

FACULTY OF SCIENCES

SYLLABUS FOR THE BATCH FROM THE YEAR 2025 TO YEAR 2027

Master of Science in Fashion Designing & Merchandising (CREDIT BASED GRADING SYSTEM) (FOR COLLEGES) (Semester: I - IV)

Examinations: 2025-27



GURU NANAK DEV UNIVERSITY AMRITSAR

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MASTER OF SCIENCE IN FASHION DESIGNING & MERCHANDISING
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Scheme

Semester-I

Code	Subject	Credits			Total Credits	Duration of exam.	Total Marks
		L	T	P			
MFD01001L	Fashion Illustration (Prac.)	0	0	3	3	4 Hrs.	75
MFD01002L	Product Development- Workshop (Prac.)	0	0	4	4	5 Hrs.	100 (75+25)
MFD01003L	Pattern Making and Grading (Prac.)	0	0	3	3	3 Hrs.	75
MFD01004L	Computer Aided Fashion Designing (Prac.)	0	0	4	4	3 Hrs.	100
MFD01005T	History of Indian Costumes (Theory) + Int. Project	3	0	1	4	3 Hrs.	100 75+25
MFD01006T	Textile Chemistry (Theory)	2	0	0	2	3 Hrs.	50
MFD01007L	Textile Chemistry (Prac.)	0	0	2	2	3Hrs.	50

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Semester-II
Scheme of Studies & Examination

Code	Subject	Credits			Total Credits	Duration of exam	Total Marks
		L	T	P			
MFD02001L	Fashion Illustration (Prac.)	0	0	3	3	4 Hrs.	75
MFD02002L	Product Development- Workshop (Prac.)	0	0	4	4	5 Hrs.	100 (75+25)
MFD02003L	Pattern Development & Draping (Prac.)	0	0	3	3	3 Hrs.	75
MFD02004L	Computer Aided Fashion Designing (Prac.)	0	0	3	3	3 Hrs.	75
MFD02005T	Fashion Merchandising and Marketing (Theory)	4	0	0	4	3 Hrs.	100
MFD02006T	Research Methodology (Theory)+ Questionnaire Survey (Internal)	2	0	1	3	3 Hrs	75 50+25

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

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Semester-III

Scheme of Studies & Examination

Code	Subject	Credits			Total Credits	Duration of exam	Total Marks
		L	T	P			
MFD03001L	Product Development- Workshop (Prac.)	0	0	4	4	5 Hrs.	100 (75+25)
MFD03002L	Advance Draping (Prac.)	0	0	2	2	3 Hrs.	50
MFD03003L	Computer Aided Fashion Designing (Prac.)	0	0	3	3	3 Hrs.	75
MFD03004L	Surface Ornamentation (Prac.)	0	0	2	2	4 Hrs.	50
MFD03005T	Global Costumes (Theory)	3	0	0	3	3 Hrs.	50 Project (int.) 25
MFD03006L	Traditional Indian Embroideries (Prac.)	0	0	2	2	-	50
MFD03007T	Communication Skills (Theory)	3	0	0	3	3 Hrs.	75
MFD03008L	Communication Skills (Prac.)	0	0	1	1	3 Hrs	25

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Semester-IV

Scheme of Studies & Examination

Code	Subject	Credits			Total Credits	Duration of exam	Total Marks
		L	T	P			
MFD04001L	Portfolio Development (Prac.)	0	0	3	3	3 Hrs	75
MFD04002L	Product Development-Workshop (Prac.)	0	0	4	4	5 Hrs	100 (75+25)
MFD04003T	Fashion Merchandising and Retailing (Theory)	4	0	0	4	3 Hrs.	100
MFD04004L	Indian Traditional Textiles (Seminar) (Prac.)	0	0	2	2	3 Hrs.	50
MFD04005T	Communication Skills in English (Theory)	3	0	0	3	3 Hrs.	75
MFD04006L	Communication Skills in English (Prac.)	0	0	1	1	3 Hrs.	25
MFD04007L	Project Report/Design Project / Survey / Lab Experiment (Prac.)	0	0	3	3	3 Hrs.	75

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MFD01001L : Fashion Illustration (Practical)

Credits : 0-0-3

Max. Marks: 75

Practical: 2 x 3 Pds/ Week

Time: 4 Hrs

Objective:

- To understand fashion illustration concepts and techniques.

