FACULTY OF SCIENCE

SYLLABI

FOR

MASTER IN FASHION DESIGNING & MANAGEMENT

(1st to 4th Semester)

SESSION 2014-2015

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### FIRST YEAR (SEMESTER-I)

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Note: All papers (Theory and Practical) will be preset by external examiners, appointed by Panjab University, Chandigarh

### FIRST YEAR (SEMESTER-II)

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## SECOND YEAR (SEMESTER-III)

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<td>MFDM-302</td>
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<td>MFDM-305</td>
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## SECOND YEAR (SEMESTER-IV)

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<tr>
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<td>Industrial Project Report &amp; Viva-voce</td>
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- Exhibition/Fashion Show to be graded
- Note: All papers (Theory and Practical) will be preset by external examiners, appointed by Panjab University, Chandigarh
SEMESTER-I

MFDM 101 : CONCEPTS OF FASHION

Time 3 hrs. (Theory)         Total Marks: 100
Int. 20;  Exams.80

OBJECTIVE:
To develop awareness regarding Fashion, Style and Trends.

INSTRUCTIONS FOR PAPER SETTER
There will be nine questions in all. Question 1 will be compulsory and objective type covering the whole syllabus. There will be eight more questions from the four units of syllabus covering two questions from each unit. Students will be required to answer one question from each unit. Each question will carry 16 marks.

UNIT- I


UNIT- II

• Characteristics, Principles and Elements of Fashion
• Fashion Cycle -Stages, Length and Breaks
• Sociological and Psychological Aspects of Fashion

UNIT- III

• Fashion Forecasting and Innovation, Market Research, Fashion Service and Resources
• Inspiration of Fashion from sources like: Historical and Ethnic Costumes, Arts, Fabrics, Street Scenes, Architecture, Nature.

UNIT- IV

• Factors Influencing Fashion
• Fashion Leaders and Followers
• Theories of Fashion Adoption

References:
MFDM 102 : PRINCIPLES OF MANAGEMENT AND FASHION MERCHANDISING

Time 3 hrs. (Theory)  
Total Marks: 100  
Int. 20; Exams: 80

OBJECTIVE:
To acquaint students with knowledge of merchandising and related aspects. To provide opportunities to the students for developing basic managerial skills.

INSTRUCTIONS FOR PAPER SETTER
There will be nine questions in all. Question 1 will be compulsory and objective type covering the whole syllabus. There will be eight more questions from the four units of syllabus covering two questions from each unit. Students will be required to answer one question from each unit. Each question will carry 16 marks.

UNIT – I
- Planning: Types of plans, steps in planning, process of planning.
- Organising : Meaning and Process

UNIT-II
- Motivation: Meaning, importance, and theories.
- Co-ordination: Concept and importance of coordination, factors which make co-ordination difficult, techniques or methods to ensure effective co-ordination.
- Controlling: Concept and Importance of control, process of control.

UNIT- III
- Fashion Merchandising; Meaning and Introduction, Various factors affecting merchandising
- Micro Vs Macro merchandising.

UNIT-IV
- Merchandising plan- Scheduling, seasons and its components
- How merchants use data, Vendor analysis, Comparison, Sales related ratio.
- Role and responsibilities of merchandiser.

References:
MFDM 103: CONCEPTS OF DESIGN

Time 3 hrs. (Theory)         Total Marks: 50
Int. 10 ; External:40

OBJECTIVES
To impart the knowledge of various elements and principles of design
To develop learning to appreciate design details and understand process of Design Development.

Instructions for Paper Setter
There will be nine questions in all. Question 1 will be compulsory and objective type covering the whole syllabus. There will be eight more questions from the four units of syllabus covering two questions from each unit. Students will be required to answer one question from each unit. Each question will carry 8 marks.

UNIT- I
- Elements of Design- Concept & Definition.
- Line, Form, Shape, Pattern, Color and Texture
- Principles of Design- Concept & Definition.
- Harmony, Balance, Rhythm, Proportion, Emphasis, Light and Space
- Implication of design principles in design drafting, Color concepts, 2D and 3D designs

UNIT- II
- Definition and types of Silhouettes
- Meaning of figure and ground
- Structure, Gradation & Radiation

UNIT-III
- Color contrast and concentration; Hue, Saturation, intensity
- Color theory, Color Schemes
- Texture and its types.

