FACULTY OF SCIENCE

SYLLABI

FOR

MASTER OF SCIENCE

IN

FASHION DESIGNING

(1ST & 2ND SEMESTER)

SESSION 2010-11

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OUTLINES OF TESTS, SYLLABI AND COURSE OF READING IN THE SUBJECT OF M.Sc. FASHION DESIGNING 1ST SEMESTER DECEMBER 2010 & 2ND SEMESTER MAY 2011

SEMESTER – I

1. Apparel Manufacturing Technology (AMT)
2. Fashion Communication (FAC)
3. Advanced Pattern Making – I (APM-I)
4. Construction of Women’s Wear (CWW)
5. Design Illustration – I (DI-I)
6. Computer Designing – I (CD-I)
7. Seminar (SEM)

SEMESTER – II

1. Retail Marketing & Merchandising (RMM)
2. Knitwear Design Technology (KDT)
3. Advanced Pattern Making – II (APM-II)
4. Construction of Men’s Wear (CMW)
5. Design Illustration – II (DI-II)
6. Computer Designing – II (CD-II)
### SCHEME OF STUDIES 2010–2011

#### FIRST YEAR (SEMESTER–I)

<table>
<thead>
<tr>
<th>Paper Code</th>
<th>Paper Title</th>
<th>Theory</th>
<th>Practical</th>
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<td>Pds/week</td>
<td>Marks Uni. Exam</td>
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<td>FAC</td>
<td>Fashion Communication</td>
<td>3</td>
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<tr>
<td>APM-I</td>
<td>Advanced Pattern Making – I</td>
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<td>CWW</td>
<td>Construction of Women’s Wear</td>
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<td>DI-I</td>
<td>Design Illustration – I</td>
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<td>SEM</td>
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<td><strong>Grand Total : 500 Marks</strong></td>
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## SCHEME OF STUDIES 2010–2011

### FIRST YEAR (SEMESTER–II)

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<td>KDT (Th.)</td>
<td>Knitwear Design Technology</td>
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<td>APM-II</td>
<td>Advanced Pattern Making – II</td>
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<td>CMW</td>
<td>Construction of Men’s Wear</td>
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<td>DI-II</td>
<td>Design Illustration – II</td>
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<td>CD-II</td>
<td>Computer Designing-II</td>
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<tr>
<td>Grand Total: 500 Marks</td>
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</tbody>
</table>
Objectives

- To impart knowledge of Industrial operations
- To impart awareness about machines and equipments used in apparel industry

Instructions to the Examiner

1. Question paper will have four sections
2. Examiner will set a total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering the whole syllabus.
3. Students will attempt one question from each unit and the compulsory question.
4. All questions may carry equal marks, unless specified

Unit-I

- Introduction to Indian Apparel Industry
- Structure of the Apparel Industry
- Sectors of the Apparel Industry

Unit-II

Organization of an Apparel Industry

The Design Department
- Forecasting
- Designing
- Collection Planning
- Pattern Making
- Production of Sample Garments
- Pattern Grading

The Production Department
a) Operations in cutting room
   1. Marker Planning
   2. Spreading
   3. Cutting
b) Sewing
   1. Preparation for sewing, stitches, seams, feed systems, needles, threads, machinery and equipment
   2. Assembly

Unit-III

Finishing Department
- Pressing Machinery and equipment
- Finishing, Inspecting, Warehousing and shipping
Unit-IV

Marketing Department
• Marketing – Marketing Calendar
• Product Pricing
• Price Evaluation
• Product Planning
• Customers

Merchandising – Distribution

Sales – Promotion
• Market Research
• Selling
• Sales Forecasting & Budgeting

References:

• Carr Harold and Latham Barbara “The technology of clothing manufacture” Blackwell Publisher (1994-2004)
• Ruth EC “Apparel manufacturing and Sewn Product Analysis”
• Kaplan, NS “Changing Trends in Apparel Industry” Abhishek Publisher (2004)
• Cooklin Gerry “Introduction to Clothing manufacture, Blackwell Science, UK, 1991
• Bheda Rajesh, “Managing Productivity in the Apparel Industry” CBS Pub, New Delhi
FASHION COMMUNICATION

Theory: 3 Pds/week       Total Marks: 50
Time for Paper: 3Hrs       Int. 10 Exam 40

Objectives:
To enable the students to understand the intricacies of fashion industry

Instructions to the Examiner
1. Question paper will have four sections.
2. Examiner will set a total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering the whole syllabus.
3. Students will attempt one question from each unit and the compulsory question.
4. All questions may carry equal marks, unless specified.

