

### Evaluation Scheme for Master of Design [M. Des] Semester –I

Category of Paper	Code No.	Subject Name	Th/ Pr	Cr	Hrs	Th/ Pr	Tut	Formative	Summative	Total
CC	15030116	Pattern Making and Garment Construction I	Pr	2	4	4	-	60	40	100
CC	15030117	Term Project	Pr	2	4	4	-	60	40	100
AECC	15030118	Professional Ethics and Human Values	Th	2	2	2	-	20	30	50
CC	15030119	Design Thinking and Innovation	Th	3	3	2	1	40	60	100
CC	15030120	Statistics and Computer Application	Th	3	3	2	1	40	60	100
CC	15030121	Stylized Illustration I	Pr	2	4	4	-	60	40	100
CC	15030122	Advanced Draping-I	Pr	2	4	4	-	60	40	100
DSE	15030123	ANYONE: Contemporary Fashion	Th	3	3	2	1	40	60	100
	15030124	Textile Techniques								
		<b>Total</b>		<b>19</b>	<b>27</b>	<b>24</b>	<b>3</b>	<b>380</b>	<b>370</b>	<b>750</b>

## **15030116: PATTERN MAKING AND GARMENT CONSTRUCTION I**

SEMESTER	-	I		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	4 Hrs./week	:	60 Hours
MIN. TUTORIAL	-	0 Hrs./Week	:	0 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

### **OBJECTIVES:**

To develop skills in different techniques of pattern development and construction for upper garment.  
To understand the principles of grading standardized bodice and sleeve slopers to various sizes.

### **COURSE DETAILS:**

#### **UNIT I**

##### **PATTERN DEVELOPMENT THROUGH FLAT PATTERN**

Principles of flat pattern making- dart manipulation, contouring, additional fullness  
Garment components- sleeves and cuffs, necklines, collars, plackets  
Developing industrial patterns with complete set of markings in fitted and semi-fitted upper garments  
Preparation of muslin mock up for the pattern

#### **UNIT II**

##### **GRADING STANDARD SIZE BODICE BLOCK**

Bodice and sleeve slopers to various sizes

#### **UNIT III**

##### **CONSTRUCTION OF MALE GARMENT COMPONENTS**

Construction of upper garment components- necklines, collars, plackets, sleeves and cuffs, pockets and yokes

#### **UNIT IV**

##### **CONSTRUCTION OF FEMALE GARMENT COMPONENTS**

Construction of upper garment components- necklines, collars, plackets, sleeves and cuffs, pockets and yokes

### **REFERENCES:**

Armstrong, Helen Joseph (2000) Pattern Making for Fashion Design, 4<sup>TH</sup> Edition. Pearson  
Crawford Connie Amaden. (1989) The Art of Fashion Draping, 2<sup>nd</sup> Edition. New York, Education Ptc.Ltd. Fairchild Publications.  
Jaffe Hilde and Nuric Relic. (1993) Draping for Fashion Design, New Jersey, Fashion Institute of Technology

## EVALUATION SCHEME

<b>Practical External</b>				<b>Practical (Internal)</b>					
<b>Demonstration/Presentation</b>									
<b>Viva-voce</b>									
<b>Max</b>									
<b>Pass</b>									
<b>Attendance</b>									
<b>Mid Term</b>									
<b>Project/Lab Work</b>									
<b>Conduct/Demonstration</b>									
<b>Max</b>									
<b>Pass</b>									
30	10	40	16	5	20	20	15	60	24

## 15030117: TERM PROJECT

SEMESTER	-	I		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	4 Hrs./week	:	60 Hours
MIN. TUTORIAL	-	0 Hrs./Week	:	0 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

### OBJECTIVES:

To implement the understanding individually.

This is the error and learning process.

To improve the work through experiment/ experience.

### COURSE DETAIL

Teachers can assign any kind of project/ assignment/ craft work/ chapter study/ themework/ project/ training /special order/ free launching etc.

Students need to submit all the details, documentation, etc. for evaluation. / Group or individual activity can be allowed only by the concern tutor. The students are required to maintain a field diary all through the tour, the collected information should be documented through visuals, samples etc. After such a tour student shall submit a report.

### EVALUATION SCHEME

Practical External				Practical (Internal)					
Demonstration/Presentation									
Viva-voce				Attendance	Mid Term	Project/Lab Work	Conduct/Demonstration		
Max								Max	
Pass								Pass	
30	10	40	16	5	20	20	15	60	24



## **15030118: PROFESSIONAL ETHICS AND HUMAN VALUES**

SEMESTER	-	I		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	0 Hrs./Week	:	0 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

### **OBJECTIVES:**

To understand the concept related to Applied Ethics & Research Ethics

To acquaint the students with environmental ethics.

To foster an understanding of ethical issues in fashion

### **COURSE DETAIL**

#### **UNIT I**

##### **INTRODUCTION TO PHILOSOPHY**

Definition, Nature, Scope, Concept & Branches

Ethics: Definition, Moral philosophy, Nature of moral Judgement and reactions

#### **UNIT II**

##### **HUMAN RIGHTS, VALUES, AND RESEARCH PUBLICATION ETHICS**

Autonomy

Consent process (Written/Oral/Informed consent)

Right to withdraw

Equality (as related to physical/mental/gender/cast/religion)

Vulnerability and Personal Integrity

Confidentiality

Publication Ethics: Definition, Introduction, and Importance

Best practices/Standards setting initiative and guidelines: COPE, WAME, etc.

Conflicts of Interest

Publication Misconduct, Violation of Publication Ethics, Authorship, and Contributor ship

Predatory publishers and journals

#### **UNIT III**

##### **ENVIRONMENTAL ETHICS**

Marshall's categories:

Ecologic extension

Conservation ethics

Libertarian ethics

Humanist theory

Anthropocentrism

Disaster ethics

Animal ethics

#### **UNIT IV**

##### **ETHICAL ISSUES IN FASHION**

Basic concepts on ethics and its importance

Ethical Fashion Design  
Marketing & Forgery Markets  
Advertising issues

EVALUATION SCHEME

<b>Theory External</b>		<b>Theory (Internal)</b>					
<b>Max</b>	<b>Pass</b>	<b>Attendance Marks</b>	<b>Mid Term Weightage</b>	<b>Assignment</b>	<b>Professional Activities</b>	<b>Max</b>	<b>Pass</b>
30	12	5	10	3	2	20	8

## **15030119: DESIGN THINKING AND INNOVATION**

SEMESTER	-	I		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

### **OBJECTIVES:**

Understand the principles and stages of the design thinking process.

Apply empathic techniques to gain insights into user needs and motivations.

Frame and define design problems effectively.

Recognize and explore future trends and advancements in design thinking and innovation.

### **COURSE DETAIL**

#### **UNIT-1**

#### **INTRODUCTION TO DESIGN THINKING**

Understanding Design Thinking

Design Thinking Process

Empathy and User Research

Problem Framing and Definition

#### **UNIT-2**

#### **IDEATION AND CONCEPT DEVELOPMENT**

Ideation Techniques

Concept Development and Selection

Design Thinking Tools

Rapid Prototyping

#### **UNIT 3**

#### **PROTOTYPING AND TESTING**

User-Centered Design and Testing

Iterative Design and Refinement

Testing and Evaluation Methods

Design Validation and Implementation

#### **UNIT 4**

#### **DESIGN THINKING IN PRACTICE**

Design Leadership and Collaboration

Design Thinking for Business Innovation

Ethical Considerations in Design Thinking

Future Trends in Design Thinking and Innovation

### **Reference:**

Tim Brown (2008) Design Thinking, Harvard Business

Lawson, Brian (2006) How Designers Think: The Design Process Demystified



Dyer, Gregersen, Christensen (2011) The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators

Gray, Brown, Macanuso (2010) Gamestorming: A Playbook for Innovators, Rulebreakers, and Change makers

## EVALUATION SCHEME

Theory External		Theory (Internal)					
<b>Max</b>	<b>Pass</b>	<b>Attendance Marks</b>	<b>Mid Term Weightage</b>	<b>Assignment</b>	<b>Professional Activities</b>	<b>Max</b>	<b>Pass</b>
60	24	5	20	10	5	40	16

## **15030120: STATISTICS AND COMPUTER APPLICATION**

SEMESTER	-	I		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

### **OBJECTIVES:**

To learn basic statistical procedures

### **COURSE DETAIL**

#### **UNIT I**

##### **ROLE OF STATISTICS AND RESEARCH IN FASHION**

Basic principles and concepts in statistics

Objectives of research in Fashion: Explanation, Control and Predication

Sampling: Meaning, Importance and types

Concepts and Types of Variables

#### **UNIT II**

##### **MEASUREMENT AND COMPUTATION**

Fundamentals of measurement: quantity and quality

Scales of measurement: Nominal, ordinal, interval, and ratio

Reliability, validity and standardization of measurement

Computer software applications: Excel, Word, SPSS

#### **UNIT III**

##### **PRESENTATIONS OF DATA**

Data reduction strategies

Coding and tabulation

Grouping of data: Frequency distributions

Graphic representation: Graphs, diagrams and charts

Characteristics of distributions: Skewness, kurtosis

Percentage, percentile ranking and frequencies

#### **UNIT IV**

##### **PROBALILITY AND NORMAL DISTRIBUTION**

Basic principles and applications of probability

Testing hypotheses: Levels of significance and estimation

Errors in hypothesis testing: Type I, Type II

Sampling theory and method

Z scores, calculation and application

**REFERENCES:**

Anastasi, A. and Urbina, S. (1997). Psychological Testing (7th edition). Indian Reprint. Delhi: Pearson Education.

Argyrous, G. (2000). Statistics for Social and Health Research. London: Sage.