UNIT-IV
- Application of elements and principles of design in dress; creating optical illusion in dress to enhance a body type.

References:–

MFDM 103: CONCEPTS OF DESIGN

Time: 3 hrs. (Practical)         Total marks: 50
Int. 10, Exams:40

OBJECTIVE:
To acquaint students with the application of the Elements and Principles of Visual Design.

INSTRUCTIONS TO THE PAPER SETTER
The paper setter will set questions covering the whole syllabus.
- Creating textures such as Spontaneous, Decorative, Mechanical using various methods of Drawing, Painting, Printing, Bleaching, Rubbing, Spraying, Staining and Dyeing.
- Creating Motifs; Naturalised, Stylized, Geometrical and Abstract.
- Study of Nature, Trees and Landscape
- Color Wheel, hues and color combinations
References:

MFDM 104: FASHION ILLUSTRATION-I

Time: 03 hours. (Practical)       Total Marks: 100
Int. 20; Exam: 80

OBJECTIVE
To enable the students to focus on design details, creation of style and rendering techniques using different media and different themes.

INSTRUCTIONS TO THE PAPER SETTERS
The paper setter will set questions covering the whole syllabus.

UNIT-I
- Sketching of different action croqui (front, back and side views and different moods)
- Sketching of Garments and garment details
  i. Skirts and pants
  ii. Blouses, coats and jackets
  iii. Sleeves details
  iv. Necklines and collars
  v. Pleats, cowls and cascades
  vi. Yokes and underskirts
  vii. Gathers, frills and flounces

UNIT-II
- Basic Rendering Techniques in Different mediums Pencils, Crayons, Posters, water colors and oil pastels
- Sketching of Accessories
  i) Hats and headgears
  ii) Footwear
  iii) Bags and purses
  iv) Jewellery

UNIT-III
- Figure analysis of different postures from magazines
- Draping of theme based garments (atleast two themes)
  1. The work prepared by each student shall contain theme based collections using various presentation skills.
  2. Each theme will be accompanied by a line of costumes designed by using that theme as an inspiration
  3. The Portfolio should have at least 5 sheets in each theme
  4. Mood board and story board of each theme should be made prior to designing
MFDM 105: PATTERN MAKING-I

Time : 03 Hrs. (Practical)         Int. 20; Exam. 80

OBJECTIVE
To understand the concept of Pattern Development

INSTRUCTIONS TO THE PAPER SETTER
The paper setter will set questions covering the whole syllabus.

- Anthropometric Measurements:- Infants, Toddlers, children, pre-teen, Junior misses, women and men
- a) Drafting of Set in Sleeves, Basic Sleeve, Ruffle, Shirred, Circular, Bishop, Hanky, Lantern, Juliet
- b) Drafting of Extended Bodice Sleeves – Batwing, Drop- Shoulder, Cowl
- c) Part Bodice in Sleeve- Raglan and Saddle
- Drafting of Collars & Neck Lines : Convertible Collar, Stand and Fall
  Stand Collar, Winged, Chelsea, Bishop, Shawl, Coat Collar,
- Preparing Adult Bodice Block on Full Scale
  - Dart Manipulation- shifting of dart by pivot method and slash and spread method (on full scale )
    a. Single Dart Series
    b. Two Dart Series
    c. Multiple Dart Series
    d. Princess and Empire Line
    e. Yokes
    f. Gathers
    Making sample on Muslin for each dart manipulation
- Contoured Patterns- Halter Style, Off Shoulder, Angrakha
- Drafting of Skirts: Basic Skirt Block, A-line, Flared, Circular, Gored, Pegged Yoked, Tiered, Pleated, Godet, Hip Rider, Wrap Around, Handkerchief
- Draping of Basic Adult Bodice Block Front & Back, Basic Skirt , Basic Sleeve
- Introduction to grading with direct method and vector method
  (a) Grading of Adult’s Block  (b) Grading of Full sleeve  (c) Grading of Skirt Block

References:
Objective:
To enable the students to apply the knowledge of design process in developing a kids wear collection.