Instructions to the Examiner:

- The Examiner will set 3 questions. One question from each unit, questions may have sub parts.

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, Staedtler), 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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MFD01002L : Product Development-Workshop (Practical)

Credits : 0-0-4

Practical: 2 x 5 Pds/ Week

Time for Paper: 5 Hrs

Total Marks: 100

Workshop Ext.:75

Workshop Int :25

Objective:

To enable the students to apply the knowledge of design process in making a collection.

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.

WORKSHOP

Instructions to the Faculty:

Students to construct three Garments from the below mentioned kid's wear collection.

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

The jury comprising of teaching faculty will mark the three Garments attempted by the students, out of 50 marks. The marks distribution of the collection will be as follows:

Design Development

15 Marks

- Research
- Finalisation of Theme
- Sourcing
- Finalization of designs
- Measurement and specification sheets

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Pattern Development	10 Marks
• Development of basic blocks	
• Pattern making and layout	
Product Development	15 Marks
Construction on actual fabric	
• Photo Shoot	10 Marks

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

Books Recommended:

Essential Reading:

- 1) McCall's Sewing in Colour, 1971, Butterick Publishing Co.
- 2) Singer Sewing Book, 1943, Mary Brooks Picken, Kessinger Publishing.
- 3) Measure, Cut and Sew, Holt Rinehart and Winson.1922, Mc Millian Publishing Company.
- 4) Bray N., Dress Pattern Designing, 2003 (5th edition) Willey Blackwell.
- 5) Pattern Making for Fashion Design by Helen Joseph Armstrong, 2005, Prentice Hall.
- 6) Tata Sharon Lee, "Inside Fashion Design", 1977, Francisco Canfield Press,
- 7) Ireland Patrick John, Fashion Design Drawing and Presentataion, 1996, B.T.Batsford London,
- 8) Seaman, Julian, Professional Fashion Illustration, 1995, B.T. Batsford London,
- 9) Drake And Nicholas, "Fashion Illustration", 1994, Thames and Hudson London.

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MFD01003L : **Pattern Making and Grading (Practical)**

Credits : 0-0-3
Total Marks - 75

Practical: 2 x 3 pds/ week

Time: 3 hrs

Objective:

- To understand the importance of pattern development.
- To apply the knowledge of pattern development for creating structural designs.

Instructions to the examiner:

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

Unit – I

Introduction to Pattern Making

- Pattern making tools.
- Pattern making terms.

Anthropometric measurements (in cms and inches)

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

Unit - II

Child Bodice block and Sleeve Block

Adult Bodice block and Sleeve block using metric system.

Drafting of Sleeves:-

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

Drafting of Collars:

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

Drafting of Skirts:

- Basic Skirt
- Wrap around skirt
- Handkerchief skirt

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Developing contoured Patterns:

- Halter Style
- Off Shoulder
- Double Breasted

Unit - III

Dart Manipulation:

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

Unit – IV

Introduction to Grading-: Direct and Vector Method

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

Books Recommended:

Essential Readings:

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

Further Readings:

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

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MFD01004L : Computer Aided Fashion Designing (Practical)

Credits : 0-0-4

Practical: 2 x 4 pds/ week

Total Marks - 100

Time: 3 hrs

Objectives:

To enable students to handle tools of Adobe Illustrator & Photoshop to create fashion and design Illustration

Instructions to the Examiner:

- Question paper will have one question from each unit.
- Each question will carry equal marks.

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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MFD01005T : History of Indian Costumes (Theory)

Credits : 3-0-1

Theory: 4 pds/week
Time for Paper: 3 Hrs.

Total Marks: 100
Ext: 75
Int (Project):25

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). 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.

SECTION–A

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

SECTION–B

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

SECTION–C

Traditional costumes of India

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

SECTION–D

Dance Costumes of India

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

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PROJECT :(Int: 25 marks)

Students to present seminars / Power-Point Presentations along with one or two exhibits / or Displays on any one of the above.

