN ENGLISH
Course Code: MFDM-1232

COURSE OUTCOMES

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

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

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

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

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

Session-2022-23

(Theory)

COMMUNICATION SKILLS IN ENGLISH

Course Code: MFDM-1232

Total Marks: 75

Examination Time: 3 Hrs

Theory: 40

Practical: 20

CA: 15

Instructions for the Examiner:

- Question paper will have four sections.
 - Examiner will set a total of 8 questions, two questions from each section corresponding to each unit of the syllabus.
 - Students are required to attempt five questions in all, choosing one question from each section and fifth question from any section.
 - All questions carry equal marks.
- (5x8=40)**

Unit - I

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

Unit - II

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

Unit - III

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

Unit - IV

Article Writing on Issues Related to Fashion, Style and Design: How to begin, the topic sentence and the controlling idea, structure, coherence, descriptive writing techniques and critical appreciation.

Books Recommended:

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

Master of Science (Fashion Designing & Merchandising)

Semester – I

Session-2022-23

Fashion Illustration

(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.

CO3. They will gain knowledge about patterns and motifs.

CO4. Students will be skilled in rendering textures of various fabrics and materials.

CO5. They will lean about basic block figure and flesh figures of kids.

Master of Science (Fashion Designing & Merchandising)

Semester – I

Session-2022-23

Fashion Illustration

(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.

Master of Science (Fashion Designing & Merchandising)

Semester – I

Session-2022-23

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.

Master of Science (Fashion Designing & Merchandising)

Semester – I

Session-2022-23

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.

Master of Science (Fashion Designing & Merchandising)

Semester – I

Session-2022-23

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 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.

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

**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.

Master of Science (Fashion Designing & Merchandising)

Semester – I

Session-2022-23

Pattern Making and Grading

(Practical)

Course Code: MFDP-1235

Total Marks - 50

Ext. 40

CA 10

Examination Time – 3 hrs.

Instructions to the examiner:

The examiner will set one question each from Unit II, III and IV.

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

Unit – I

Introduction to Pattern Making

- Pattern making tools.
- Pattern making terms.

Anthropometric measurements (in cms and inches)

Study of various sizes and measurements: measurement charts, selection of right size, fitting problems.

Unit - II

Child Bodice block and Sleeve Block

Adult Bodice block and Sleeve block using metric system.

Drafting of Sleeves:-

- Circular/ Handkerchief
- Bishop Sleeve
- Lantern Sleeve
- Juliet Sleeve
- Saddle Sleeve
- Drop Shoulder Sleeve.

Drafting of Collars:

- Winged Collar
- Chelsea Collar
- Bishop Collar
- Coat Collar
- Shawl Collar
- Stand & Fall Collar
- Convertible Collar.

Drafting of Skirts:

- Basic Skirt
- Wrap around skirt
- Handkerchief skirt

Developing contoured Patterns:

- Halter Style
- Off Shoulder
- Double Breasted

Unit - III

Dart Manipulation:

- Shifting of Darts by pivot method, slash and spread method on full scale. (One Exercise 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.,

Master of Science (Fashion Designing & Merchandising)

(Semester I)

Session-2022-23

Computer Aided Fashion Designing

(Practical)

Course Code: MFDP-1236

Course Outcomes

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

Master of Science (Fashion Designing & Merchandising)
(Semester I)
Session-2022-23
Computer Aided Fashion Designing
(Practical)
Course Code: MFDP-1236

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

Interdisciplinary compulsory course

Session-2022-23

(Theory)

COMMUNICATION SKILLS

Course Code: IDEC-1101

Total Marks: 100

Examination Time: 3 Hrs

Theory: 80

CA: 20

Instructions for the Paper Setter:

The question paper will consist of four sections. The candidate will have to attempt five questions in all selecting one from each section and the fifth question from any of the four sections. Each question will carry 16 marks. **(5x16=80)**

Unit - I

Introduction: Basic Communication, Basic forms of Communication, Principles of effective Communication, Strategies to overcome barriers to Communication

Unit - II

Reading Skills: Model of Reading to learn – Reading tactics and strategies; Reading outcomes: Paraphrasing / Précis – writing and Summary writing, Note Taking

Unit - III

Modern Forms of Communication- E- mail Writing, New Media Writing (Blog and Report Writing etc.), Notice, Agenda, Minutes, Business Letters, Personal Letters, Job Application, Resume Writing