Instructions to the examiner:
Construction of any one garment according to the design prepared and followed by the Pattern making and adaptation.

Themes:
- Party wear
- Casual wear
- Sports wear
- School Uniform

Design development:
- Research
- Finalization of theme
- Sourcing
- Finalization of designs
- Measurements & specification sheets.

Pattern Development:
- Development of Patterns from basic blocks and Fabric calculation
- Layout.

Garment Construction:
- Prototype Development of two garments per collection

References:-
SEMESTER-II
MFDM 201: FASHION RETAILING AND MARKETING

Time: 3 hrs. (Theory)            Total marks: 100
Int. 20; Exam:80

OBJECTIVE:
To provide the necessary knowledge, skills, values and attitudes of Fashion Retailing and Marketing in this competitive era.

INSTRUCTIONS FOR PAPER SETTER
There will be nine questions in all. Question 1 will be compulsory and objective type covering the whole syllabus. There will be eight more questions from the four units of syllabus covering two questions from each unit. Students will be required to answer one question from each unit. Each question will carry 16 marks.

UNIT-I
• History and Development of Fashion Retailing.
• Traditional type of Fashion retailing, Department Stores, Specialty Stores, Discount Stores, Off price retailers, Factory outlet stores, Boutiques /Show case Stores.

UNIT-II
• Analysis of Fashion Retailer’s of On site and offsite.
• Retailing environment- legal, social, economic.
• Latest Trends in Indian Retail Industry.

UNIT-III
• Marketing : Meaning, tasks, concepts and orientations;
• Customer satisfaction, value and retention;
• Buyer behaviour in customer marketing and Business Marketing;
• Marketing environment;
• Strategic planning in marketing;
• Market measurement and forecasting;

UNIT-IV
• Dealing with competition
• Marketing segmentation, Targeting and Positioning;
• Marketing of services,
• Relationship Marketing;
• Marketing strategies, Programmes and Decisions related to. Marketing Organization
• Marketing control.

References:
3. Retail Management, Ron Hasty and James Reardon (2007)
MFDM 202: PRODUCT, ORGANISATION AND SUPPLY CHAIN MANAGEMENT

Time: 3 hrs. (Theory)               Total marks: 100
Int. 20; Exam: 80

OBJECTIVE:
To impart latest and relevant knowledge from the field of Product and Brand Management as well as supply chain Management.

INSTRUCTION FOR PAPER SETTER
There will be nine questions in all. Question 1 will be compulsory and objective type covering the whole syllabus. There will be eight more questions from the four units of syllabus covering two questions from each unit. Students will be required to answer one question from each unit. Each question will carry 16 marks.

UNIT-I
- Product Concepts: Product Mix concepts, Product Classification.

UNIT - II
- Form of organizations- Sole trade, partnership, and company.
- Decision Making: Importance, Types and steps in decision making.
- Delegation: Meaning, merits and how to make delegation effective.
- Centralization and De-centralization

UNIT-III
- Meaning, Scope and importance of branding.
- Branding Decisions: Branding Brand Name Brand Characteristics.
- Packaging and Labeling.

UNIT IV
- Supply Chain : Meaning and Importance
- Supply Chain Management: Concept, Significance, Elements
- Order processing, material handling, warehousing, inventory management.

References:
2. Brand Management, Tapan Panda, 2/e, Excel Publication
3. Brand Management -The Indian Context, Y L R Moorthy , Vikas Publication
4. Supply Chain Management-Strategy, Planning and Operation, Sunil Chopra and Peter Mein Pearson PHI.

MFDM 203 – PATTERN MAKING THROUGH DRAPING

Time 3 hrs               Total marks: 100
Internal: 20 External: 80

OBJECTIVE:
To understand draping techniques and incorporating fine design details in a dress.

