FACULTY OF SCIENCES

SYLLABUS

FOR

M. Sc. Fashion Designing & Merchandising
(FOR COLLEGES) (Semester: I - IV)

Examinations: 2019-20

GURU NANAK DEV UNIVERSITY
AMRITSAR

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## Semester-I

### Scheme of Studies & Examination

<table>
<thead>
<tr>
<th>Paper</th>
<th>Subject</th>
<th>Theory</th>
<th>Practical</th>
<th>No. of Periods Per Week</th>
<th>Duration of exam.</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Fashion Illustration</td>
<td>-</td>
<td>Pr</td>
<td>2 x 3</td>
<td>4 Hrs.</td>
<td>75</td>
</tr>
<tr>
<td>II</td>
<td>Product Development-Workshop</td>
<td>-</td>
<td>Pr</td>
<td>2 x 5</td>
<td>5 Hrs.</td>
<td>150 (75+75)</td>
</tr>
<tr>
<td>III</td>
<td>Pattern Making and Grading</td>
<td>-</td>
<td>Pr</td>
<td>2 x 3</td>
<td>3 Hrs.</td>
<td>50</td>
</tr>
<tr>
<td>IV</td>
<td>Computer Aided Fashion Designing</td>
<td>-</td>
<td>Pr</td>
<td>2 x 4</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>V</td>
<td>History of Indian Costumes</td>
<td>Th</td>
<td>-</td>
<td>4</td>
<td>3 Hrs.</td>
<td>100 (75+25)</td>
</tr>
<tr>
<td>VI</td>
<td>Communication Skills in English</td>
<td>Th</td>
<td>Pr</td>
<td>6</td>
<td>3 Hrs.</td>
<td>75 (50+25)</td>
</tr>
</tbody>
</table>

Total marks=550
### Semester-II

**Scheme of Studies & Examination**

<table>
<thead>
<tr>
<th></th>
<th>Subject</th>
<th>Theory</th>
<th>Practical</th>
<th>No. of Periods Per Week</th>
<th>Duration of exam</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Fashion Illustration</td>
<td>-</td>
<td>Pr</td>
<td>2 x 3</td>
<td>4 Hrs.</td>
<td>75</td>
</tr>
<tr>
<td>II</td>
<td>Product Development-Workshop</td>
<td>-</td>
<td>Pr</td>
<td>2 x 5</td>
<td>5 Hrs.</td>
<td>150 (75+75)</td>
</tr>
<tr>
<td>III</td>
<td>Pattern Development &amp; Draping</td>
<td>-</td>
<td>Pr</td>
<td>2 x 3</td>
<td>3 Hrs.</td>
<td>75</td>
</tr>
<tr>
<td>IV</td>
<td>Computer Aided Fashion Designing</td>
<td>-</td>
<td>Pr</td>
<td>2 x 3</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>V</td>
<td>Fashion Merchandising and Marketing</td>
<td>Th</td>
<td>-</td>
<td>4</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>VI</td>
<td>Traditional Indian Embroideries</td>
<td>Project</td>
<td></td>
<td>3</td>
<td>-</td>
<td>50</td>
</tr>
</tbody>
</table>

**Total Marks:** 550

In plant Training: Students to undertake in-plant training in any garment industry/Manufacturing unit/Export unit/Textiles manufacturing unit/ Merchandising Firm, after Semester II. A project report and certificate of completion from the training unit to be submitted in the department is mandatory.
## M.Sc. Fashion Designing & Merchandising (Semester System) (For Colleges)

### Semester-III

**Scheme of Studies & Examination**

<table>
<thead>
<tr>
<th>Paper</th>
<th>Subject</th>
<th>Theory</th>
<th>Practical</th>
<th>No. of Periods Per Week</th>
<th>Duration of exam</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Product Development - Workshop</td>
<td>-</td>
<td>Pr</td>
<td>2 x 5</td>
<td>5 Hrs.</td>
<td>150 (75+75)</td>
</tr>
<tr>
<td>II</td>
<td>Advance Draping</td>
<td>-</td>
<td>Pr</td>
<td>2 x 3</td>
<td>3 Hrs.</td>
<td>75</td>
</tr>
<tr>
<td>III</td>
<td>Computer Aided Fashion Designing</td>
<td>-</td>
<td>Pr</td>
<td>2 x 4</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>IV</td>
<td>Surface Ornamentation</td>
<td>-</td>
<td>Pr</td>
<td>2 x 2</td>
<td>4 Hrs.</td>
<td>50</td>
</tr>
<tr>
<td>V</td>
<td>Global Costumes</td>
<td>Th</td>
<td>-</td>
<td>4</td>
<td>3 Hrs.</td>
<td>100 (75+25)</td>
</tr>
<tr>
<td>VI</td>
<td>Seminar - Indian Traditional Textiles</td>
<td>-</td>
<td>Seminar</td>
<td>3</td>
<td>-</td>
<td>25</td>
</tr>
<tr>
<td>VII</td>
<td>Research Methodology</td>
<td>Th</td>
<td>-</td>
<td>6</td>
<td>3 Hrs.</td>
<td>50</td>
</tr>
</tbody>
</table>