Unit - IV

Making Power Point Presentation, Telephonic Skills, Public Speaking, Interview Skills,

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

Inter Disciplinary Course (Credit Based)

Session: 2022-23

Course Title: Basics of Music (Vocal)

Course Code: IDEM-1362

(Theory)

L	T	P	Total
2	0	2	4

Total Marks: 100 (Theory: 40, Practical: 40, CA: 20)

Time: 3 hours

Marks: 40

Note: Instructions for the Paper Setters:

The paper setter will set Eight questions of equal marks. 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

1. Define Music. Explain the types of Music.
2. Knowledge of following basic Technical Terms of Music: Swara, Saptak, Arov, Avroh, Alankar.

Unit - II

3. Definition and Explanation of the following musical the terms: Vadi - Samvadi - Anuvadi – Vivadi.
4. Concept of Raga & Jatties of Raagas.
5. Importance of Laya & Tala in the Hindustani Music.

Unit – III

6. Life Sketches: Tansen, Pt. Vishnu Narayan Bhatkhande.
7. Role of Multimedia in the promotion of Music.
8. Ability to write notations of any light composition in prescribed talas.

Unit – IV

9. Brief knowledge of following Ragas: Yaman, Bhairavi.
10. Ability to write notations of following talas: Teental, Kehrawa, Dadra, Roopak

Inter Disciplinary Course (Credit Based)

Session: 2022-23

Course Title: Basics of Music (Vocal)

Course Code: IDEM-1362

(Practical)

Time - 20 Minutes

Marks - 40

Instructions for the paper setter:

Question paper is to be set on the spot jointly by the Internal and External Examiners.

1. Basic knowledge of playing Harmonium/Key - Board.
2. Ability to Sing ten Alankars with the instrument of your choice.
3. Ability to sing three light compositions (Bhajan/Shabad/Cinematic/Sufi/FolkSong e.t.c.) based on Ragas.
4. Knowledge and ability to recite the following Talas on hands:
 - Teentaal (16 Beats)
 - Keharva (8 Beats)
 - Roopak (7 Beats)
 - Dadra (6 Beats)
5. Ability to recite Bhajan/Shabad with Tanpura.
6. Ability to sing National Anthem with Harmonium.

Suggested Readings

- Hmare Sangeet Ratan- Sangeet Karyalya , Hathras, 2004
- Sangeet Roop - Dr. Davinder Kaur
- Sangeet Saar- Veena Mankaran
- Raag Parichay(I-IV) - Sh. Harish Chandar Srivastava
- Sangeet Visharad - Basant , Sangeet Karyalya , Hathras, 2004
- Sangeet Subodh - Dr. Davinder Kaur

Inter Disciplinary Course (Credit Based)

Session: 2022-23

HUMAN RIGHTS AND CONSTITUTIONAL DUTIES

Course Code: IDEH-1313

Course Outcomes

At the end of this course student will be able to

CO1: understand the concept of Human rights.

CO2: Analysis different types of human rights.

CO3: apply the theoretical and practical understanding of the Fundamental Duties in Indian Constitution

Inter Disciplinary Course (Credit Based)

Session: 2022-23

HUMAN RIGHTS AND CONSTITUTIONAL DUTIES

Course Code: IDEH-1313

(Theory)

Time: 3 hours

Max. Marks: 100

Theory Marks: 80

CA: 20

Note: Instructions for the Paper Setters:

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Each question will carry 8 marks. 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

INTRODUCTION TO HUMAN RIGHTS

Foundational Aspects: Meaning, Nature, Characteristic, Classification.

International Framework: Constituents of the Universal Declaration of Human Rights (UDHR).

Unit -II

Constitutional Realisation in India: Fundamental Rights (Part III, Constitution of India). **Protective**

Mechanism in India: The composition, Powers and Functions of the National Human Rights Commission of India (NHRC).

Unit III

INTRODUCTION TO HUMAN DUTIES

Conceptual Perspective: Meaning, Nature & Characteristics of Human Duties.

Intellectual discourses: Classification of Human Duties; Relevance of Human Duties.

Unit IV

Constitutional Recognition in India: Fundamental Duties in Indian Constitution, Part IV A.