Books Recommended:

Essential Reading

1. A.Biswas, Indian Costumes, (2003), Publication Division.
2. Parul Bhatnagar, Traditional Indian Costumes and Textiles, (2004), Abhishek Publications

Further Reading:

3. J.R. Planche, History of British Costumes, 2001.
4. Indian Textile Prints, (2004) the Pepline Press Agile Rabbit Editions.
5. Ritu Kumar, Costumes and Textiles of Royal India, (1999), Christie's Book.

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MFD01006T : Textile Chemistry (Theory)

Credits : 2-0-0
Total Marks: 50

Time for Paper: 3 Hrs

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). 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.

Objectives:

To impart knowledge and develops capacities of the students in subjects like- Textile Technology, Garment Production, Chemical Processing of Textiles and to develop the process of critical and analytical thinking and encourage the students to pursue further studies and research in the areas of Textiles and Apparels.

SECTION-A

Basic Textile fibers: Introduction to natural and manmade fibers; Physical Properties of fibres: Length, Tenacity/strength, Fineness, Crimp, Crimp, Cross-sectional Shape, Lustre, Softness; Chemical properties: Effects of acids, alkalis and various solvents; Applications of textile fibres.

SECTION-B

Introduction to Yarn and Fabric manufacturing techniques:

Introduction about yarn manufacturing: Process flow for yarn preparation, Objectives of ginning, blowing, carding, combing, drawing, creeling & drafting, ring spinning, and cone winding

Introduction to fabric manufacturing: Basics of weaving, Various specific types of fabric: Woven, knitted, braiding, lace and nonwoven fabric; Process flow of weaving process, Warp preparation steps (Winding, Warping, Sizing, Drawing-in); Shedding; Picking

SECTION-C

Pre-treatment and Dyeing technology: Introduction to grey fabric and pretreatment methods. Dyeing techniques and their applications.

Classification of Dyes

- Introduction to Natural Dyes; Sources and extraction methods for natural dyes (Indigo, Marigold, Madder, Henna, Turmeric, Pomegranate)
- Introduction to Synthetic Dyes- Basic Dyes, Acid Dyes, Mordant or Chrome Dyes, Substantive Direct Dyes, Azoic Dyes, Disperse Dyes, Vat Dyes, Pigment Dyes, Optical Brighteners (Colorless Dyes).
- Basics of Dyeing Methods- Stock dyeing, Top dyeing, Yarn dyeing, Skein (hank) dyeing, Jig dyeing, Pad dyeing, Cold Pad-Batch dyeing, Beam dyeing, Jet dyeing, Garment dyeing

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SECTION-D

Printing technology: Introduction to printing technology, types of printing method and Machines and their applications.

Finishing technology: Introduction to finishing technology, mechanical finishes and chemical finishing and their properties.

Books:

Sr.n o.	Booktitle	Publisher	Author
1.	Textile Science-An Explanation of fibre Properties, Second Edition	CBS Publishers & Distributors	E.P.G. Gohl L.D. Vilensky
2.	Textiles-Fibre to Fabric, Sixth Edition	Mc Graw Hill International Editors	Bernard P. Corbman
3.	Pradeep's Clothing Textiles and their Care	Pradeep Publication, Jalandhar	Dr. Rajwinder K. Randhawa
4.	Textile Fibres Dyes, Finishes and Prices		Needles, L. Howard

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MFD01007L : Textile Chemistry (Practical)

Objectives:

To enable the students to understand the chemical structure of textile fibres and the effect of various chemicals on them.

Practical: 2 x 2 Pds/ Week

Time for Paper: 3 Hrs

Credit : 0-0-2

Total Marks: 50

Instructions to the Examiner:

The examiner will set one question from each unit.

Unit – I

Fibre Identification of cotton, wool, Silk, Jute, Nylon, Polyester using the following:

- Burning
- Microscopic
- Solubility

Unit – II

Fabric Identification on the basis of fabric construction.

- Woven
- knitted
- Non-woven
- Fabric analysis on the basis of the thread count using at least three different types of plain weave fabrics.