Bell, J. (1999). Doing Your Research Project: Guide for First Time Researchers in Social Sciences. New Delhi: Viva Books.

Bernard, H.R. (2000). Social Research Methods: Qualitative and Quantitative Approaches. Thousand Oaks, Ca: Sage.

Black, J.A. and Champion, D.J. (1976). Methods and Issues in Social Research. New York: John Wiley and Sons.

Elmes, D.G., Kanowitz, B.H. and Roediger, H.L. (1989). Research Methods in Psychology (Third Edition). New York: West Publishing Company.

Festinger, L. and Katz, D. (1953). Research in Behavioral Sciences. New York: Dryden Press.

Minium, E. W., King, B. M., & Bear, G. (1995/2004). Statistical Reasoning for Psychology and Education. New York: Wiley and Sons.

**EVALUATION SCHEME**

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
60	24	5	20	10	5	40	16

## **15030121: STYLIZED ILLUSTRATION I**

SEMESTER	-	I		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	4 Hrs./week	:	60 Hours
MIN. TUTORIAL	-	0 Hrs./Week	:	0 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

### **OBJECTIVES:**

To enable students to draw fashion figures and model figures

To understand the drawing techniques

### **COURSE DETAIL**

#### **UNIT-1**

##### **FEMALE FASHION MODEL**

Basic Block Figure- Female.

Geometric Fashion model with movable ball joints.

Figure Drawing in different postures by soft rendering.

#### **UNIT-II**

##### **BASICS OF SKETCHING**

Sketching of Facial features of both male and female – Eye, Ear, Nose.

Sketching of Faces & Hair Styles.

Sketching of hands, Arms, Legs, Feet.

#### **UNIT-III**

##### **MALE FASHION MODEL**

Basic Block Figure –Male.

Geometric Fashion model with movable ball joints.

Figure Drawing in different postures.

#### **UNIT-IV**

##### **DETAILED ILLUSTRATION**

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.

**REFERENCES:**

Tata Sharon Lee, “Inside Fashion Design”, 1977, Francisco Canfield Press.  
 Ireland Patrick John, Fashion Design Drawing and Presentation”, 1996, B.T. Batsford,London.  
 Seaman, Fashion Drawing – The Basic Principles”, 1994, B.T.Batsford, London,.  
 Seaman Julian, Professional Fashion Illustration”, 1995, Batsford, London,.  
 Drake And Nicholas, “Fashion Illustrations” , 1994, Thames and Hudson, London,.  
 Abling Bina, Fashion Sketch Book”, 2006, Fairchild publication.

**EVALUATION SCHEME**

<b>Practical External</b>				<b>Practical (Internal)</b>					
<b>Demonstration/Presentation</b>	<b>Viva-voce</b>	<b>Max</b>	<b>Pass</b>	<b>Attendance</b>	<b>Mid Term</b>	<b>Project/Lab Work</b>	<b>Conduct/Demonstration</b>	<b>Max</b>	<b>Pass</b>
30	10	40	16	5	20	20	15	60	24

## **15030122: ADVANCED DRAPING I**

SEMESTER	-	I		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	4 Hrs./week	:	60 Hours
MIN. TUTORIAL	-	0 Hrs./Week	:	0 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

### **OBJECTIVES:**

To understand the draping aspects of pattern making.

To apply the knowledge of draping in developing patterns and designs by draping.

### **COURSE DETAIL**

#### **UNIT-I**

#### **INTRODUCTION TO DRAPING AND DRESS FORMS**

Preparation of fabric, Dress-form measurements

#### **UNIT- II**

#### **DART MANIPULATION**

Underarm dart, French dart, Double French dart, shoulder, waist dart and variations.

#### **UNIT-III**

#### **DESIGN CONCEPTS**

Panel, Yokes, Gathers, Pleats etc.

#### **UNIT-IV**

#### **DRAPING OF SKIRTS**

Basic Skirt with two darts front and back

A-line skirt with flare

Gathered skirt with yoke

Pleated skirt

Circular skirt, peg skirt.

Skirt with Frills, Flounces or Ruffles, cascades, etc.

### **REFERENCES:**

Helen Joseph- Armstrong, Draping for Apparel Design, Oct. 1999 Publisher: Fairchild Books & Visual.

Connie Amaden – Crawford, The Art of Fashion Draping, 2nd edition (Oct. 1995) Publisher: Fairchild Books, K Visual.

HeddeJeffe, Jurie Reus, Draping for Fashion Design, 1993, Prentice Hall Carrer&Technology.

Connie Amaden, The Art of Fashion Draping Crawford Fairchild.

## EVALUATION SCHEME

<b>Practical External</b>				<b>Practical (Internal)</b>					
<b>Demonstration/Presentation</b>									
<b>Viva-voce</b>				<b>Attendance</b>	<b>Mid Term</b>	<b>Project/Lab Work</b>	<b>Conduct/Demonstration</b>		
<b>Max</b>			<b>Pass</b>				<b>Max</b>	<b>Pass</b>	
30	10	40	16	5	20	20	15	60	24

**Discipline-Specific Elective [DSE]:**

Opt. any One from CONTEMPORARY FASHION OR TEXTILE TECHNIQUES

**15030123: CONTEMPORARY FASHION**

SEMESTER	-	I		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

**OBJECTIVES:**

- To understand the dynamics of fashion in relation to its retail
- To analyze the process of origin and merchandising of fashion in the fashion industry
- To study the functions of different components of fashion
- To review various forms of fashion promotion for fashion labels and brands
- To comprehend the cost and price mechanisms as exists in the fashion industry

**COURSE DETAIL**

**UNIT-I**

**INTRODUCTION TO CONTEMPORARY FASHION**

- Historical overview of fashion trends & movements
- Understanding the contemporary fashion landscape
- The role of fashion in self-expression and identity
- Fashion & subculture, globalization & fashion diversity
- Gender, fashion & social activism

**UNIT-II**

**GENERAL APPROACHES TO DESIGN THINKING**

- Design Thinking Frameworks
- The Design Thinking Team
- Design Thinking Workshops and their characteristics
- Prototype and their types
- Interpreting themes
- Range development & organization of a line Range planning, unusual designs
- Assortment planning

**UNIT-III**

**FASHION CREATIONS**

- Inclusivity and representation in fashion
- Body positivity and diversity in fashion
- Cultural appropriates and fashion ethics
- Inclusive fashion design & marketing
- Fashion as art & creative expression



## **UNIT-IV**

### **FASHION SEGMENTATION & COSTING**

Role of a designer, producer, manufacturer, contractor, jobber and merchandiser

Sourcing (market levels), Retailers, Consumers

Fashion centers

Factors affecting price determination, Methods of accounting (cost and retail method), Cost sheet, Retail pricing strategy

Brand name and trademark

Packaging, Product life cycle of certain brands

### **REFERENCES:**

Sengupta.H. (2005) Indian Fashion, Pearson Education

Kieser S.J. and Garner M.B., (2008), Beyond Design, 2nd Edition, Fairchild Publication

Dickerson K.G., (2003), Inside the Fashion Business, 7th Edition, Pearson Education

### **EVALUATION SCHEME**

<b>Theory External</b>		<b>Theory (Internal)</b>					
<b>Max</b>	<b>Pass</b>	<b>Attendance Marks</b>	<b>Mid Term Weightage</b>	<b>Assignment</b>	<b>Professional Activities</b>	<b>Max</b>	<b>Pass</b>
60	24	5	20	10	5	40	16

## 15030124: TEXTILE TECHNIQUES

SEMESTER	-	I		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

### OBJECTIVES:

- To understand the morphology of textile fibers and their relationship to physical properties
- To become familiar with the types of yarns, their properties and usage
- To understand various types of fabrics and their applications
- To enhance awareness of innovations in fabrics for specific end uses

### COURSE DETAIL

#### UNIT-I

##### FIBER STRUCTURE AND PROPERTIES

Molecular structure of textile fibers

Morphology of fibers, crystalline and amorphous regions.

Inter and intra-molecular forces in polymers.

Structure investigation through X-ray diffraction, FTIR, NMR

Fiber properties

Physical properties of fibers and their effect on fabric performance tensile properties, frictional properties, moisture absorption properties,

thermal properties, optical properties, electrical properties

Innovation in fibers – Micro fibers, hollow fibers, nano fiber

#### UNIT-II

##### SPINNING

Processing of natural fibers- cotton, wool, jute, silk, and linen

Processing of man-made fibers

Conventional spinning methods- ring spinning, rotor spinning

Innovations in spinning techniques and yarns

Textured yarns- properties and usages

Yarn properties and their relation to fabric properties- yarn numbering systems, twist, crimp, hairiness, evenness.

Strength, Elongation, Friction (yarn to yarn, Yarn to metal)

#### UNIT-III

##### FABRIC CONSTRUCTION

###### Weaving

Weaving cycle- relationship of the primary and secondary motions• to each other and to other auxiliary motions

Yarn requirements and preparation for weaving

Types of looms, Design interpretation and representation- draft and peg plan

Properties of woven fabrics and their usage

###### Knitting

Classification of knits- warp and weft.

Types of knitting machines

- Principle, machine elements and working principles, design setting elements, methodology of setting of flat-bed and circular-bed machines

- Special knitting machines

Yarn preparation and requirement for knitting.

Knitted fabric properties and evaluation- gauge, stitch length, GSM, dimensional stability, stretch properties, spirality

Designing knitted fabrics

Techniques for knitwear production- fully-cut, fully-fashioned and integral.