Readings List

1. United Nations. *The United Nations and Human Rights 1945-1995*. Geneva: United Nations Blue Books Series, Vol. VII, 1996.
2. Sastry, S. N. *Introduction to Human Rights and Duties*. Pune: University of Pune Press, 2011.
3. Mertus, Julie. *The United Nations and Human Rights-A Guide for a New Era*. London: Routledge, 2009.
4. Donnelly, Jack. *Universal Human Rights in Theory and Practice*. New York: Cornell University Press, 2013.
5. Hammarberg, Thomas. *Taking Duties Seriously- Individual Duties in International Humanitarian Law*. Versoix: International Council on Human Policy, 1999.
6. Miller P. Frederic, et al. *Fundamental Rights, Directive Principles and Fundamental Duties in India*. New York: VDM Publishing, 2009.
7. Cinganelli, Davis Louis. *Human Rights- Theory and Measurements*. London: Macmillan Press, 1988.
8. Ishay, M. R. *The History of Human Rights*. New Delhi: Orient Longman, 2004.
9. Mohapatra, Arun Ray. *National Human Rights Commission of India: Formation, Functioning and Future Perspectives*. New Delhi: Atlantic, 2004.
10. Deol, Satnam Singh. *Human Rights in India-Theory and Practice*. New Delhi: Serials Publications, 2011.

Inter Disciplinary Course (Credit Based)

Session: 2022-23

BASICS OF COMPUTER APPLICATIONS

Course Code: IDEI-1124

Course Outcomes:

After passing this course the student will be able to:

CO1: Comprehend basics of internet and operate an email account.

CO2: Comprehend basic word processing skills such as text input formatting, editing, cut, copy, paste, spell check, margin, printing, tables, header and footer, etc.

CO3: Apply features of spreadsheet software for data manipulation, data entry, worksheet formatting, functions and formulae.

CO4: Apply skills to make effective presentations using associated application software.

Inter Disciplinary Course (Credit Based)

Session: 2022-23

BASICS OF COMPUTER APPLICATIONS

Course Code: IDEI-1124

L-T-P: 2-0-2

Max. Marks: 100

Credits: 4

Examination Time: 3 + 3

Theory: 50

Hours

Practical: 30

CA:20

Instructions for Paper Setter -

Eight questions of equal marks (16 marks each) are to 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 divided 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

Introduction to Internet: Meaning, Working of Internet, Benefits/Services offered by Internet, Internet Service Providers, Web browsing, World Wide Web, TCP/IP, HTTP, FTP and DNS.

Basics of E-mail: Introduction, Advantages and disadvantages, Structure of an e-mail message, working of e-mail (sending and receiving messages), managing e-mail (creating new folder, deleting messages, forwarding messages, filtering messages).

UNIT - II

Introduction to Word Processing: Features, Graphical User Interface (Title bar, Menu bar, Status bar and Ruler), understanding the Ribbon, Quick Access Toolbar

Working with Document: Creation of New Documents, Opening Document, Saving Document, Printing Document, Formatting of a document. Adding Picture, Page Colors and Watermarks, Borders and Shading, Drawing Objects, Insert Equations, Spell Checker and Thesaurus.

Page Layout: Page Setup, Margins, Gutters, Page Breaks, Header & Footer

Managing Data through Tables: Creating a Table, Entering and Editing Text in Tables.

UNIT - III

Introduction to Spreadsheet: Basics, Components of Excel Window, Concept of Worksheets. Creation, Saving, Opening and Closing Workbook, Printing of Worksheet, Editing Data, Formatting Data, Sort and Filters.

Formula and Functions: Ways to Enter Formula in Sheet, Operators, Types of Functions, Application of Functions.

Data Representation in Sheet: Inserting and managing Graphs.

UNIT - IV

Introduction to Presentation: Exploring Menus, Starting a New Slide, Opening Existing Presentation, Saving Presentation, Printing Slides, Inserting Slide, Deleting Slide, Copying and moving slides, Duplicating Slides, Layout of Slides, Applying theme to presentation, Views of Presentation,

Editing and Formatting Slides: Font Formatting, Text Alignment, Bullets and Numbering. Displaying Slide Show, Adding Multimedia, Slide Transitions.