Collection and identification of yarns

- Simple
- Novelty
- Textured

Collection and identification of fabric Construction techniques

- Woven
- Non- Woven
- Knitted

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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 and record the observation to maintain the file.

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.

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MFD02001L : Fashion Illustration (Practical)

Credits : 0-0-3

Practical: 2 x 3 pds/ week
Time: 4 hrs

Total Marks - 75

Objective:

To enable students to draw fashion figures and model figures

Instructions to the examiner:

The examiner will set one question from each unit. Questions may have sub-parts.

Unit-I

- Basic Block Figure- Female.
- Geometric Fashion model with movable ball joints.
- Figure Drawing in different postures by soft rendering.
- Sketching of Facial features – Eye, Ear, Nose.
- Sketching of Faces & Hair Styles.
- Sketching of hands, Arms, Legs, Feet.

Unit-II

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

Unit-III

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

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

Books Recommended:

Essential Reading:

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

Further Reading:

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

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MFD02002L : Product Development-Workshop (Practical)

Credits : 0-0-4

Practical: 2 x 5 Pds/ Week
Time for Paper: 5 Hrs.

Max. Marks: 100
Workshop Ext.:75
Workshop Int :25

Objective:

To enable the students to apply the knowledge of design process in making a collection

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

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

The jury comprising of teaching faculty will mark the three Garments constructed by the students out of 50 marks. The marks distribution of the collection will be as follows:

Design Development	15 Marks
<ul style="list-style-type: none"> • Research • Finalisation of Theme • Sourcing • Finalization of designs • Measurements and specification sheets 	
Pattern Development	10 Marks
<ul style="list-style-type: none"> • Development of basic blocks • Pattern making and layout 	
Product Development	15 Marks
<ul style="list-style-type: none"> • Construction on actual fabric 	
Photo Shoot	10 Marks
Documentation of all processes in one report to be submitted	

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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(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 Abing, Fashion Illustrations , 2008, Fairchild publication,
22. Bina Abing, Fashion rendering with Color, 2000, Fairchild Publication.
23. Thames & Hudson, Vogue Sketch Catalogue, 1911, Si New House.

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MFD02003L : Pattern Development and Draping – (Practical)

Credits : 0-0-3

Practical: 2 x 3 pds/ week

Max. Marks: 75

Time: 3 hrs.

Objectives:

- To understand the draping aspects of pattern making.
- To apply the knowledge of draping in developing patterns and designs by draping

Unit – I

Draping basic bodice block

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

Draping of Skirts

- Draping of basic skirt
- Pleated skirt

Draping of Sleeve

- Basic sleeve
- Stylized sleeve (Any one - Raglan, cowl, leg o mutton etc.)

Unit – II

Draping of Collars

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

Draping of Torso block using following features:

- Princess line
- Empire line

Draping of Bodice with following features:

- Cowl Neckline: Basic or Cowl with yoke
- Turtle neckline
- Yokes

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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.

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MFD02004L : Computer Aided Fashion Designing (Practical)

Credits : 0-0-32

Practical: 2 x 3 pds/ week
Time: 3 hrs

Max. Marks - 75

Objectives:

To enable students to learn the application of pattern making software

Instructions for the Examiner:

- The examiner will set one question covering the whole syllabus. The question will have subparts

Pattern Making (Using any Software)

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

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 the patterns to various sizes

- Grading of Adult Bodice Block
- Grading of Sleeve
- Grading of Skirt
- Marker setting of all Graded garments.

Books Recommended:

1. Software Manuals
2. Joseph, Helen, Pattern Making for Fashion Designing
3. Coklin. Gerry, Pattern Grading for Women's Clothes

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MFD02005T : Fashion Merchandising and Marketing (Theory)

Credits : 4-0-0

Theory: 4 pds/ week
Time: 3 hrs

Max. Marks – 100

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). 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.

SECTION–A

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.

SECTION–B

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.

SECTION–C

Understanding Marketing and Marketing Process: Nature and scope

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

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.

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SECTION-D

Advertising - Role and types of Advertising.