**Non-woven and other manufacturing processes**

Production of non-woven

Types of non-woven

- Application in various sectors- apparel and industrial

- Properties and evaluation of non-woven

Nets and Laces, Carpets

**UNIT-IV**

**SPECIAL TEXTILES - PROPERTIES AND USE**

Technical textiles: Industrial textiles - Medical textiles, Geo textiles, Sports

Smart/ intelligent textiles- Phase change materials, Thermochromic / photochromic textiles, electronic textiles

Fabric composites

**REFERENCES:**

Brackenbury Terry (2005) Knitting Clothing Technology, Blackwell Science Publishers

Horrock & Anand (2000) Handbook of Technical Textiles, Woodhead Publishers

Spencer, David J, (2005) Knitting Technology: A Comprehensive Handbook an Practical Guide, 4th ed. Woodhead, Cambridge.

Eric, Oxtoby (1975) Spun Yarn Technology, Butterworth Publication.

**EVALUATION SCHEME**

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
60	24	5	20	10	5	40	16

**Evaluation Scheme for Master of Design [M. Des]  
Semester –II**

Category of Paper	Code No.	Subject Name	Th/Pr	Cr	Hrs.	Th/Pr	Tut	Formative	Summative	Total
CC	15030216	Design Visualization & Communication	Th	3	3	2	1	40	60	100
CC	15030217	Entrepreneurship Expansion	Th	3	3	2	1	40	60	100
CC	15030218	Research Methodology	Th	3	3	2	1	40	60	100
CC	15030219	Stylized Illustration II	Pr	2	4	4	-	60	60	100
CC	15030220	Pattern and Garment Construction II	Pr	2	4	4	-	60	60	100
CC	15030221	Advance Draping II	Pr	2	4	4	-	60	60	100
Project	15030222	Project Seminar	Pr	2	4	4	-	60	40	100
DSE	15030223	ANYONE: Fashion Business & Design Management	Th	3	3	2	1	40	60	100
	15030224	Textile Heritage of India								
		<b>Total</b>		<b>20</b>	<b>28</b>	<b>24</b>	<b>4</b>	<b>400</b>	<b>400</b>	<b>800</b>

There will be Summer Industry Training of **45 Days** after the end of this semester, for which **2 credit** will be added after submission of Industry training Report to the Mentor.



## **15030216: DESIGN VISUALIZATION & COMMUNICATION**

SEMESTER	-	II		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

### **OBJECTIVES:**

### **COURSE DETAIL:**

#### **UNIT 1**

#### **FUNDAMENTALS OF DESIGN VISUALIZATION**

Introduction to Design Visualization  
Visual Thinking and Sketching  
Digital Design Tools for Visualization  
Visual composition and layout

#### **UNIT 2**

#### **2D VISUALIZATION TECHNIQUES**

Graphic Design for Designers  
Infographics and Data Visualization  
Design Storytelling through Storyboarding  
Design Presentation Techniques

#### **UNIT 3**

#### **3D VISUALIZATION TECHNIQUES**

Introduction to 3D Visualization  
3D Modelling and Rendering  
Virtual Reality (VR) and Augmented Reality (AR) in Design  
Motion Graphics and Animation

#### **UNIT 4**

#### **ADVANCED VISUALIZATION AND COLLABORATION**

Advanced Visualization Techniques  
Design Collaboration and Visualization Tools  
Interactive and Responsive Design  
Design Visualization Portfolio Development

**REFERENCES:**

"Visual Thinking for Design" by Colin Ware

"Sketching: Drawing Techniques for Product Designers" by Koos Eissen and Roselien Steur

"The Sketchnote Handbook: The Illustrated Guide to Visual Note Taking" by Mike Rohde

"Designing Data Visualizations: Representing Informational Relationships" by Noah Iliinsky and Julie Steele

"Design for Motion: Fundamentals and Techniques of Motion Design" by Austin Shaw

**EVALUATION SCHEME**

<b>Theory External</b>		<b>Theory (Internal)</b>					
<b>Max</b>	<b>Pass</b>	<b>Attendance Marks</b>	<b>Mid Term Weightage</b>	<b>Assignment</b>	<b>Professional Activities</b>	<b>Max</b>	<b>Pass</b>
60	24	5	20	10	5	40	16

## **15030217: ENTREPRENEURSHIP EXPANSION**

SEMESTER	-	II		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

### **OBJECTIVES:**

Understand the fundamental concepts and principles of entrepreneurship.

Identify and evaluate entrepreneurial opportunities in various industries and markets.

Develop entrepreneurial mindset and characteristic likes creativity, resilience, and adaptability.

Develop effective communication and presentation skills for pitching business ideas to investors and stakeholders.

Explore different funding options and strategies for financing a new venture.

### **COURSE DETAIL**

#### **UNIT-I**

#### **ENTREPRENEURSHIP: DEFINITION AND CHARACTERISTICS**

Development of entrepreneurship

Factors affecting entrepreneur's role

Role of entrepreneurs in development of apparel and fashion industry, entrepreneurship with reference to fashion and apparel industry in India.

Entrepreneurial support by state, central financial institutions, organizations. Government policies with reference to textile and apparel industry.

#### **UNIT-II**

#### **BUSINESS PLANNING**

Starting a new venture related to apparel industry, essentials of a successful centre.

Formalities of opening a firm, the status of firm, individual proprietor/partnership/Pvt. limited company & public Ltd Company, bank formalities, term loan, working capital, project financing.

#### **UNIT-III**

#### **PROMOTERS OF ENTREPRENEURSHIP**

Role of SSI: Procedure and formality for setting up SSI

Role of MIDC in Industrial Development

Role of NSIC- Supply of Machinery and Equipment

Voluntary organizations

Bank funding and loan

Location & plant layout-factors influencing plant location, building, structure, lighting, Ventilation, material handling, availability of labor, material management, and transportation. Plant layout, ergonomics safety & security to be considered while planning the layout.

#### **UNIT-IV**



## **ESTABLISHING AN ENTERPRISE**

Location & plant layout-factors influencing plant location, building, structure, lighting, Ventilation, material handling, availability of labor, material management, and transportation. Plant layout, ergonomics safety & security to be considered while planning the layout.

Problems, Information, Source/Scheme of Assistance

Product Management

Purchase Techniques

Costing

Marketing Management, Sales promotions

Industrial sickness and remedies, tax planning, VAT, Patent Rules, Factory Act, Minimum wages, knowledge of exemptions & deductions.

Environmental considerations and social responsibilities.

Documentation

## **REFERENCE**

Ormerod A, Textile Project Management, The Textile Institute, 1992.

Sangram Keshari Mohanti, Fundamentals & Entrepreneurship: 2009: PHI learning.

Terry & Franklin, Principles of Management, AITBS, 2002

Vasanth Desai, The dynamics of entrepreneurial development & Management: 6th Edition Himalaya publish house. 2009.

## **EVALUATION SCHEME**

<b>Theory External</b>		<b>Theory (Internal)</b>					
<b>Max</b>	<b>Pass</b>	<b>Attendance Marks</b>	<b>Mid Term Weightage</b>	<b>Assignment</b>	<b>Professional Activities</b>	<b>Max</b>	<b>Pass</b>
60	24	5	20	10	5	40	16

## **15030218: RESEARCH METHODOLOGY**

SEMESTER	-	II		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

### **OBJECTIVES:**

Demonstrate knowledge of the scientific method, purpose and approaches to research  
Compare and contrast quantitative and qualitative research  
Explain research design and the research cycle  
Prepare key elements of a research proposal  
Explain ethical principles, issues and procedures

### **UNIT I**

#### **PURPOSE OF RESEARCH**

To understand applications of statistical techniques for analysis and interpretation  
Definition, objective and significance of research  
Scientific method: Induction and deduction  
Research Approaches: Qualitative, Quantitative and mixed  
Issues of relevance and cultural appropriates

### **UNIT II**

#### **PRINCIPALS OF RESEARCH IN DIFFERENT APPROCHES**

Research design  
Meaning and need of research design  
Components and types of research design  
Issues in design construction  
Sampling, methods  
Concept of sampling, key differences in the two approaches • Sampling methods, sample size and sampling error  
• Selecting participants and contexts to examine social phenomenon

### **UNIT III**

#### **DATA COLLECTION AND ANALYSES**

Methods and measurement: Measurement in research, scales and errors in measurement, reliability and validity of measurement tools  
Methods of data collection and types of data  
Errors in inference – Bias and confounding, reliability and validity issues  
Ensuring reliability and validity in qualitative research

### **UNIT IV**

#### **THE RESEARCH CYCLE**

Systematic literature review and referencing  
Formulating a research problem – Developing research questions and objectives, exploring research context/phenomenon  
Identifying variables, constructing hypotheses • Deciding research approach and design • Selection of sample/participants, choice of methods and analysis. • Writing a research report – Styles and format

**REFERENCES:**

- Bell, J. (1999). *Doing your research project: Guide for first time researchers in social sciences*. New Delhi: Viva Books.
- Bernard, H. R. (2000). *Social research methods: Qualitative and quantitative approaches*. Thousand Oaks, CA.: Sage.
- Blaxter, L. Hughes, C., & Tight, K. (1999). *How to research*. New Delhi: Viva Books.
- Bryman, A. (2008). *Social research method*. Oxford: Oxford University Press.
- Creswell, J. W. (2009). *Research design: Qualitative, quantitative, and mixed methods approaches*. Thousand Oaks, CA: Sage Publications.
- Denscombe, M. (1999). *The good research guide for small-scale social research projects*. New Delhi: Viva Publications.
- Denzin, N. and Lincoln, Y. (Eds.) 2005. *The Sage handbook of qualitative research*. London: Sage.