References:

1. Anshuman Sharma, “Fundamentals of Internet Applications”, Lakhanpal Publications, 1st Ed., 2016.
2. Douglas E. Comer, “Computer Networks and Internet with Internet Applications”, Pearson, 4th Ed., 2008.
3. Joyce Cox, Joan Lambert and Curtis Frye, “Microsoft office Professional 2010 Step by Step”, Microsoft Press, 1st Ed., 2010.
4. V. Rajaraman, Neeharika Adabala, “Fundamentals of Computers”, PHI Learning, 1st Ed., 2015.
5. Anshuman Sharma, “A book of Fundamentals of Information Technology”, Lakhanpal Publishers, 5th Ed., 2017.
6. Peter Weverka, Office 2019, All in One for Dummies, Wiley.
7. Peter Norton, “Computing Fundamentals”, McGraw-Hill Technology Education, 1st Ed., 2006.

Interdisciplinary Compulsory Course(Credit Based)

Session:2022-23

Course Title: Indian Heritage: Contribution to the World

Course Code: IDE- IDEW-1275

Course Objectives:

- This course introduces the course with the contribution of the Indus valley Civilisation in the field of Planned cities, metallurgy and its contact with the civilisations of the world.
- It will introduce students to the contribution of ancient India in the field of Art, Architecture and Literature.
- This course will make students familiar with sources and nature of Indian religious history and human values. Special emphasis will be given on doctrine and philosophy of Hinduism, Buddhism and Jainism,
- Students will be made aware of the tremendous contribution of India in the field of science ,medicine and technology.
- This course will acquaint students with the contribution of India in the field of education with special reference to ancient universities of Nalanda and Taxila.

Course Outcomes:

- After the completion of the course, the students will have a comprehensive understanding of the development of science and technology in different fields in ancient India.
- After completing the course students will have a familiarity with contribution of India in the field of Art, Architecture and Literature .
- After completing the course students will be able to appreciate the ancient wisdom and an understanding of the various religions which evolved in India.
- After completing the course students will be able to comprehend with the contribution of India in the field of education with special reference to ancient universities of Nalanda and Taxila.

Interdisciplinary Compulsory Course(Credit Based)

Session-2022-23

Indian Heritage: Contribution to the World

Course Code: IDEW-1275

Examination Time: 3 Hrs

Total Marks: 100

Theory: 80

CA: 20

Instructions for the Paper Setter:

The question paper will consist of four sections. The candidate will have to attempt five questions in all selecting one from each section and the fifth question from any of the four sections. Each question will carry 16 marks.(5x16=80)

Unit – I

1. Ancient Indian Heritage in Literature, Art and Architecture: Temple Architecture, Stupas, Ashokan Pillars, Ajanta Paintings and Monuments

Unit – II

2.Ancient Wisdom :Contribution of India in the field of education, Vedas Ancient Universities- Nalanda, Taxila

Unit – III

3. Indian Culture and Human Values: Hinduism, Jainism, Buddhism

Unit – IV

4. Contribution in the field of Science and Technology: Medicine, Astronomy, Mathematics,

Books Recommended:

- Aiyar, P. S. Shivaswamy, Evolution of Hindu Moral Ideas, Calcutta, 1935.
- Bapat, P.V. (ed.), 2500 Years of Buddhism (Also in Hindi), New Delhi, 1987.
- Bevakara, S.K. and R.D. Ranade, History of Indian Philosophy, Vol. II, Poona, 1927
- Daniel, G, Hundred years of Archaeology, London, 1950.

- Hodges, H., Technology in the Ancient World, London, Pelican, 1970.
- Jain, Hiralal, Bhāratīya Samskr ti mem Jaina Dharma kā Yogadāna (Hindi). Bhopal, 1962.
- Jain, Jyoti Prasad, Religion and Culture of the Jains, Delhi, 1995.
- Jaini, J.L., An outline of Jainism, Cambridge, 1916.
- Kosambi D.D: The culture and civilization of Ancient India 1975
- Majumdar, R.C. and A.D. Pusalker (eds.), The History and Culture of the Indian People, Vols. IV and V (relevant chapters), Bombay, 1988, 1989.
- Romila Thapar, A History of India, Vol. I, Penguin Books, London, 1981
- Srivastava, K.M., New Era of Indian Archaeology, New Delhi, 1980
- Thapar, Romila (ed.), Recent Perspective of Early Indian History, New Delhi, 1998.
- Thapar, Romila, Interpreting Early India, Oxford, 1997.
- Thapar, Romila, The Past and Prejudice, New Delhi, 1975.
- Tripathi, A.N., Human Values, Delhi, 2008-09.