Instructions to the examiner:
The examiner will set questions covering the whole syllabus and paper will be preset. Students should prepare following Muslin Patterns through Draping:-

- Stylized Necklines, Collars and Yokes
- Five different designs of Blouse, Shirts and Tops
• Ten different designs of Skirts
• Western outfit – 1 piece dress/gown (any five designs)

References:

MFDM- 204 PRODUCT DESIGN AND DEVELOPMENT (Women’s Wear )

Time: 03 hrs

OBJECTIVE:
To enable the students to apply the knowledge of Design Process in developing a Women’s collection.

Instruction to the examiner:
Construction of any one garment according to the design prepared and followed by the Pattern making and adaptation.

Themes:
- Casual wear
- Party wear
- Nightwear

Design development
- Research
- Finalization of theme
- Sourcing
- Finalization of designs
- Measurements and specification sheets

Pattern development
- Development of basic blocks: Bodice, Sleeve, Skirt and Trouser block.
- Pattern making by adaptation from basic blocks, layout and cutting

Garment Construction
- Prototype development of two designs per collection

References:
2) Pattern Cutting for Women’s Outwear, Gerry Cooplen, Blackwell Publications (2005)

MFDM 205 : COMPUTER DESIGNING(ADOBE PHOTOSHOP)

Time:3 hrs. (Practical)  

OBJECTIVE:
Students acquire basic knowledge and hands-on experience with Adobe Photoshop Designing software. They will develop ability to create original designs in various formats using the computer.

INSTRUCTIONS TO THE PAPER SETTER
The paper setter will set questions covering the whole syllabus.

- Understanding application of basic tools of Photoshop.
- Design a traditional and a contemporary motif and Nursery Print
• Design logos and create a brochures for your own label.
• Designing the following for sales promotion:
  o Posters and Fliers
  o CD covers of fashion shows, music CD’s etc.
  o Visiting cards and brochures of designers
• Learn the technique of scanning pictures of celebrities/models and redefining them in terms of hair styles, dresses, and accessories.

References:
1. Guide Book of Adobe Photoshop which comes with original software.

**MFDM 206: FASHION ILLUSTRATION-II**

Time: 3 hrs. (Practical)  
Total Marks: 50  
Int. 10; Exam: 40

**OBJECTIVE**
To enable the students to focus on design details, creation of style and rendering techniques using different media and different themes.

**INSTRUCTIONS TO THE PAPER SETTER**
The examiner will set questions covering the whole syllabus.

• Developing a croqui in all different poses.
• Rendering of a croqui in all mediums i.e Pastel colors, Color pencils and water colors.
• Depicting various silhouettes on fashion figures.
• Illustrate variations in Skirts, Dresses, Trousers, Coats and Jackets.
• Illustration of details of Pleats, Tucks, Darts, Yokes and Godets.
• Rendering of various fabric types- Chiffons, Crapes, Denims Tweeds, Satins, Spandex, Laces and Nets.

References:-

**SEMINAR**

Total Marks: 50 (Internal)

**OBJECTIVE :**

• To enable the students to improve their presentation skills

Note: Student has to present one seminar on any topic of the syllabus covered in 1st and 2nd Semester.
SEMESTER-III

MFDM 301 : HISTORIC COSTUMES AND CONTEMPORARY FASHION

Time: 3 hrs. (Theory)       Total Marks: 50
Int. 10; Exam: 40

OBJECTIVE:
In this course student will study the history of fashion and they will examine some of the major influences of history on contemporary fashion and anticipating future change. Students will also learn about the costumes of various civilization and cultures.

INSTRUCTIONS FOR PAPER SETTER
There will be nine questions in all. Question 1 will be compulsory and objective type covering the whole syllabus. There will be eight more questions from the four units of syllabus covering two questions from each unit. Students will be required to answer one question from each unit. Each question will carry 8 marks.

UNIT - I

• Origin and theories of clothing
• Origin of costumes and their development according to social factors.
• Ancient Indian costumes- Mauryan and Sunga Period, Satavahana Period and Gupta Period

UNIT-II

• Mughal Period- Costumes of Pre Mughal, Mughal and Post Mughal period.
• British Period- Costumes of Pre-Independence and Post Independence Period.