**EVALUATION SCHEME**

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
60	24	5	20	10	5	40	16

## **15030219: STYLIZED ILLUSTRATION II**

SEMESTER	-	II		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	4 Hrs./week	:	60 Hours
MIN. TUTORIAL	-	0 Hrs./Week	:	0 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

### **OBJECTIVES**

To understand style statements of trends  
To innovate new style statement  
Awareness about the fashion trends in clothing  
Gain the process of Wardrobe clothing

### **COURSE DETAIL**

#### **UNIT-I**

#### **STYLING AND TECHNICAL ILLUSTRATION**

Stylized Figure - Female & Male  
Figure Drawing in different postures by soft rendering.  
Illustrate accessories like belts, purses, bags, jewellery

#### **UNIT-II**

#### **ILLUSTRATION IN 20<sup>TH</sup> CENTURY**

Use magazine picture & insert images to create presentation - 20th century men's /women's style  
Vintage style - Classic style - Explain style detailing  
Select any 3 National & 3 International designer's collection showcased during past fashionshow. Explain the themes, stories and write overall review

#### **UNIT-III**

#### **STYLING ACCORDING TO PERSONALITY**

Change style according to human figure, occupation, income, society - Specification - Tribalwomen / men - Middle class - As consultant of designer

#### **UNIT-IV**

#### **MALE/FEMALE ILLUSTRATION**

To illustrate gents formal/casual/party wear outfit with background  
To illustrate Female formal/casual/party wear/Ethnic outfit with background

### **REFERENCES**

Fashion & color by Mary Garthe, Rockport Publishers  
Encyclopedia of fashion detail by PatricJohn, Ireland Batsford  
Fashion from concept to consumer, Gini stephens frings, prentice hall  
Inside the fashion business, Jeannette a jarrow

Fashion buying, Helen gowork  
 Fashion designand product development, Harold carr, Backwell

**EVALUATION SCHEME**

<b>Practical External</b>				<b>Practical (Internal)</b>					
<b>Demonstration/Presentation</b>									
	<b>Viva-voce</b>			<b>Attendance</b>	<b>Mid Term</b>	<b>Project/Lab Work</b>	<b>Conduct/Demonstration</b>		
	<b>Max</b>		<b>Pass</b>				<b>Max</b>		<b>Pass</b>
30	10	40	16	5	20	20	15	60	24

## **15030220: PATTERN MAKING AND GARMENT CONSTRUCTION II**

SEMESTER	-	II		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	4 Hrs./week	:	60 Hours
MIN. TUTORIAL	-	0 Hrs./Week	:	0 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

### **OBJECTIVES:**

To develop skills in different techniques of pattern development and construction for upper garment.  
To understand the principles of grading standardized bodice and sleeve slopers to various sizes.

### **COURSE DETAILS:**

#### **UNIT I**

##### **PATTERN DEVELOPMENT THROUGH FLAT PATTERN**

Styles of skirts and its components

Pockets and Yokes

Waist Bands

Developing industrial patterns with complete set of markings in fitted and semi-fitted lower garments

Preparation of Muslin mock up for garments

#### **UNIT II**

##### **GRADING SKIRT BLOCK**

Bodice and sleeve slopers to various sizes

#### **UNIT III**

##### **CONSTRUCTION OF MALE GARMENT**

Construction of lower garment components- Waistbands, Hemlines, pockets ad yokes

#### **UNIT IV**

##### **CONSTRUCTION OF FEMALE GARMENT**

Construction of lower garment components- Waistbands, Hemlines, pockets ad yokes

### **REFERENCES:**

Armstrong, Helen Joseph (2000) Pattern Making for Fashion Design, 4<sup>TH</sup> Edition. Pearson

Crawford Connie Amaden. (1989) The Art of Fashion Draping, 2<sup>nd</sup> Edition. New York, Education Ptc.Ltd.

Fairchild Publications.

Jaffe Hilde and Nuric Relic. (1993) Draping for Fashion Design, New Jersey, Fashion Institute of Technology

## EVALUATION SCHEME

<b>Practical External</b>				<b>Practical (Internal)</b>					
<b>Demonstration/Presentation</b>									
<b>Viva-voce</b>				<b>Attendance</b>	<b>Mid Term</b>	<b>Project/Lab Work</b>	<b>Conduct/Demonstration</b>		
<b>Max</b>								<b>Max</b>	<b>Pass</b>
30	10	40	16	5	20	20	15	60	24

## **15030221: ADVANCE DRAPING II**

SEMESTER	-	II		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	4 Hrs./week	:	60 Hours
MIN. TUTORIAL	-	0 Hrs./Week	:	0 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

### **OBJECTIVES:**

To teach the basic principles of draping.

To train the students eye to see proportion and design detail in relation to the human body.

To interpret and analyze more complex drapes.

### **COURSE DETAIL**

#### **UNIT-I**

##### **DRAPING**

Basic bodice – marking and truing

Bodice variations- surplice front, halter

Various design concept in bodices: Yokes, Princess line, gathers, pleats etc.

#### **UNIT-II**

##### **COWLS, YOKES AND MIDRIFFS**

Cowls – basic front and back cowl, butterfly twist.

Yokes and midriffs- bodices yoke, hip yoke, fitted midriff.

#### **UNIT-III**

##### **DRAPING VARIATIONS**

Princess dresses – joining skirt to the bodice, Draping of Pants, Draping of Bustier

#### **UNIT-IV**

##### **GARMENT DRAPING**

Design and construct a final garment applying New & innovative draping method.

### **REFERENCES:**

Helen Joseph- Armstrong, Draping for Apparel Design, Oct. 1999 Publisher: FairchildBooks & Visual.

Connie Amaden – Crawford, The Art of Fashion Draping, 2nd edition (Oct. 1995)Publisher: Fairchild Books, K Visual.

HeddeJeffe, Jurie Reus, Draping for Fashion Design, 1993, Prentice Hall Carrer&Technology.

Connie Amaden, The Art of Fashion Draping Crawford Fairchild.



## EVALUATION SCHEME

<b>Practical External</b>				<b>Practical (Internal)</b>					
<b>Demonstration/Presentation</b>									
<b>Viva-voce</b>				<b>Attendance</b>	<b>Mid Term</b>	<b>Project/Lab Work</b>	<b>Conduct/Demonstration</b>		
<b>Max</b>								<b>Max</b>	<b>Pass</b>
<b>Pass</b>									
30	10	40	16	5	20	20	15	60	24

## 15030222: PROJECT SEMINAR

SEMESTER	-	II		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	4 Hrs./week	:	60 Hours
MIN. TUTORIAL	-	0 Hrs./Week	:	0 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

### OBJECTIVES

To implement the understanding individually.

To improve the work through experiment/ experience.

### COURSE DETAIL

The students are expected to research and find suitable topics for the seminar. These will be presented to and approved by the department faculty. Only token guidance will be provided to the students to ensure that it remains primarily each student's own piece of work. The selection of topics must be guided by current trends in theory, research and application of appropriate design and technology. The student will be expected to collect the material, analyze and organize the information and present a critical review of the topic before the faculty for evaluation. The presentations will be followed by discussions. Subsequent to this, the student is expected to submit a final report on the seminar topic along with references.

### EVALUATION SCHEME

Practical External				Practical (Internal)					
Demonstration/Presentation	Viva-voce	Max	Pass	Attendance	Mid Term	Project/Lab Work	Conduct/Demonstration	Max	Pass
30	10	40	16	5	20	20	15	60	24



**Discipline-Specific Elective [DSE]:**

Opt any One from TEXTILE HERITAGE OF INDIA OR FASHION BUSINESS & DESIGN MANAGEMENT

**15030223: FASHION BUSINESS & DESIGN MANAGEMENT**

SEMESTER	-	II		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

**OBJECTIVES:**

To introduce students to growth of fashion industry.

To familiarize students with all major international and Indian Fashion designers and their styles of work.

To create awareness amongst students about the domestic and export garment industries and the various career opportunities and diversification possibilities in the field of fashion.

**COURSE DETAIL**

**UNIT-I**

Purpose of clothing-protection, communication and decoration.

Fashion Terminologies-accessories, advertising, altamoda, apparel, balance, boutique, classic, collection, CAD, CAM, CIM, consumer, couture, custom made, designer, fad, fashion, fashion retailing, grading, market, silhouette and texture.

Fashion Cycles.

Adoption Theories of fashion.

**UNIT-II**

Growth of Couture- Evolution of the international fashion industry, designers of the 20th century, factors leading to mass production of clothing and development of Ready to wear industry.

Factors affecting fashion – effects of social, cultural, political, artistic, economic, global and technological changes on fashion. Industrial revolution, growth of middle class, growth of leisure activities, women at work, world-war I, great depression, Hollywood influence on fashion, World war II, ethnic fashion, physical fitness, globalization, recession etc.

Indian & international trendsetting fashion designers

**UNIT-III**

Fashion Advertising-kinds & medias of advertising.

Special events-fashion shows, exhibitions, trade fairs.

World Trade Organization, GATT, MFA, NAFTA.

Demographic and psychographic trends.

Consumer buying behavior.

**UNIT-IV**

Clothing categories in Men’s wear, Women’s wear & Kids wear.

Fashion Accessories-footwear, handbags, belts, gloves, hats, scarves, hosiery, jewelry,watches

**REFERENCES:**

Fashion From Concept To Consumer.,Gini Stephens Frings, Prentice Hall.

A Century of Fashion., Francois Baudot, Thames & Hudson.

Inside the Fashion Business.,Jeannette A. Jarrow.

Fashion Buying., Helen Gowork.

Fashion Kaleidoscope.,MehrCastellino.

Fashion Design and Product Development., Harold Carr, Blackwell.

Science Inc Individuality in Clothing Selection and Personal Appearance-Fifth Edition.

**EVALUATION SCHEME**

<b>Theory External</b>		<b>Theory (Internal)</b>					
<b>Max</b>	<b>Pass</b>	<b>Attendance Marks</b>	<b>Mid Term Weightage</b>	<b>Assignment</b>	<b>Professional Activities</b>	<b>Max</b>	<b>Pass</b>
60	24	5	20	10	5	40	16

## **15030224: TEXTILE HERITAGE OF INDIA**

SEMESTER	-	II		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

### **OBJECTIVES:**

To impart knowledge regarding the basics of fashion design.