Sales Promotion: Techniques, Promotional stores.

Fashion Photography – Design Studios.

Collection Shows, Fashion Shows, Publicity

Books Recommended:

Essential Reading:

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

Further Reading:

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

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MFD02006T : RESEARCH METHODOLOGY

Credits : 2-0-1

Total Marks: 75

Theory:-50 Marks

Internal:- 25 Marks

Time for Paper: 3 Hrs

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). 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.

Objective: To introduce the importance of research
To prepare the students for research projects
To devise a research project

SECTION–A

1. Meaning, objectives and Types of Research
2. First phase of Research process: Formulating the research problem and Development of hypothesis.
3. Review of Literature

SECTION–B

4. Preparing the Research Design: Exploratory, Descriptive, Diagnosis, Experimentation.
5. Sampling Design: Deliberate Sampling, Simple Random Sampling, Stratified Sampling, Cluster Sampling.
6. Collection of data

SECTION–C

7. Measurements and Scaling Techniques- Nominal, Ordinal, Interval and Ratio.
8. Processing and analysis of data: Coding and tabulation.

SECTION–D

9. Introduction of measures of central Tendency: Mean, Median and mode, Percentage, Chi-square, z-test, t-test.
10. To Plan a layout of research project.

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Questionnaire Survey (Internal)

Students will collect information regarding attribute, attitude of population related with clothing/textile/craft work/fashion. They will formulate a questionnaire schedule comprising of 30 questions in following categories

- Personal Demographics
- Consumer Behavior towards Fashion Adoption
- Consumer Buying Behavior

Students will interview the respondents (15-20); thereby analyze the results in 500 words only.

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

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MFD03001L : Product Development-Workshop (Practical)

Credits : 0-0-4

Objective:

To enable the students to apply the knowledge of design process in making a collection.

Practical: 2 x 5 Pds/ Week

Time for Paper: 5 Hrs

Total Marks: 100

Workshop Ext.:75

Workshop Int : 25

PRODUCT DEVELOPMENT

Instructions to the 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

The jury comprising of teaching faculty will mark the three Garments attempted by the students out of 75 marks. The marks distribution of the collection will be as follows:

Design Development

20 Marks

- Research
- Finalisation of Theme
- Sourcing
- Finalization of designs
- Measurements and specification sheets.

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Pattern Development **15 Marks**

- Development of basic blocks
- Pattern making and layout

Product Development **20 Marks**

- Construction of garment on fabric

• **Photo Shoot** **20 Marks**

Documentation of the process to be submitted

Books Recommended:

Essential Reading:

- 1) McCall's Sewing in Colour, 1971, Butterick Publishing co.
- 2) Singer Sewing Book, 1943, Mary Brooks Picken, Kessinger Publishing.
- 3) Measure, Cut and Sew, Holt Rinehart and Winson.1922, Mc Millain Publishing Company.
- 4) Bray N., Dress Pattern Designing, 2003 (5th edition) Willey Blackwell.
- 5) Helen Joseph Armstrong, Pattern Making for Fashion Design 2005, Prentice Hall.
- 6) Tata Sharon Lee, "Inside Fashion Design", 1977, Francisco Canfield Press,
- 7) Ireland Patrick John, Fashion Design Drawing and Presentation, 1996, B.T. Batsford London,
- 8) Seaman, Julian, Professional Fashion Illustration, 1995, B.T. Batsford London,
- 9) Drake And Nicholas, "Fashion Illustration", 1994, Thames and Hudson London.

Further Reading

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

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MFD03002L : Advance Draping (Practical)

Credits : 0-0-2

Objectives:

- To understand the draping aspects of pattern making.
- To apply the knowledge of draping in developing patterns and designs by draping.

Practical: 2 x 3 Pds/ Week

Total Marks: 50

Time for Paper: 3 Hrs

Instructions to the Examiner:

- Examiner will set one question from each unit.