Unit-I
- Communication:- Concept, Definition, Scope, functions of communication
- Mass Communication:- Concept, Definition, Scope and functions of Mass Communication through different media – Electronic media, Print media, Cyber media
- Role of media in society.
- Need of Mass Communication in Fashion world.

Unit-II
- Creative writing:- writing a feature, different types of feature, rules for writing feature:- Defining Article, rules for writing.
- Interviews:- Definition, Concept and scope of interviews, types of interview. How to conduct an interview, writing interview.
- Designing catalogues and brochures.

Unit-III
- Photography:- Role of photography in fashion world, concept, definition and functions of photography. Types of camera, camera angles, shots and movements.
- Editing:-Definitions, various techniques of editing.
- Ethics of media.

Unit-IV
- Event management:- fashions shows, photo shoots, outdoor and indoor shoots.
- Advertising:- concept, definition, scope, functions and need of advertising in fashion world.
- Public relations:- concept, definition, scope, functions and qualities of good PRO. Need of PRO in fashion.
- Publicity:- Definition and scope, event reporting, concept of image management.

Reference:
- Williams John Matt, ‘Business through Correspondence and Advertising’,
ADVANCED PATTERN MAKING – I

Practical: 3 Pds/week       Total Marks: 50
Time for paper: 3Hrs       Int. 10 Exam 40

Objectives:
• To enable the students to develop the patterns through dart manipulation
• To enable the students to understand & realize the importance of fitting.

Instructions to the Examiner
The Examiner will set questions covering the whole syllabus.

Pattern Development of the following:
• Halter neck one piece dress
• Off shoulder – single and both
• Choli cut corseted kurti
• One piece fitted dress with gathers in princess line.

Pattern development of at least two fitted garments with fullness added in various dart locations.

References:
• Connie Amaden Crawford ‘Art of Fashion Draping’, Om Book International, New Delhi, 2003
• Bane Allyne, ‘Flat Pattern Design’, McGraw Hill USA
CONSTRUCTION OF WOMEN’S WEAR

Practical : 6 Pds/week  Total Marks: 100
Time for Paper : 4 Hrs  Int. 20 Exam 80

Objectives:
To enable the students to develop skills in construction of fitted and stylized dresses.

Instructions to the Examiner
The Examiner will set questions covering the whole syllabus.

Construction of the following fitted garments:
- Halter neck one piece dress
- Off shoulder dress: single and both
- Choli cut corseted Kurti
- One piece fitted dress with gathers in princess line.

Construction of two fitted garments with fullness added in various dart locations.

References:
- Dorothy Wood, ‘The practical Encyclopedia of Sewing’
- Reader’s Digest ‘Complete guide to Sewing’
- Singer, ‘Sewing Book’

DESIGN ILLUSTRATION – I

Practical : 6 Pds/Week  Total Marks: 100
Time for paper : 3 Hrs  Int. 20 Exam 80

Objectives:
- To learn to design theme based collection.
- To develop a personal style of illustration and presentation technique.
- To impart skills for portfolio presentations

Instruction to the Examiner
The Examiner will set questions covering the whole syllabus

The below mentioned Design illustrations should be based on Advanced Pattern Making and Construction of Women’s Wear subjects of this semester.