To create awareness regarding the use and selection of clothing for self.

To make students understand various terminologies used in relation to garment components and their application in designing garments.

### **UNIT I**

#### **RELIGIOUS COSTUMES OF INDIA**

Study of Historical textiles with special emphasis on traditional carpets, rugs, and Durries of India

Study of regional costumes of India (Men/Women) Punjab, Himachal, Kashmir, U.P, M.P . , Bengal, Tamil Nādu, Rajasthan, Gujarat, and Maharashtra

### **UNIT II**

#### **WOVEN TEXTILES**

Study of woven textiles with reference to construction techniques, color, and motif

Jamdani of Bengal

Baluchari of Bengal

Brocade of Varanasi

Paithani of Maharashtra

Tanchoi of Gujarat

Munga Silk of Assam

Tassar of Bihar

Chanderi of Madhya Pradesh

Kota Doria of Rajasthan

### **UNIT III**

#### **INDIAN EMBROIDERIES**

Study of Indian Embroidered textiles with special reference to stitches, colors and motifs

Kashida of Kashmir

Phulkari of Punjab

Chamba Rumal of Himachal

Chikankari of Uttar Pradesh

Sindhi Embroidery of Kutch

Kantha of Bengal

Kasuti of Karnataka

Appliqué work of Orissa

Metal wire and leather embroidery

## UNIT IV

### PRINTED AND PAINTED TEXTILES

Study of printed and painted textiles in reference to historical significance, styles, color and motif

Fabric resists dyeing–Bandhani of Rajasthan

Yarn resist dyeing–Gujarat, Orissa and Andhra Pradesh

Printed textiles–Sanganer and Bagru

Painted textiles–Kalamkari and Madhubani

### REFERENCES

Naik, ShailjaD. Traditional embroideries of India, APH Publishing Corp .New Delhi.

.Alkazi,Roshen.,AncientIndianCostume,NationalBookTrust,NewDelhi.2003

Bhatnagar, Parul.,Traditional Indian Costumes and Textiles,AbhishekPublications, Jaipur

Naik., Traditional Embroideries of India, APH Publication Corp, New Delhi..

### EVALUATION SCHEME

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
60	24	5	20	10	5	40	16

**Evaluation Scheme for Master of Design [M. Des]  
Semester –III**

Category of Paper	Code No.	Subject Name	Th/Pr	Cr	Hrs.	Th/Pr	Tut	Formative	Summative	Total
CC	15030316	Quality Control Measures	Th	3	3	2	1	40	60	100
CC	15030317	Technical Textile	Th	3	3	2	1	40	60	100
CC	15030318	CAD Construction	Pr	2	4	4	-	60	40	100
CC	15030319	Internship	Pr	2	4	4	-	60	40	100
CC	15030320	Advanced Fashion Photography	Pr	2	4	4	-	60	40	100
CC	15030321	Apparel Production	Th	3	3	2	1	40	60	100
CC	15030322	Advance Dyeing & Printing	Pr	2	4	4	-	60	40	100
Project	15030323	Project Dissertation	Pr	2	4	4	-	60	40	100
ANYONE:										
DSE	15030324	Design & Sustainability	Th	3	3	2	1	40	60	100
	15030325	Home and Hospitality Textile								
		<b>Total</b>		<b>22</b>	<b>32</b>	<b>28</b>	<b>4</b>	<b>460</b>	<b>440</b>	<b>900</b>





## **15030316: QUALITY CONTROL MEASURES**

SEMESTER	-	III		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

### **OBJECTIVES:**

To develop an understanding of the latest technological developments in the apparel industry.  
Understanding the quality control parameters of the apparel industry.

### **COURSE DETAIL**

#### **UNIT-I**

##### **CONCEPT OF QUALITY**

Concept and scope of quality in fabrics and garments

Introduction to Quality: Key aspects of quality systems, Quality, and consistency among textile products- TQM, Target markets, Role of ISO in quality assurance

Quality and consumer safety.

Functions of Quality control department, quality check and final inspection, methods of checking and consignment at final inspection and measurement tolerances in garments.

#### **UNIT-II**

##### **QUALITY CONTROL ORGANIZATION, STANDARDS AND REGULATIONS**

AATCC, ASTM, ISO, BIS, INDA, GINETEX, etc.

Eco-labels, silk mark, wool mark, other international labels

Regulations on Apparel Labeling- Care labels, Fiber ID labels.

Regulations on Apparel Industry Practices.

Introduction to Apparel testing and quality control

Apparel testing equipment's- GSM, Tensile tester, Bursting strength tester, Tear strength tester, fabric stiffness tester, crock meter, color matching cabinet.

#### **UNIT- III**

##### **QUALITY ASSURANCE**

Fiber

Identification and testing

Fibre length, evenness, fineness, tensile strength, crimp, moisture regain and their implications on quality

Yarn

Appearance and grading

Yarn count, tensile strength, elongation, and elastic recovery

Twist, crimp, fineness, uniformity- standards available and their implications on quality

Fabric

Compactness of fabric structure

Strength properties- Tensile, bursting, tear

Color fastness properties

Dimensional stability

Performance properties- resistance to abrasion, pilling, wrinkling, burning

Quality parameters for fabrics suitable for various end uses-apparel, household textiles, industrial textiles.  
Fabric Inspection procedure and fabric defects.

**UNIT-IV**  
**INSPECTION AND MANAGING QUALITY**

- Tools for managing quality
- Evaluating Garment quality
- Critical control points
- Components of garments
- Garment inspection
- Garment inspection- In-line , Mid-line and final inspection

**REFERENCE**

Quality assurance for Textile and Apparel, Sara J.Kadolf, Fairchild publication.  
Introduction to clothing Manufacture, Gerry Cooklin. Blackwell science.  
Quality control in apparel manufacturing, Dr.Bharadwaj.  
Juran’ quality control hand book  
Bhardwaj, S.K. and Mehta, P.V. (1998) Managing Quality in the Apparel Industry, New Delhi, New Age International.  
Kothari, V.K., Behera, B.K., (1996) Quality Control in Textiles and Apparel IndustryA& B, Delhi, Department of Textile Technology, IIT – Proceedings of Workshop- 3-5 October  
Kudolph Sara J., (1998) Quality Assurance of Textiles and Apparel, Fairchild publication.  
Saville, B.P., (2000) Physical Testing of Textiles, Textiles Institute.  
Stamper, Anita A., (2005) Linda B Donnell, Evaluating Apparel Quality (2nd ed.), Fairchild Publication.

**EVALUATION SCHEME**

Theory External		Theory (Internal)					
Max	Pass	Attendance Marks	Mid Term Weightage	Assignment	Professional Activities	Max	Pass
60	24	5	20	10	5	40	16

## **15030317: TECHNICAL TEXTILE**

SEMESTER	-	III		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

### **OBJECTIVES:**

#### **COURSE DETAILS:**

### **UNIT 1- INTRODUCTION TO TECHNICAL TEXTILE**

Overview of Technical Textiles

Definition, classification, and applications of technical textiles in the fashion industry

Understanding the properties and characteristics of technical textiles

Functional Textile Materials

Advanced Manufacturing Techniques

Sustainability in Technical Textiles

### **UNIT 2: APPLICATIONS OF TECHNICAL TEXTILES IN FASHION**

Performance Apparel

Design and construction of sportswear, activewear, and outdoor apparel using technical textiles

Enhancing comfort, breathability, moisture management, and thermal regulation in performance garments

Protective Clothing

Medical and Healthcare Textiles

Smart Textiles and Wearable Technology

### **UNIT 3**

#### **DESIGN AND INNOVATION IN TECHNICAL TEXTILES**

Textile Innovation and Research- Exploring recent advancements and research in technical textiles

Design Thinking for Technical Textiles

Textile Testing and Quality Control

Entrepreneurship and Business Strategies in Technical Textiles

### **UNIT 4**

#### **PROFESSIONAL PRACTICES AND INDUSTRY ENGAGEMENT**

Industry Visits and Guest Lectures

Professional Portfolio Development

Industry Collaboration Project

Final Presentation and Critique

## REFERENCES:

- "Technical Textiles: Properties, Uses, and Future Trends" by Roshan Paul  
"Smart Textiles and Their Applications" by Vladan Koncar  
"Functional Textiles for Improved Performance, Protection, and Health" edited by N. Pan and G. Sun  
"Wearable Electronics and Photonics" by Xiaoming Tao  
"Handbook of Technical Textiles" edited by A. Richard Horrocks and Subhash C. Anand  
"Smart Textiles for Designers: Inventing the Future of Fabric" by Rebecca Pailes-Friedman

## EVALUATION SCHEME

Theory External		Theory (Internal)					
<b>Max</b>	<b>Pass</b>	<b>Attendance Marks</b>	<b>Mid Term Weightage</b>	<b>Assignment</b>	<b>Professional Activities</b>	<b>Max</b>	<b>Pass</b>
60	24	5	20	10	5	40	16

## 15030318: CAD CONSTRUCTION

SEMESTER	-	II		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	4 Hrs./week	:	60 Hours
MIN. TUTORIAL	-	0 Hrs./Week	:	0 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

### OBJECTIVES:

To Understand about: Fashion forecasts website  
Photoshop for collage work  
CorelDraw for Flat sketches.  
Fashion Studio for draping of garments  
Pattern making software for pattern making, grading and marker making.  
Visual Merchandising Software

### COURSE DETAIL

#### UNIT-I

#### CROQUI DEVELOPMENT USING PHOTOSHOP/COREL DRAW

Developing Croqui figures for men, women and children using Photoshop/ Corel Draw  
Draping of garments on men's, women's & children casual, party, night, sports, office/formalwears using Fashion Studio software / Photoshop / Corel Draw.