Unit – I

Draping of Skirts

- A- line skirt with flair
- Gathered skirt with yoke
- Pleated skirt
- Circular skirt
- Skirt with Frills, Flounces or Ruffles.
- Gored skirt

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 Books & Visual.
2. Connie Amaden – Crawford, The Art of Fashion Draping, 2nd edition (Oct. 1995) Publisher: Fairchild Books, K Visual.
3. Hedde Jeffe, Jurie Reus, Draping for Fashion Design, 1993, Prentice Hall Carrer & Technology.
4. Connie Amaden, The Art of Fashion Draping Crawford Fairchild.

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MFD03003L : Computer Aided Fashion Designing (Practical)

Credits : 0-0-3

Objectives:

To develop portfolio for different type of audiences through Computer Aided Designing.

Practical: 2 x 4 pds/ week

Total Marks: 75

Time for Paper: 3 Hrs

Instructions to the Examiner:

Examiner to set one theme and students to make one mood board and one design sheet.

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

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MFD03004L : Surface Ornamentation (Practical)

Credits : 0-0-2

Objective:

To acquaint the students with various ornamentation techniques on the fabrics.

Practical: 2 x 2 Pds/ Week

Total Marks: 50

Time for Paper: 4 Hrs

Instructions to the Examiner:

The examiner will set two questions, one from each unit.

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
- Macramé
- 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.

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MFD03005T : Global Costumes (Theory)

Credits : 3-0-0

Objectives:

- To acquaint the students with the history and evolution of world costumes.

6 Pds/ Week

Time for Paper: 3 Hrs

Ext.:50

Project (int.) :25

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). 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.

SECTION-A

Babylonian Costumes
Persian Costumes
Renaissance Costumes

SECTION-B

Egyptian Costumes
Greek period

SECTION-C

Roman Period
Byzantine Period

SECTION-D

Victorian Period
French Revolution
20th Century Fashions

Project:(Int:25)

Students to prepare power point presentation/ seminar / poster presentation or window display on any one of the above.

Books Recommended:

Essential Reading:

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

Further Reading:

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

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MFD03006L : **Traditional Indian Embroideries (Practical)**

Credits : 0-0-2
Max. Marks: 50

Practical: 3 Pds/ Week

Samples for Traditional Embroideries.

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

Note: Students to incorporate the above in their Apparels.

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.

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MFD03007T : **Communication Skills (Theory)**

Credits : 3-0-0

Marks: 75

Time: 3 hrs

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). 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.

SECTION-A

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

SECTION-B

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.

SECTION-C

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.

SECTION-D

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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MFD03008L : Communication Skills (Practical)

Credits : 0-0-1

Practical: 6 pds/ week
Time: 3 hrs

Marks: 25

PRACTICAL

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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MFD04001L : Portfolio Development (Practical)

Credits : 0-0-3

Objective:

To develop portfolios for different types of audiences.

Practical: 2 x 4pds/ week

Total Marks - 75

Time: 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.

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 croquies.
- 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.

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Books Recommended:

Essential Reading:

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

Further Reading:

3. 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.
7. Vogue Sketch Catalogue.

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MFD04002L : **Product Development- Workshop –(Practical)**

Credits : 0-0-4

Objective:

To enable the students to apply the knowledge of design process in making a collection.

Practical: 2 x 5 Pds/ Week

Time: 5 hrs

Total Marks: 100

Ext.:75

Workshop:(Int: 25)

PRODUCT DEVELOPMENT

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.

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 Kids / Male/ Female

The jury comprising of teaching faculty will mark the three Garments attempted by the students out of 50 marks. The marks will be as follows:

Design Development	20 Marks
<ul style="list-style-type: none"> • Research • Finalisation of Theme • Sourcing • Finalization of designs • Measurements and specification sheets. 	
Pattern Development	10 Marks
<ul style="list-style-type: none"> • Development of basic blocks • Pattern making and layout 	
Product Development	20 Marks
<ul style="list-style-type: none"> • Construction on actual fabric 	
Photo Shoot	10 Marks
Accessories	15 Marks

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

Further Reading

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

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MFD04003T : Fashion Merchandising and Retailing (Theory)

Credits : 4-0-0

Objectives:

- To help students comprehend the jobs of a merchandiser, buyer, store manager, Visual Merchandiser.