Master of Science (Fashion Designing & Merchandising)
(Semester II)
Session-2022-23
Fashion Merchandising and Marketing
(Theory)
Course Code: MFDL-2231

Course Outcomes

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

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

Understanding Marketing and Marketing Process: Nature and scope

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

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

Market Research: Consumer market and behaviour of consumers.

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

Fashion Markets of World: Italy, Paris, India.

Unit –II

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

Fashion Merchandising: Introduction, role and responsibility of Merchandiser.

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

Unit –III

Digital marketing and its importance

Types of Digital platforms

Advertisements, promotions and management on these platforms

SWOT Analysis

Fashion Forecasting: Trend Analysis, Merchandize planning.

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

Unit –IV

Advertising - Role and types of Advertising.

Sales Promotion: Techniques, Promotional stores.

Fashion Photography – Design Studios.

Collection Shows, Fashion Shows, Publicity

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

Books Recommended:

Essential Reading:

1. Merchandise Buying & Management, John Donnellan, 2001, Fairchild Books,.
2. Kitty G. Dickerson, Inside The Fashion Business, 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 & Merchandising)
(Semester II)
Session-2022-23

Sustainable Fashion- Design for change
(Theory)

Course Code: MFDL-2232

Course outcomes

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

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

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

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

Master of Science (Fashion Designing & Merchandising)
(Semester II)
Session-2022-23
Sustainable Fashion- Design for change
(Theory)

Course Code: MFDL-2232

Examination Time – 3 hrs

Total Marks: 50

Theory: 40

CA: 10

Instructions for the Paper Setter:

- Question paper will have four sections. Examiner will set a total of 8 questions comprising two questions from each unit..Students are required to attempt five questions in all, choosing one question from each section and fifth question from any section. All questions carry equal marks. (8 marks)

Unit – I

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

Unit – II

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

Unit - III

- 6) Support Local Initiatives
Local Production, Just and fair labour, Designing for local culture
- 7) Biomimicry, Natural Dyes
- 8) Terminologies
Fast Fashion, Slow Fashion, Disposal, Upcycling, Take back schemes, Reuse,
Reconditioning, Recycling, Redesign, Multifunctional Garments

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

Unit – IV

- 9) Importance of Designer as Communicator-educator
- 10) Good Design Practices
Co-design, Zero Waste Cutting, Multifunctional garments
- 11) Study of Five Sustainable Fashion Designers (International/ National)
- *Practical submission of Project on Zero Waste Fashion Design. (One Garment)

References: Text Books:

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

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

Product Development Workshop
(Practical)

Course Code: MFDP-2233

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 & Merchandising)
(Semester II)
Session-2022-23
Product Development-Workshop
(Practical)
Course Code: MFDP-2233

Examination Time-5 hrs.

Total Marks: 100

Ext.:80

CA: 20

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.

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

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 & Merchandising)

(Semester II)

Session-2022-23

Pattern Development and Draping

Course Code: MFDP-2234

(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.

.

Master of Science (Fashion Designing & Merchandising)
(Semester II)
Session-2022-23
Pattern Development and Draping
(Practical)
Course Code: MFDP-2234

Examination Time- 3 hrs.

Total Marks: 75

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 & Merchandising)
Semester – II
Session-2022-23

**Fashion Illustration
(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.

Master of Science (Fashion Designing & Merchandising)

Semester – II

Session-2022-23

Fashion Illustration

(Practical)

Course Code: MFDP-2235

Total Marks: 75

Examination Time– 3 hrs.

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

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

Computer Aided Fashion Designing
(Practical)

Course Code: MFDP-2236

Course Outcomes

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

Master of Science (Fashion Designing & Merchandising)
(Semester II)
Session-2022-23
Computer Aided Fashion Designing
(Practical)

Course Code: MFDP-2236

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

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

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 & Merchandising)
(Semester II)
Session-2022-23
Traditional Indian Embroideries
Course Code: MFDP-2237

Course Outcomes

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

Master of Science (Fashion Designing & Merchandising)
(Semester II)
Session-2022-23
Traditional Indian Embroideries
Course Code : MFDP-2237

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.

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

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.