UNIT-III

• Traditional Textiles of India
  o Colored Textile – Bandhani, Patola, Ikkat, Pocchampalli
  o Woven Textiles – Brocades, Jamavar, Jamdani, Chanderi, Maheshwari, Kanjivaram, Kota, Baluchari
  o Printed and Painted Textiles

UNIT - IV

• Traditional Costumes of India-
  o East – Assam & West Bengal.
  o West- Maharashtra & Gujrat.
  o South- Kerala & Karnataka.

• Global Fashion History
  o Role of fashion creators and designers.
  o The French Couture- An over view with the creators of fashion.
  o American Couture- An over view with the creators of fashion.
  o Indian Contemporary Designers- Scope and Prospects.

References:
2. Costumes & Textiles of Royal India, Kumar Ritu (1999)
4. History of Indian Costumes, Chandermoti
MFDM 302 : GARMENT MANUFACTURING TECHNOLOGY

Time 3 hrs (Theory)        Total Marks: 100
Int. 20; Exam: 80

OBJECTIVE:
To impart the knowledge of industrial based apparel manufacture and major departments in apparel firm.

INSTRUCTIONS FOR PAPER SETTER
There will be nine questions in all. Question 1 will be compulsory and objective type covering the whole syllabus. There will be eight more questions from the four units of syllabus covering two questions from each unit. Students will be required to answer one question from each unit. Each question will carry 16 marks.

UNIT I
- Meaning & Role of an Apparel manufacturer; Principles of Management.
- Structure & Sectors of Garments Industry-Its Product type and Organization

UNIT-II
- Organizational Structure of a Clothing Factory, Department of Design, Marketing, Finance, Purchasing, Production, Operation.

UNIT-III
- Manufacturing Process:-Planning, Cutting and Production, Stocking, Yardage Ordering and Receiving, Sample Pattern Work, Bundling, Special Trims
- Construction and Operations:-Cutting Room, Fusing Technology, Sewing Technology, Pressing Technology

UNIT-IV
- Packaging & Labeling of Final goods:- Sorting, Finishing, On site storage, Warehousing
- Principles of Quality Control
- Delivery of Final goods

References
MFDM 303: KNITTING AND WEAVING TECHNOLOGY

Time 3 hrs. (Theory)               Total Marks: 50
Internal: 10; Exam: 40

OBJECTIVE
To understand the characteristics of knitted and woven fabrics

INSTRUCTIONS FOR PAPER SETTER
There will be nine questions in all. Question 1 will be compulsory and objective type covering the whole syllabus. There will be eight more questions from the four units of syllabus covering two questions from each unit. Students will be required to answer one question from each unit. Each question will carry 8 marks.

UNIT-I
- Definition of knitting
- Classification of knitted Fabric

UNIT-II
- Weft Knitting: Plain Knit Stitch, Purl Stitch, Rib Stitch
- Warp Knitting: Tricot Knit, Raschel Knit, Milanese Knit, Simplex Knit and Crochet Knit.
- Comparison of Weft and Warp Knitting

UNIT-III
- Machine knitting - principles of knitting technology, elements of knitting, loops structure
- Various types of knitting machines: Circular knits, flat knits, straight bar, knitting plain, terry cot knits, multi gauze bar and weft knitting

UNIT-IV
- Selection and preparation of yarn for weaving
- Introduction to simple weaving loom, its types and working
- Weaving process, structure and weave repeat
- Classification of Weaves:
  o Basic Weave: Plain Weave, Twill Weave, Satin Weave and Sateen Weave
  o Novelty Weave: Pile, Leno, Swivel, Lappet, Dobby and Jacquard Weave
- Automatic looms, shuttle weaving machines and air jet weaving machines
- Comparison of Woven and knitted structures

References:
2. Weaving and Knitting by Hollen and Saddler
4. Textiles Fiber to Fabric by Bernard P-Corbman (2001)
**MFDM 304 : TEXTILE SCIENCE**

**Time:** 3 hrs. (Theory)  
**Total Marks:** 50  
**Internal:** 10; **Exam:** 40

**OBJECTIVE:**  
This course stresses on the basic understanding of fabric properties and inter relationship among fabric components and performance.