Theory: 4 pds/ week

Total Marks: 100

Time: 3 hrs

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). 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.

SECTION-A

- **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.**

SECTION-B

- **Retail store chains** – National (Ebony, Fab India, Ritu Wears, Shoppers Stop) and International (Tommy Hilfiger, Espirit)
- **Store Operations. Store merchandise, stores management, Fashion supply changes** – store retailing, non store retailing.
- **Speciality store:** Single line stores, Single Brand Stores and Multiple line Stores.
- **Departmental Stores**
- **Mass Merchants:** Discounters, Off Price Retailing, Outlet Stores

SECTION-C

Retail Fashion Promotion

- Marketing Channels
- Planning and Direction'
- Retail Advertising
- Publicity
- Special Events
- Visual merchandise
- Personal Selling
- Relationship Marketing

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SECTION-D

Brands and labels

Purchase Term: Discount, Purchase Order, Payment Terms.

Costing: Cost Price, Selling Price, Backward costing.

Books Recommended:

Essential Reading:

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

Further Reading:

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

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MASTER OF SCIENCE IN FASHION DESIGNING & MERCHANDISING
(SEMESTER-IV)
(CBGS) (FOR COLLEGES)

MFD04004L : Indian Traditional Textiles (Seminar)

Credits : 0-0-2

Objectives:

- To acquaint the students with the traditional textiles of India.

Practical: 3 Pds/ Week

Total Marks: 50

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, Tancoi
- 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 along with one or two exhibits on any one of the above.

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MASTER OF SCIENCE IN FASHION DESIGNING & MERCHANDISING
(SEMESTER-IV)
(CBGS) (FOR COLLEGES)

MFD04005T : **Communication Skills in English (Theory)**

Credits : 3-0-0

Marks: 75

Time: 3 hrs

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). 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.

SECTION-A

Introduction to Video Communication and Video Conferencing. Application of Video Conferencing in business management and marketing.

SECTION-B

Report Writing: Technical report – style, arrangements, Illustration, main section and appendices, conclusion, list references, table of contents, synopsis, revision.

SECTION-C

Modern Forms of Communication: E-mails, fax, Advertisements, tender Notices, auction notices, public notices.

SECTION-D

Fashion Terms: Pliable, Psychedelic, Vogue, Beau , Retro, Queen size, Rag Business/ Rag Trade, private label/ private label brand, Merchandise, Art Deco print, Art Nonveau, Print, Dandy.

Resume – Writing and job applications

MASTER OF SCIENCE IN FASHION DESIGNING & MERCHANDISING
(SEMESTER-IV)
(CBGS) (FOR COLLEGES)

MFD04006L : **Communication Skills in English (Practical)**

Credits : 0-0-1
Marks: 25

Practical: 6 pds/ week
Time: 3 hrs

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 | 5 Marks. |
| • Extempore | 5 Marks |

Topic will be given five minutes before the speech. Topic will be related to Fashion Designing

- | | |
|--------------------|---------|
| • 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

Essential Readings

- 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 USA.

MASTER OF SCIENCE IN FASHION DESIGNING & MERCHANDISING
(SEMESTER-IV)
(CBGS) (FOR COLLEGES)

MFD04007L : **PROJECT REPORT / DESIGN PROJECT / SURVEY / LAB
EXPERIMENT**

Credits : 0-0-3

3 Pds / Week

Time : 3 Hrs.

Total Marks: 75

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-

1. Introduction
2. Review of Literature
3. Methodology
4. Results & Discussions
5. Conclusions

Students to make Power Point presentation of work done in the project & the project report is to be submitted. External examiner shall evaluate the project report and conduct viva.

1. The principal of the college shall forward two copies of DVD (digital versatile disk) containing all project files of all the students to the university till 30th March which will be forwarded to the board constituted for the purpose of evaluation. File name to be saved as university roll number of the student in .pdf form.
2. At the time of vice-voce a hard copy of project report of each student shall be presented to the boards of examiners to assist the board in vice-voce examination as well as physical visualization of result/samples etc.
3. The board of examiners may conduct the viva-voce either exclusively orally or through presentation followed by viva-voce.