#### UNIT-II

#### FLAT SKETCHES ALONG WITH SPECIFICATIONS

Children – Girls (A-line & yoke frock), Boys (shirt & shorts)  
Adults – Women's (Top, Skirt, gown), Men's (Shirt, Kurta, Trouser).  
For the above create spec sheets, cost sheets for each garment using Fashion Studiosoftware /Photoshop / Corel Draw.

#### UNIT-III

#### PATTERN SOFTWARE

Introduction, pattern for digitizing, Getting started in Pattern Design  
Introduction to pattern design screen, File menu, Opening and saving, Managing Pieces on the screen, measure, Edit and View functions.  
Point & Notch Functions, line functions, Piece functions.

#### UNIT-IV

#### PATTERNS, GRADING

Prepare Patterns - A-Line Frock, Skirt, Shirt, Dress / Top, Shorts and Trousers  
Introduction to grading. Grade the above patterns. Marker Making.

### REFERENCE

Fashion and color by Mary Garthe Rockport Publishers  
Color Harmony 2 by Bride M. Whelan Rockport Publishers

Fashion Source Book by Kathryn Mckelvey Blackwell Science  
 Encyclopedia of fashion details by Patrick John Ireland Batsford  
 9 Heads by Nancy Riegelman Pearson Education  
 Fashion Sketchbook by Abling Fairchild Publications

**EVALUATION SCHEME**

<b>Practical External</b>				<b>Practical (Internal)</b>					
<b>Demonstration/Presentation</b>									
<b>Viva-voce</b>				<b>Attendance</b>	<b>Mid Term</b>	<b>Project/Lab Work</b>	<b>Conduct/Demonstration</b>		
<b>Max</b>			<b>Pass</b>				<b>Max</b>	<b>Pass</b>	
30	10	40	16	5	20	20	15	60	24

## 15030319: INTERNSHIP

SEMESTER	-	III		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	4 Hrs./week	:	60 Hours
MIN. TUTORIAL	-	0 Hrs./Week	:	0 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

### OBJECTIVES:

To gain hands on experience of working in the areas related to Fashion & Design like Apparel Manufacturing, Marketing & Merchandising, Textile Testing, CAD/CAM, Pattern Making, Management, craft sector etc.

### COURSE DETAILS:

The students could work with Government agencies, international agencies, NGO's and private organization associated with production, testing and marketing fashion products. The students must participate in the ongoing activities of the organization as advised by faculty/ mentor/ Industry guide, collect the required information and prepare a written report to be presented in the department.

### EVALUATION SCHEME

Practical External				Practical (Internal)					
Demonstration/Presentation	Viva-voce	Max	Pass	Attendance	Mid Term	Project/Lab Work	Conduct/Demonstration	Max	Pass
30	10	40	16	5	20	20	15	60	24





## **15030320: ADVANCED FASHION PHOTOGRAPHY**

SEMESTER	-	III		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	4 Hrs./week	:	60 Hours
MIN. TUTORIAL	-	0 Hrs./Week	:	0 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

### **OBJECTIVES:**

Be able to understand the basics and general idea of fashion styling  
To be able to assist a stylist on shoot as an intern or assistant stylist  
To have a portfolio of their own showcasing their personal style  
To have a strong sense of their own personal style  
To be able to recognize trends and quick fashion tips

### **COURSE DETAIL**

#### **UNIT-I**

##### **INTRODUCTION TO PHOTOGRAPHY**

History of fashion and Styling  
Basic Photography.  
Indoor & outdoor lighting.  
Understanding and handling of camera (Functions of a camera).  
Camera controls- Aperture, Shutter Speed, and Focus.

#### **UNIT-II**

##### **FASHION ICONS+PHOTO SHOOT**

#### **UNIT-III**

##### **TYPES OF STYLING**

Shoots of Different styles:  
Street styles  
Red Carpet etc.

#### **UNIT-IV**

##### **WINDOW DISPLAY**

World Styling – Look Book

### **REFERENCES**

Mastering Fashion Styling (Palgrave Master Series) Paperback – Import, 9 Aug 1999  
Street Fashion Photography: Taking Stylish Pictures on the ConcreteRunway Paperback – August 13, 2013

## EVALUATION SCHEME

<b>Practical External</b>				<b>Practical (Internal)</b>					
<b>Demonstration/Presentation</b>									
<b>Viva-voce</b>				<b>Attendance</b>	<b>Mid Term</b>	<b>Project/Lab Work</b>	<b>Conduct/Demonstration</b>		
<b>Max</b>								<b>Max</b>	
<b>Pass</b>								<b>Pass</b>	
30	10	40	16	5	20	20	15	60	24

## **15030321: APPAREL PRODUCTION**

SEMESTER	-	III		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

### **OBJECTIVES:**

To familiarize students with the functioning of the garment industry  
To understand various processes and technical parameters of garment production.  
To enhance awareness of sewn product, machinery and equipment.

### **COURSE DETAIL**

#### **UNIT-I**

##### **INTRODUCTION TO GARMENT INDUSTRY**

Overview of the garment industry  
Main sectors of the garment industry  
Standards and specifications: parts, types and preparation of specification sheet  
Assembling a garment in the industry:4 P's- parts, panels, pieces and products

#### **UNIT-II**

##### **PRE-PRODUCTION IN GARMENT INDUSTRY**

Markers- planning, production, efficiency, methods of making  
Spreading of fabric- requirements, methods, nature of fabric package  
Cutting – objectives, methods  
Preparation before cutting-Fusing, ticketing and bundling- purposes and types  
Alternative methods of joining material: welding and moulding technology

#### **UNIT-III**

##### **PRODUCTION IN GARMENT INDUSTRY**

Sewing- Stitch types- suitability and usage, Seam types- suitability and usage, Feed systems, Types of sewing  
Needles, Types of sewing Threads  
Machinery and Equipment- Types of sewing machines-Basic lock stitch, chain stitch and over lock machines-  
(Parts, function and Sewing Defects), Other machines- blind stitch, bar tack, button sewing and buttonholing  
Sewing machine work Aids: Machine beds, Machine tables, Bundle clamps

#### **UNIT-IV**

##### **POST-PRODUCTION IN GARMENT INDUSTRY**

Garment finishing- stain removal, cleaning, dry cleaning, pressing  
Warehousing - handling equipment, storage equipment, packaging equipment, transportation issues

**REFERENCE**

Brown, Patty and Rice Janett (1998) Ready to Wear Apparel Analysis (2nd Edition), Prentice Hall  
Carr H. & Latham, B. (1984) The Technology of Clothing Manufacture, Blockwell Scientific Publication  
Cooklin. G. (2000) Introduction to Clothing Manufacture, Blockwell Scientific Publication  
Cooklin. G. (2000) Introduction to Clothing Manufacture, Blockwell Scientific Publication

**EVALUATION SCHEME**

<b>Theory External</b>		<b>Theory (Internal)</b>					
<b>Max</b>	<b>Pass</b>	<b>Attendance Marks</b>	<b>Mid Term Weightage</b>	<b>Assignment</b>	<b>Professional Activities</b>	<b>Max</b>	<b>Pass</b>
60	24	5	20	10	5	40	16

## **15030322: ADVANCED DYEING & PRINTING**

SEMESTER	-	III		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	4 Hrs./week	:	60 Hours
MIN. TUTORIAL	-	0 Hrs./Week	:	0 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

### **OBJECTIVES:**

To understand the different dyes.

To learn the technical process of dyeing and printing.

### **COURSE DETAILS**

#### **UNIT-I**

##### **INTRODUCTION TO DYES & PRINTING**

Classification of dye and pigment

Introduction to preparatory process- Singeing, desizing, scouring, bleaching, mercerizing

Reagents used in their application

Post/After Treatments of Dyeing & Printing

#### **UNIT-II**

##### **DYEING ON DIFFERENT YARNS AND FABRIC**

Dye fiber interaction

Role of fiber structure in dyeing

Dyeing on different Yarn & fabrics

Cotton, Wool, Silk, synthetic fabrics, Leather etc

Dyeing with natural dyes, reactive, vat, sulphur dyes

Dyeing auxiliaries and their practice

#### **UNIT-III**

##### **DYEING TECHNIQUES**

Prepare sample using different techniques

Marbling, knotting, fans folding, circular, binding, spiral binding etc. Bandhej, Leheriya and bandhani, Tritik, Batik

Level & Cross dyeing

Dyeing Defects

#### **UNIT-IV**

##### **PRINTING**

Methods of Printing

Block printing

Screen printing

Stencil printing

Spray printing etc.

Sample & Product development of all above techniques

**REFERENCE:**

Gale, Colin and Kaur, The Textile Book, Berg 2002.

Thimou, Paul, Screen Printing, Design Ideas and Tips for Graphic Prints, Quarry Books,2006.

Befler Nancy, Batik & Tie-Dye Techniques, Dover Publication

**EVALUATION SCHEME**

<b>Practical External</b>				<b>Practical (Internal)</b>					
<b>Demonstration/Presentation</b>									
<b>Viva-voce</b>				<b>Attendance</b>			<b>Conduct/Demonstration</b>		
<b>Max</b>				<b>Mid Term</b>		<b>Project/Lab Work</b>	<b>Max</b>		
<b>Pass</b>								<b>Pass</b>	
30	10	40	16	5	20	20	15	60	24

## 15030323: PROJECT DISSERTATION

SEMESTER	-	III		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	4 Hrs./week	:	60 Hours
MIN. TUTORIAL	-	0 Hrs./Week	:	0 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

### OBJECTIVES:

To undertake an independent piece of research in the area of interest contribute to the advancement of knowledge.