- Design a collection for Women’s Wear on various specified themes.
- Drape these garments on fashion figures in different moods.
- Colour and Texture rendering; swatches and notions; spec sheets
- Define a personal designer style and make a portfolio.
References:
• Patrick John Ireland, ‘Fashion Design Drawing & Presentation’ Om Books International, New Delhi, 2005
• Seaman ‘Professional Fashion Illustration’ B.T. Batsford Ltd.
• Colussy ‘Rendering Fashion-Fabrics & Paints’
• Hagen, ‘Fashion Illustration for designers’.
• Martin Dawber, ‘Big book of Illustrations’.

COMPUTER DESIGNING – I

Practical: 3 Pds/week       Total Marks: 50
Time for paper: 3 Hrs       Int. 10 Exam 40

Objectives:
To enable the students to understand the application of Adobe Photoshop and used the same to create various design compositions.

Instruction to the Examiner
The Examiner will set questions covering the whole syllabus
Understanding application of basic tools of Photoshop.
Learning the technique of scanning pictures of celebrities/veterans/models and redefining them in terms of hair styles, dresses, and accessories.

Designing the following for sales promotion:
• Posters and Fliers
• CD covers of fashion shows, music CD’s etc.
• Visiting cards and brochures of designers, professors etc.
• Thematic backgrounds like corporate/ Board meeting room, hotel lounge, teller desk; party hall; beach; classroom; etc.

References:
• User guide for the Software.

SEMINAR

Objectives
To enable the students to improve their presentation skills and to make them aware about various designers and their collections.

Note:
Seminar will not be exam based. It will be assessed internally.

Each student has to present a seminar on at least one national and one international designer and their collections.
1. Retail Marketing & Merchandising (RMM)
2. Knitwear Design Technology (KDT)
3. Advanced Pattern Making – II (APM-II)
4. Construction of Men’s Wear (CMW)
5. Design Illustration – II (DI-II)
6. Computer Designing – II (CD-II)
RETAIL MARKETING & MERCHANDISING

Theory: 6 Pds/week  Total Marks: 100
Time for paper: 3 Hrs  Int. 20 Exam 80

Objectives:
• To introduce the concept of Retailing & Marketing
• To impart knowledge regarding the marketing environment and consumer behaviour.

Instruction to the Examiner
1. Question paper will have four sections.
2. Examiner will set a total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering the whole syllabus.
3. Students will attempt one question from each unit and the compulsory question.
4. All questions may carry equal marks, unless specified.

Unit-I
• Introduction to Retailing: types and its formats.
• Merchandising: its definition, types, role and responsibility of merchandiser.
• Organisational structure

Unit-II
• Identification and analysis of consumer.
• Communicating with consumer.
• Relationship between retailer and consumer.
• Business ethics and social responsibility.

Unit-III
• Financial aspects of retail merchandising.
• Retail Pricing.
• Planning sales and inventory.

Unit-IV
• Merchandising control.
• Store Planning and Design.
• Human Resource Management.

References:
• John Donnellan, ‘Merchandise Buying and Management’
• Leslie Davis Burns, Nancy O. Bryant, ‘The Business of Fashion’
• Edited by Mike Easey, ‘Fashion Marketing’
• Ellen Diamond, ‘Fashion Retailing’
• Jay Diamond Gerald Pintel, ‘Retail Buying’
• Rasshid Din, ‘New Retail’
• Michael R. Solaman, ‘Consumer Behaviour in Fashion’
KNITWEAR DESIGN TECHNOLOGY

Theory: 3 Pds/Week       Total Marks: 50
Time for paper : 3Hrs       Int. 10 Exam 40

Objectives:
• To understand the characteristics of knitted fabrics
• To understand the versatility of knitted fabrics for end uses.

Instructions to the Examiner
1. Question paper will have four sections.
2. Examiner will set a total of nine questions comprising two questions from each
   unit and one compulsory question of short answer type covering the whole
   syllabus.
3. Students will attempt one question from each unit and the compulsory question.
4. All questions may carry equal marks, unless specified.