**INSTRUCTIONS FOR PAPER SETTER**  
There will be nine questions in all. Question 1 will be compulsory and objective type covering the whole syllabus. There will be eight more questions from the four units of syllabus covering two questions from each unit. Students will be required to answer one question from each unit. Each question will carry 16 marks.

**UNIT-I**

- Definition and classification of Textile Fibre, Yarn and Fabric

**UNIT-II**

Yarns; Types of Yarns  
- Simple – Single, Ply and Cord yarns  
- Novelty- Slub, Boucle, Chenile, Nubs, Corkscrew and Grenadelle  
- Textured- Stretch, Bulk and Core Spun yarns  
- Blended Yarns

**UNIT-III**

- Introduction to Fibre polymers, types of polymers and types of Polymerisation  
- Inter and Intra polymers forces of attraction  
- Properties of fibre forming polymers.

**UNIT-IV**

- Dye Molecule & its configuration  
- Theory & Classification of dyes :- Acid, Azoic, Basic, Direct, Disperse, Mordant, Reactive, Sulphur, & Vat Dyes

**Various types of finishing:**

- Basic:- Singeing, Desizing, Scouring, Bleaching, Calendring and Mercerisation
- Functional (Appearance):- Optical Brightening Agent, Stiffening Finish, Acid Finish, Basic Finish, Shrink Resistant and Anti Static Finish

**References:**

MFDM 304: TEXTILE SCIENCE

Time: 3 hrs. (Practical)                  Total Marks: 50
Int. 10; Exam.: 40

OBJECTIVE
To develop an understanding of methods and techniques used to analyze the textile fiber, yarns and fabrics for end user performance

INSTRUCTIONS TO THE EXAMINER
The examiner will set questions covering the whole syllabus.

• Qualitative- Identification of fibers -cotton, jute, linen, silk, wool, polyesters, viscose, polyamide. Use of burning, microscopic and chemical test.
• Desizing, scouring and bleaching of grey fabric using chemical and eco-friendly agents
• Dyeing of cotton with direct dye
• Dyeing of wool and silk with acid dye
• Dyeing of polyester with disperse dye
• Use of natural dyes and mordents (synthetic and natural) to dye cotton, silk and wool
• Yarn Test
  Count, Breaking strength, Twist and Crimp
• Fabric Analysis-- Thread Count, Weight, Thickness, Abrasion, Strength (Tensile, Tearing, Bursting), Crease Recovery
• Dimensional changes in fabric while laundering - stiffness, shrinkage etc
• Evaluation of color fastness of dyed fabrics and apparels to artificial light, natural light, crocking, perspiration - acid and alkaline, pressing dry and wet, washing-- hand and launderometer

References:

MFDM 305: ENTREPRENEURSHIP DEVELOPMENT

Time: 3 hrs. (Theory)                  Total Marks: 100
Int. 20, Exam: 80

OBJECTIVE:
To provide theoretical information to learners about the economic environment and role of entrepreneur in economic development. To help learners understand various issues involved in setting up a private enterprise and to develop required entrepreneurial skills. To motivate students to opt for entrepreneurship and self employment as alternate career options.

INSTRUCTIONS FOR PAPER SETTER
There will be nine questions in all. Question 1 will be compulsory and objective type covering the whole syllabus. There will be eight more questions from the four units of syllabus covering two questions from each unit. Students will be required to answer one question from each unit. Each question will carry 16 marks.
UNIT – I

- Entrepreneurship – definition, concept, nature, need and barriers to entrepreneurship.
- Entrepreneurship – advantages, disadvantages and difference between Entrepreneurship; enterprise; intrapreneurship.

UNIT-II

- Entrepreneur – definition, characteristics, kinds. Role of Entrepreneur in economic development.
- Case studies related to Women Entrepreneurs.

UNIT – III

- Project Identification and classification – definition, characteristics, classification, sources of project ideas and steps in project identification.
- Product Selection – definition, factors affecting and barriers to successful development of a new product.