### COURSE DETAIL

The topic chosen should show originality in conceptualization/selection, exhibit systematic habits and regularity of work, thoroughness in methodology and statistical analysis, overall research competence and ability to put research findings in context.

The research work should contribute to the advancement of knowledge in the field. The student must be guided and supervised by a member of the teaching faculty of the department. The research culminated must reflect the student's independent work.

### EVALUATION SCHEME

Practical External				Practical (Internal)					
Demonstration/Presentation	Viva-voce	Max	Pass	Attendance	Mid Term	Project/Lab Work	Conduct/Demonstration	Max	Pass
30	10	40	16	5	20	20	15	60	24





**Discipline Specific Elective [DSE]:**

Opt any One from HOME AND HOSPITALITY TEXTILE OR DESIGN & SUSTAINABILITY

**15030324: DESIGN & SUSTAINABILITY**

SEMESTER	-	III		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

**OBJECTIVES:**

- Understand the principles and concepts of sustainability in the context of design.
- Explore sustainable design strategies and practices to minimize environmental impact.
- Develop an ethical and responsible approach to design decision-making.
- Acquire knowledge of sustainable materials and processes for design implementation.
- Apply sustainable design thinking to address complex societal and environmental challenges.
- Understand the role of design in creating sustainable urban environments and systems.
- Explore sustainable design practices in various industries, such as fashion, packaging, and digital experiences.
- Promote collaboration and interdisciplinary approaches to tackle sustainability issues through design.

**COURSE DETAILS:**

**UNIT 1**

**INTRODUCTION TO DESIGN AND SUSTAINABILITY**

- Understanding Sustainability in Design
- Sustainable Design Strategies
- Ethical Considerations in Design
- Sustainable Materials and Processes

**UNIT 2**

**SUSTAINABLE DESIGN IN PRACTICE**

- Sustainable Design Thinking
- Biomimicry and Nature-Inspired Design
- Design for Disassembly and End-of-Life
- Sustainable Packaging Design

**UNIT 3**

**SUSTAINABLE DESIGN SYSTEMS**

- Sustainable Urban Design
- Designing for Energy Efficiency
- Sustainable Fashion and Textile Design

## Sustainable User Experience (UX) Design

### UNIT 4: SUSTAINABLE DESIGN INNOVATION

Design Entrepreneurship for Sustainability  
Designing for Sustainable Behavior Change  
Design and Sustainable Systems Thinking  
Design and Social Innovation

#### REFERENCES:

"Sustainable Design: A Critical Guide" by David Bergman

"Design for the Real World: Human Ecology and Social Change" by Victor Papanek

"The Upcycle: Beyond Sustainability--Designing for Abundance" by William McDonough and Michael Braungart

"Designing for Sustainability: A Guide to Building Greener Digital Products and Services" by Tim Frick

"Sustainable Design: Ecology, Architecture, and Planning" by Daniel E. Williams

"Design for Sustainability: A Practical Approach" by Ben Reason, Chris Sherwin, and Martin Charter

"Sustainable Graphic Design: Tools, Systems and Strategies for Innovative Print Design" by Wendy Jedlick

#### EVALUATION SCHEME

Theory External		Theory (Internal)					
<b>Max</b>	<b>Pass</b>	<b>Attendance Marks</b>	<b>Mid Term Weightage</b>	<b>Assignment</b>	<b>Professional Activities</b>	<b>Max</b>	<b>Pass</b>
60	24	5	20	10	5	40	16

## **15030325: HOME AND HOSPITALITY TEXTILE**

SEMESTER	-	III		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

### **OBJECTIVES:**

To acquire knowledge of history and contemporary concepts of textiles in home and hospitality sector.  
To understand the nature and potential of these Indian textiles in the global scenario  
To study the fabrics, finishes, detailed design and selection criteria for textiles used in home and hospitality.

### **COURSE DETAIL**

#### **UNIT-I**

##### **OVERVIEW ON HOME TEXTILES**

Classification of home textiles \_ Bedding and bed furnishings, kitchen and table linen, bathroom furnishings, floor coverings, window treatments and upholstery fabrics  
Cultural and historical perspectives on home textiles  
Contemporary trends and forecast for the future  
Innovations in home textiles including high performance materials and use of finishes to enhance functionality.

#### **UNIT-II**

##### **HOSPITALITY TEXTILES**

Sectors (hospitals, travel and tourism, modes of travelling, restaurant and hotels)  
Influence of the fashion, economy and technology on textiles for hospitality.

#### **UNIT-III**

##### **CARE AND MAINTENANCE OF HOME TEXTILES**

Various parameters of selecting textiles for home, hospitals, travel and tourism.  
Maintenance at domestic and commercial levels.  
Quality testing of materials

#### **UNIT-IV**

##### **INDUSTRY CAPACITY FOR HOME AND HOSPITALITY**

Product and market positioning, supply and distribution structure of major centers (mill and decentralized sectors)

### **REFERENCES:**

Howes, Karen (1997) Making the Most of Bedrooms, London, Conran Octopus  
Lebeau, Caroline (2004) Fabrics- the Decorative Art of Textiles, London, Thames and Hudson

**EVALUATION SCHEME**

<b>Theory External</b>		<b>Theory (Internal)</b>					
<b>Max</b>	<b>Pass</b>	<b>Attendance Marks</b>	<b>Mid Term Weightage</b>	<b>Assignment</b>	<b>Professional Activities</b>	<b>Max</b>	<b>Pass</b>
60	24	5	20	10	5	40	16

**Evaluation Scheme for Master of Design [M. Des]  
Semester –IV**

Category of Paper	Code No.	Subject Name	Th/ Pr	Cr	Hrs.	Th/ Pr	Tut	Formative	Summative	Total
CC	15030416	Design Strategy and Management	Th	3	3	2	1	40	60	100
CC	15030417	Advanced Visual Merchandising	Pr	2	4	4	-	60	40	100
CC	15030418	Design collection	Pr	8	16	16	-	60	40	100
CC	15030419	Design Portfolio Development	Pr	2	4	4	-	60	40	100
Project	15030420	Graduating Fashion show	Pr	2	4	4	-	60	40	100
DSE	15030421	ANY ONE: Retail & Brand Management	Th	3	3	2	1	40	60	100
	15030422	Consumer Behavior in Fashion & Retail Management								
<b>TOTAL</b>				<b>20</b>	<b>34</b>	<b>32</b>	<b>2</b>	<b>320</b>	<b>280</b>	<b>600</b>



## **15030416: DESIGN STRATEGY AND MANAGEMENT**

SEMESTER	-	IV		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

### **OBJECTIVES:**

Understand the role of design strategy in the fashion industry  
Apply design thinking and innovation principles  
Understand the global context of design strategy  
Manage organizational change through design

### **COURSE DETAILS:**

#### **UNIT 1**

#### **INTRODUCTION TO DESIGN STRATEGY AND MANAGEMENT**

Understanding Design Strategy in the Fashion Industry  
Design Thinking and Innovation  
Design Research Methods  
Strategic Design Management

#### **UNIT 2**

#### **DESIGN STRATEGY DEVELOPMENT**

Branding and Positioning  
Designing for the Fashion Consumer  
Trend Forecasting and Analysis  
Sustainable Design Strategies

#### **UNIT 3**

#### **DESIGN IMPLEMENTATION AND EVALUATION**

Design Leadership and Team Management  
Design Prototyping and Testing  
Design and Production Management  
Design Performance Measurement and Evaluation

#### **UNIT 4**

#### **DESIGN STRATEGY IN A GLOBAL CONTEXT**

International Fashion Markets and Globalization  
Designing for Digital Transformation  
Design Collaboration and Partnerships  
Design Strategy and Change Management



**REFERENCES:**

"Design Management: Managing Design Strategy, Process, and Implementation" by Kathryn Best and Ben Reason  
"Design Thinking: Integrating Innovation, Customer Experience, and Brand Value" by Thomas Lockwood and Edgar Papke  
"Design-Driven Innovation: Changing the Rules of Competition by Radically Innovating What Things Mean" by Roberto Verganti  
"Design Management: A Handbook of Issues and Methods" edited by Rachel Cooper, Sabine Junginger, and Thomas Lockwood  
"Strategic Design Thinking: Innovation in Products, Services, Experiences, and Beyond" by Natalie W. Nixon  
"Design Management: Exploring Fieldwork and Applications" edited by Dina Kronhaus and Stephen Loo

**EVALUATION SCHEME**

<b>Theory External</b>		<b>Theory (Internal)</b>					
<b>Max</b>	<b>Pass</b>	<b>Attendance Marks</b>	<b>Mid Term Weightage</b>	<b>Assignment</b>	<b>Professional Activities</b>	<b>Max</b>	<b>Pass</b>
60	24	5	20	10	5	40	16

## **15030417: ADVANCED VISUAL MERCHANDISING**

SEMESTER	-	IV		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	4 Hrs./week	:	60 Hours
MIN. TUTORIAL	-	0 Hrs./Week	:	0 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

### **OBJECTIVES:**

- To understand the visual merchandising.
- To develop the skills of visual merchandising.
- To perform in advance in the level of visual merchandising.

### **COURSE DETAIL**

#### **UNIT-I**

##### **VISUAL MERCHANDISING**

- Definition of visual merchandising
- Importance of visual merchandising
- Role of visual merchandising

#### **UNIT-II**

##### **MATERIAL UTILIZING FOR VISUAL MERCHANDISING**

- Props
- Furniture, Flex
- Dress forms, Mannequins etc.
- Floor plans

#### **UNIT-III**

##### **DISPLAY IN STORES**

- Window display, Store display
- Open space display, Canopy display
- Temporary display Permanent display
- Space utility display
- Lights and lights effective system Photography
- Mood bowl/ illustration/ paintings etc.
- Theme based display

## **UNIT-IV**

### **PROJECT WORK**

Prepare a clothing store or fashion accessories store window display.