Unit-I
Introduction to knitting
• Definition of knitting
• Weft and Warp Knitting
• Comparison of Weft and Warp Knitting

Unit-II
Weft knitted fabrics
• Plain, Knit, Purl, Tuck, Float, Rib, Jacquard.
Warp knitted fabrics
• Tricot, Raschel, Simplex, Milenese.

Unit-III
Knitted garments
• Fully cut
• Stitch shaped cut
• Fully fashioned
• Integral

Unit-IV
Quality Control of knitted fabrics
Garment Quality

References:
• D.B. Aigaonkar, ‘Knitting Technology’
• David J.Spencer, ‘Knitting Technology’
• Samuel Rag, ‘Flat Knitting Technology’
• Smirfitt, ‘An Introduction to Weft Knitting’
KNITWEAR DESIGN TECHNOLOGY

Objectives:
• To impart the knowledge of Knitting
• To develop an understanding of the various knitted structures

Instructions to the Examiner
The Examiner will set questions covering the whole syllabus.

For a knitted sample file develop 20 swatches from basic stitches
(Knit, Purl, Tuck, Miss, Transfer loop)

Develop a garment from a creative swatch

References:
• Sandy Black ‘Knitwear in Fashion’, Thames & Hundson, London, 2005
• Debbie Blis ‘Cotton Knits for all seasons’
• Zoe Mellor ‘Double Knits’
• The step by step guide to knitting
• The Harmony guide to knitting stitches

ADVANCED PATTERN MAKING – II

Objectives:
To enable the students to develop patterns for men’s wear garments.

Instruction to the Examiner
The Examiner will set questions covering the whole syllabus.

Pattern development of the following garments
• Jacket–Reversible, Lined
• Trousers–Jeans, Formal
• Shirt
• Sherwani with aligarhi pyjama

References:
• Bane Allyne, MC Graw Hill USA ‘Flat Pattern Design’.
• Bernar Zamkoff, ‘Basic Pattern Skills for Fashion Design’.
CONSTRUCTION OF MEN’S WEAR

Practical: 3 Pds/week  Total Marks: 100
Time for paper: 3 Hrs  Int. 20 Exam 80

Objectives:
To learn to assemble and stitch the diverse components of men’s garments.

Instructions to the Examiner
The Examiner will set questions covering the whole syllabus.

Construction of the following garments:
- Jacket–Reversible, Lined
- Trousers–Jeans, Formal
- Shirt
- Sherwani with aligarhi pyjama

References:
- Reader’s Digest Complete Guide to Sewing.
- Dorothy Wood, ‘The Practical Encyclopaedia of Sewing’.
- Doongaji Sherie & Deshpande, R, Basic Process and Clothing Construction.

DESIGN ILLUSTRATION-II

Practical: 3 Pds/week  Total Marks: 100
Time for Paper: 3 Hrs  Int. 20 Exam 80

Objectives:
- To introduce male croqui and various postures.
- To impart skill for development of inspirational designing ability.

Instruction to the Examiner
The Examiner will set questions covering the whole syllabus.

Introduction to male figure, features and postures

Draping male figure in
- Casual wear
- Street wear
- Formal wear
Detailed line planning with emphasis on design development sheets for men.

Making a theme based working drawing collection of five ensembles of men’s wear–formal and casual.

Creation of different textures for men’s wear.

References
- Bina Abling, ‘Illustrating Fashion’
- Seaman ‘Professional Fashion Illustration’ B.T. Batsford Ltd.
- Colussy ‘Rendering Fashion-Fabrics & Paints’

COMPUTER DESIGNING-II

Practical: 3 Pds/week
Time for Paper: 3 Hrs

Total Marks: 50
Int. 10 Exam 40

Objectives:
To make students acquire skill in computer aided designing.

Instruction to the Examiner
The Examiner will set questions covering the whole syllabus.

Prepare design illustrations and work sheets of the following garments using the tools of Adobe Photoshop and Corel Draw:
- Jacket
- Trousers
- Sherwani with aligarhi pyjama

Create different textures for above garments.

Drape of created textures in the above garments.

Reference:
- User guide for the software.
- Corel Draw by BPB Publications

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