UNIT-IV

- Market Survey – definition, objectives, procedures, methods and limitations.
- Project Plan – Need, steps in writing a project plan, general tips and reasons for failure of project plan.
- Project Appraisal – various aspects of project appraisal.

References
2. For Entrepreneurs only, Harell (1995)
5. Entrepreneurship, Rajiv Roy, Oxford University Publication.

MFDM 306: FASHION ILLUSTRATION II (COREL DRAW)

Time: 03 hrs.(Practical)

Total Marks: 100
Int20; Exam.: 80

OBJECTIVE:
To impart knowledge of Computer Aided Designing through Corel Draw.

INSTRUCTION TO THE EXAMINER:
The examiner will set questions covering the whole syllabus.

Understanding basic tools of Corel Draw
- To prepare theme based illustrations of Casual wear, Formal wear, Ramp wear and Executive wear alongwith accessories.
- To create and present realistic 3D- designs, virtual shows of design collection.
- Draping creations, 3D- simulations with virtual fabric materials, thematic moods
- Scan and re-design different types of textures, knitted, leather, lace and printed.
- Diversified colour applications.

A Portfolio will be prepared by each student.
OBJECTIVE:
To enable the students to apply the knowledge of design process in developing a Men’s collection.

Construction of any one garment according to the prepared design followed by pattern making and adaptation:

Themes:
• Casual wear:
• Party wear
• Night wear

Design Development
• Research
• Finalization of theme
• Sourcing
• Finalization of designs
• Measurements and specification sheets

Pattern Development
• Development of basic blocks: Bodice, Sleeve, Skirt and Trouser block.
• Pattern making by adaptation from basic blocks, layout and cutting

Garment Construction
• Prototype development of two designs per collection.

References:
OBJECTIVE:

This course aims to appraise the students of various quantitative modes that can be used in business decision making and ability to conduct research and process data. They will be exposed to the different concepts, principles and practices of research methodology and data processing.

INSTRUCTIONS FOR PAPER SETTER

There will be nine questions in all. Question 1 will be compulsory and objective type covering the whole syllabus. There will be eight more questions from the four units of syllabus covering two questions from each unit. Students will be required to answer one question from each unit. Each question will carry 16 marks.

UNIT- I

- Definition, Importance and Meaning of Research, Characteristics of research, Types of Research, Steps in research, Identification, Selection and formulation of research problem, Research question, Research design, formulation of Hypothesis

UNIT-II

- Fundamentals of Hypothesis testing, Research report - Types of report, contents, styles of reporting, steps in drafting report, Editing the final draft, Evaluating the final draft.

UNIT- III

- Sampling – Techniques, types of sampling, steps in sampling, sampling and non sampling error, sample size. Advantage and limitation of sampling.
- Collection of data – Meaning, data collection methods, advantages and limitations. Design of Questionnaire

UNIT IV

- Measure of central tendency, Dispersion, Correlation.
- Testing of significance – mean, proportion, variance, Correlation and chi-square.

References:

MFDM 402 : FASHION COMMUNICATION

Time: 3 hrs. (Theory)                      Total Marks: 100
Int. 20; Exam: 80

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

INSTRUCTIONS FOR PAPER SETTER
There will be nine questions in all. Question 1 will be compulsory and objective type covering the whole syllabus. There will be eight more questions from the four units of syllabus covering two questions from each unit. Students will be required to answer one question from each unit. Each question will carry 16 marks.

UNIT – I


UNIT-II

• Communication – Concept, definition, methods, barriers of communication and suggestion to overcome barriers.
• Mass communication – Concept, definition, scope and functions of mass communication through different media - electronic media, print media, cyber media

UNIT-III

• Role of media in society
• Personal Selling
• Fashion Advertising

UNIT –IV

• Need of mass communication in fashion world
• Effect of mass media and trade fair in fashion marketing
• Report writing for different kinds of media: Magazine and News papers

References:

1. Writing for the Fashion Business, Kristen K Sweanson – Fare child publication
2. Effective Communication, Ashok Bhala, Abhishek Publication
MFDM 403 : ADVANCED PATTERN MAKING THROUGH TUKA CAD

Time: 3 hrs. (Practical)  Total Marks: 100
Internal: 20; External: 80

OBJECTIVE:
- To make students acquire skills in computer aided pattern making and grading through TUKA CAD software.