#### **REFERENCE:**

Gini Stephens Frings, Fashion from Concept to Consumer, Prentice Hall.

Wells Burnett Morarityb, Advertising – Principles & Practices.

Jean- Noel Kapfener, Visual Merchandising & Display.

Weishar Joseph, The Aesthetics of Merchandising Presentation, St. Media Group, 2005.

### **EVALUATION SCHEME**

<b>Practical External</b>				<b>Practical (Internal)</b>					
<b>Demonstration/Presentation</b>									
	<b>Viva-voce</b>			<b>Attendance</b>	<b>Mid Term</b>	<b>Project/Lab Work</b>	<b>Conduct/Demonstration</b>		
	<b>Max</b>		<b>Pass</b>				<b>Max</b>		<b>Pass</b>
30	10	40	16	5	20	20	15	60	24

## 15030418: DESIGN COLLECTION

SEMESTER	-	IV		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	16 Hrs./week	:	240 Hours
MIN. TUTORIAL	-	0 Hrs./Week	:	0 Hours
DURATION			:	15 Week / Semester
CREDITS			:	8

### OBJECTIVES:

- To understand and develop the designs
- To know about the forecast
- To explore talent

### COURSE DETAILS

**Fashion Market Study** - Fashion market research information helps the students to understand what, where, and why consumers are buying across all retail channels. It combines point-of-sale (POS) market tracking with consumer panel insights so students can stay on top of fashion industry trends and effectively connect with the fashion consumer.

**Field trip / Visit** - The students will have the opportunity to create or styles a collection of designs based on various design inspirations and trends, and learn how to put together presentation boards and portfolio pages.

#### **Design process –**

Inspiration/ Innovation

Market survey

Sourcing

All boards: Mood Board, Inspiration Board, Theme Board

Exploration

Final design with approval

Final rendering

Specification sheet preparation

Sample product preparation

Neat finish of product

Promotional planning

Professional photo shoot

**Range Development** – The students will explore what makes a good range, taking into account customers, competitors, price points, fabrics, core items and seasonal specials.

**Final presentation** - Fashion show

## EVALUATION SCHEME

Practical External				Practical (Internal)					
Demonstration/Presentation									
Viva-voce				Attendance	Mid Term	Project/Lab Work	Conduct/Demonstration		
Max			Pass					Max	Pass
30	10	40	16	5	20	20	15	60	24

## 15030419: DESIGN PORTFOLIO DEVELOPMENT

SEMESTER	-	IV		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	4 Hrs./week	:	60 Hours
MIN. TUTORIAL	-	0 Hrs./Week	:	0 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

### OBJECTIVES:

The students document all their presentable work done through all semesters and those that portray the student's areas of interest.

The portfolio can be an effective means of communicating the capacities and capabilities of the students to anyone who seeks their skills and talents.

### COURSE DETAIL

The portfolio would be done using the art software's of which the student have undergone training. Students should use computer aided backdrops and various innovative layouts.

Appropriate selection of designer display folders & different design options are possible for showcasing their creative works.

### EVALUATION SCHEME

Practical External				Practical (Internal)					
Demonstration/Presentation	Viva-voce	Max	Pass	Attendance	Mid Term	Project/Lab Work	Conduct/Demonstration	Max	Pass
30	10	40	16	5	20	20	15	60	24



## **15030420: GRADUATING FASHION SHOW**

SEMESTER	-	IV		
MIN. LECTURE	-	0 Hrs./week	:	0 Hours
MIN. PRACTICAL	-	4 Hrs./week	:	60 Hours
MIN. TUTORIAL	-	0 Hrs./Week	:	0 Hours
DURATION			:	15 Week / Semester
CREDITS			:	2

### **OBJECTIVES:**

To create an understanding of the different types of fashion events and the planning required for their successful organization.

To familiarize the students with the various practical steps required for successful organization of fashion events and impart knowledge about the ways in which all the relevant activities could be effectively coordinated.

To impart practical knowledge of the main administrative, design, marketing, operational and risk management steps required for the successful organization of fashion events through project work.

### **COURSE DETAIL**

#### **VENUE REQUIREMENTS**

Stage/ booth design  
Seating patterns and plan  
Lighting and allied audio-visual effects  
Preparation of Program Booklet  
Catering arrangements  
Progress monitoring through checklists

#### **CATWALK PRESENTATION REQUIREMENTS**

Merchandise selection  
Model's selection  
Music and choreography  
Final show sequence and rehearsals  
Fitting sessions  
Dressing area arrangements  
Commentary requirements  
Closing and striking the show



## EVALUATION SCHEME

<b>Practical External</b>				<b>Practical (Internal)</b>					
<b>Demonstration/Presentation</b>									
<b>Viva-voce</b>				<b>Attendance</b>	<b>Mid Term</b>	<b>Project/Lab Work</b>	<b>Conduct/Demonstration</b>		
<b>Max</b>								<b>Max</b>	
<b>Pass</b>								<b>Pass</b>	
30	10	40	16	5	20	20	15	60	24

**Discipline Specific Elective [DSE]:**

Opt any One from RETAIL AND BRAND MANAGEMENT or CONSUMER BEHAVIOUR IN FASHION & RETAIL MANAGEMENT

**15030421: RETAIL AND BRAND MANAGEMENT**

SEMESTER	-	IV		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

**OBJECTIVES:**

To expose and develop students' understanding of design/ merchandising from a buyer's/retailer's point of view

To learn about branding

**COURSE DETAIL****UNIT-I****INTRODUCTION TO FASHION RETAILING**

Economic significance

Classification of retail institutions on the basis of ownership, retail strategy mix, non store sales.

Retailing environment in India

Classification of retailers, types of retailers

Store formats, Inventory methods

**UNIT-II****BRANDING**

Brand assessment through research

Brand revitalization, financial aspects of brands

Branding different segments and sectors in fashion textile industry

Brand hierarchy, brand image, brand identity, brand loyalty

Brand positioning, brand customer relationship

Managing brand-brand creation, brand extension, brand portfolio

**UNIT-III****RETAIL ORGANIZATION**

Retail pricing and re-pricing Mark up and its relationship to profit

Factors affecting retail price strategy

Development of retail price strategy

Personnel management

#### **UNIT-IV**

#### **SUPPLY CHAIN MANAGEMENT**

Methods of accounting- cost and retail method

Forecasting and budgeting- dollar control and unit control

Financial inventory control

#### **REFERENCES:**

Levy & Weitz: Retailing Management, Tata McGraw Hill

Micheal P. Peters Advertising- Principles Tata McGraw Hill.

#### **EVALUATION SCHEME**

<b>Theory External</b>		<b>Theory (Internal)</b>					
<b>Max</b>	<b>Pass</b>	<b>Attendance Marks</b>	<b>Mid Term Weightage</b>	<b>Assignment</b>	<b>Professional Activities</b>	<b>Max</b>	<b>Pass</b>
60	24	5	20	10	5	40	16

## **15030422: CONSUMER BEHAVIOR IN FASHION & RETAIL MANAGEMENT**

SEMESTER	-	IV		
MIN. LECTURE	-	2 Hrs./week	:	30 Hours
MIN. PRACTICAL	-	0 Hrs./week	:	0 Hours
MIN. TUTORIAL	-	1 Hrs./Week	:	15 Hours
DURATION			:	15 Week / Semester
CREDITS			:	3

### **OBJECTIVES:**

To acquaint students with Consumer Behavior Concept and application

To enable student to demonstrate the ability to analyze the complexities of buying behavior and use the same to formulate successful strategies.

The student will be able to relate and apply the concepts to real life situations

### **UNIT - I**

#### **INTRODUCTION TO CONSUMER BEHAVIOUR**

Scope and importance, characteristics of consumer behavior in fashion marketing

Consumer black box- external and internal source affecting consumer behavior- Cultural, social, family life cycle, motivation, belief and attitude, learning.

Consumer Decision making Process

### **UNIT - II**

#### **CONSUMER PERCEPTION & MOTIVATION**

Perceptions-characteristics of Perception, consumer characteristics affecting perception

Consumer Motivation and its theory

Involvement, -types situational influences, need & goals

Attitudes- belief, attitude and value, components and characteristics of attitude, attitudes theories, sources and functions of attitude

Personality- its characteristics and theories, Self- concept and Marketing segmentation

### **UNIT-III**

#### **ANALYZING CONSUMER MARKETS AND BUYER BEHAVIOUR**

Model of consumer behavior

Major factors influencing buyer behavior

Buying decision process

Stages of the buying decision process

### **UNIT-IV**

#### **RETAILING, WHOLESSELLING AND MARKET LOGISTICS**

Type of Retail, Trends in Retailing, Marketing decisions

Growth and types of whole selling, Whole selling market decisions

logistics objectives, decisions, Organizational lessons

**REFERENCES:**

Constantino. M. (1998) Fashion Marketing and P.R.I, London, BT Batsford  
Grace E. (1978) Introduction to Fashion Merchandising Management, New Jersey, Prentice Hall  
Sidney, Packard, Winters A., Aneirod, Natha (1983) Fashion Buying and Merchandising, New York, Fairchild publications  
Stone Elaine (1985) Fashion Buying, McGraw Hill Inc.  
Philip Kotler (10<sup>th</sup> Edition) Marketing Management, Prentice Hall

**EVALUATION SCHEME**

<b>Theory External</b>		<b>Theory (Internal)</b>					
<b>Max</b>	<b>Pass</b>	<b>Attendance Marks</b>	<b>Mid Term Weightage</b>	<b>Assignment</b>	<b>Professional Activities</b>	<b>Max</b>	<b>Pass</b>
60	24	5	20	10	5	40	16