INSTRUCTIONS TO THE EXAMINER
The examiner will set questions covering the whole syllabus.

Drafting of basic blocks
- Front and Back Bodice
- Sleeve Block, Skirt Block

Dart Manipulation – Any five designs: Off Shoulder, Halter, Warp, One Piece Dress, Princess Line corset, Empire line dress etc.

Developing pattern for men: Trousers, jeans, shirts and coat
Developing pattern for women: Top, Skirts, Shirt, Trouser
Developing pattern for Kids: Shorts and Jump suit

Grading and pattern plotting

MFDM 404: DESIGN RESEARCH FOR LINE DEVELOPMENT (FOLIO PRESENTATION)

Time: 3 hrs. (Practical)  Total Marks: 100
Internal: 20, External: 80

OBJECTIVE:
To inculcate versatile skills in students to become professionals in fashion field

INSTRUCTIONS TO THE EXAMINER:
The examiner will set questions covering the whole syllabus.

- Research on colour prediction and theme selection
- Making a colour palette and fabric story for a theme based collection
- Making mood boards- collection and illustrations
- Sourcing of Raw Material and fabricating a line for a particular season and age.
- Designing a fashion line for women and making design sheets.
- Making a fashion portfolio for ethnic and western wear by taking inspiration from different Indian and international designers, costumes of India and world, prose and poetry, seasons, events etc.
- Construction of selected garments from portfolio and their presentation

Note:
1. A portfolio will be prepared by each student in which collection of themes both for the domestic market and international market using different presentation skills.
2. Different colour mediums should be used.
3. The portfolio should have at least eight garments on one theme.
4. To justify the theme of the dress, the theme could be seen in the colour of the dress/ silhouette of the dress/surface texture of the dress/surface ornamentation of the dress/accessories accompanying the dress.
OBJECTIVE:
To impart the latest and relevant knowledge from the field of Advertising and Sales promotion and provide opportunities to the students for developing necessary advertising skills to tackle the marketing problems.

INSTRUCTION FOR PAPER SETTER
There will be nine questions in all. Question 1 will be compulsory and objective type covering the whole syllabus. There will be eight more questions from the four units of syllabus covering two questions from each unit. Students will be required to answer one question from each unit. Each question will carry 16 marks.

UNIT – I
- Identifying & understanding consumer – Consumer demographics & life styles, Types of consumer
- Consumer shopping attitude, factors influencing buying decisions in retailing.
- Consumer-action groups, Reference group appeals, Celebrities

UNIT -II
- Communication & Promotion,
- Promotion mix & strategies,
- Sales promotion. AIDAS model of selling.
- Personal selling and Sales management: Objectives, Importance, Types of salesmen, Qualities of successful salesman with reference to consumer Services.

UNIT III
- Advertising Agency: Type of agencies, Services offered by various agencies, Criteria for selecting the agencies and evaluation.
- Developing Media plan, Problems encountered, Media Evaluation, Print, Broadcast media, Support media in advertising.
- Internet advertising: Meaning, Components, Advantages and Limitations, Types of Internet advertising

UNIT-IV
- Functions of Sales Manager.
- Predicting Fashion trends: sources and forecasting information

References:
5. Advertising, Sangeeta Sharma & Raghuvir Singh, PHI.
After the completion of second semester examination the student will go on four weeks summer training in various industrial undertakings and retail sector organizations to undertake a project.

The basic objective is to enhance the analytical approach of the students towards decision making.

After the completion of training they have to submit three copies of the report.

A Viva Voce examination of the same will be conducted in the forth semester.

The degree of this course will be awarded only after confirmation of the project report marks submitted to the University.

**EXHIBITION/FASHION SHOW**

**OBJECTIVE:**
To initiate students to show their skills in designing and presentation.

Exhibition/Fashion show will be organized by the students to show their creativity in designing collections for Domestic and International market.