**Total Marks: 550**
## Semester-IV

### Scheme of Studies & Examination

<table>
<thead>
<tr>
<th>Paper</th>
<th>Subject</th>
<th>Theory</th>
<th>Practical</th>
<th>No. of Periods Per Week</th>
<th>Duratio n of exam</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Portfolio Development</td>
<td>-</td>
<td>Pr</td>
<td>2 x 4</td>
<td>3 Hrs</td>
<td>75</td>
</tr>
<tr>
<td>II</td>
<td>Product Development-Workshop</td>
<td>-</td>
<td>Pr</td>
<td>2 x 5</td>
<td>5 Hrs</td>
<td>150 (75+75)</td>
</tr>
<tr>
<td>III</td>
<td>Fashion Merchandising and Retailing</td>
<td>Th</td>
<td>-</td>
<td>4</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>IV</td>
<td>Textile Chemistry</td>
<td>-</td>
<td>Pr</td>
<td>2 x 2</td>
<td>3 Hrs.</td>
<td>50</td>
</tr>
<tr>
<td>V</td>
<td>Communication Skills in English</td>
<td>Th</td>
<td>Pr</td>
<td>6</td>
<td>3 Hrs.</td>
<td>75 (50+25)</td>
</tr>
<tr>
<td>VI</td>
<td>Project Report/Design Project</td>
<td>-</td>
<td></td>
<td>3</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
</tbody>
</table>

**Total Marks:** 550
Paper-I: Fashion Illustration (Practical)

Practical: 2 x 3 Pds/ Week Time: 4 Hrs
Max. Marks: 75

Objective:
- To understand fashion illustration concepts and techniques.

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

Unit – I
- Basic drawing techniques and sketching, nature study (Flowers and leaves).
- Basic Block Figure – Kids
- Flesh figure in different poses – Kids.

Unit – II
- Rendering different mediums – Pencil (Charcoal, Staedtler), Poster, Water, Oil, Pastel and Ink.
- Colour and Colour Wheel.
- Colour Schemes – Monochromatic, Achromatic, Polychromatic, Adjacent, Complementary, Warm, Cool, Rainbow Pastels, Tints and Shades and using them in Geometrical, Abstract and Realistic Designs

Unit – III
- Patterns and Motifs suitable for kids wear
- Creating various textures using different techniques and mediums – Net, Knit, Denim, Velvet, Lace, Fur, Brocade, Tweed, Leather, Silk and Corduroy.

Books Recommended:
3) Julian Seaman, “Professional Fashion Illustration” by B.T. Batsford Ltd.
4) Kathryn Mc Kelvey “Illustrating Fashion” by Blackwell Science.
Paper-II: Product Development-Workshop (Practical)

Practical: 2 x 5 Pds/Week  
Time for Paper: 5 Hrs  
Total Marks: 150

Workshop Ext.:75  
Workshop Int :75  
Objective:  
To enable the students to apply the knowledge of design process in making a collection.

PRODUCT DEVELOPMENT
Instructions to the Examiner:  
Construction of any one garment from below mentioned kids wear:
• Party Wear
• Casual Wear
• Sports Wear
• Uniform (School)

Emphasis should be given to pattern development, placement on the fabric, design features, and finishing of the garment.

WORKSHOP
Instructions to the Faculty:  
Students to construct three Garments from the below mentioned kid’s wear collection.
• Party Wear
• Casual Wear
• Sports Wear
• Uniform (School)

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

Design Development  
• Research  
• Finalisation of Theme  
• Sourcing  
• Finalization of designs  
• Measurement and specification sheets  
15 Marks

Pattern Development  
• Development of basic blocks  
• Pattern making and layout  
10 Marks

Product Development  
• Construction on actual fabric  
15 Marks

Photo Shoot  
10 Marks

The Documentation of all processes in one report to be submitted in the department.
Books Recommended:

Essential Reading:

1) McCall’s Sewing in Colour, 1971, Butterick Publishing Co.
6) Tata Sharon Lee, “Inside Fashion Design”, 1977, Francisco Canfield Press,
7) Ireland Patrick John, Fashion Design Drawing and Presentataion, 1996, B.T.Batsford London,
8) Seaman, Julian, Professional Fashion Illustration, 1995, B.T. Batsford London,
Paper-III : Pattern Making and Grading (Practical)

Practical: 2 x 3 pds/ week  
Time: 3 hrs  
Total Marks - 50

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

Instructions to the examiner:
The examiner will set one question each from Unit II, III and IV.

Unit – I
Introduction to Pattern Making
- Pattern making tools.
- Pattern making terms.

Anthropometric measurements (in cms and inches)

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

Unit - II
Child Bodice block and Sleeve Block
Adult Bodice block and Sleeve block using metric system.

Drafting of Sleeves:-
- Circular/ Handkerchief
- Bishop Sleeve
- Lantern Sleeve
- Juliet Sleeve
- Saddle Sleeve
- Drop Shoulder Sleeve.

Drafting of Collars:
- Winged Collar
- Chelsea Collar
- Bishop Collar
- Coat Collar
- Shawl Collar
- Stand & Fall Collar
- Convertible Collar.

Drafting of Skirts:
- Basic Skirt
- Wrap around skirt
- Handkerchief skirt
Developing contoured Patterns:
- Halter Style
- Off Shoulder
- Double Breasted

Unit - III

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

Unit – IV

Introduction to Grading:- Direct and Vector Method
- Grading of Adult Bodice Block
- Grading of Full Sleeve
- Grading of Skirt Block.

Books Recommended:

Essential Readings:
3. Sandra Betzina, Fast Fit – Easy Pattern Alterations for Every Figure, 2003 Taunton Pr.

Further Readings:
4. Gale Grigg Hazen, Fantastic Fit for Every Body, 1998, Published by Rodale Press
7. Pati Palmer and Susan Pletsch, Easy, Easier, Easiest Tailoring.; 2000., Published by Palmer/ Pletsch Inc.,
Paper-IV
Computer Aided Fashion Designing (Practical)

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

Total Marks - 100

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

Instructions to the Examiner:
• Question paper will have one question from each unit.
• Each question will carry equal marks.

Unit I
Adobe Illustrator:
• Introduction Vector Graphic and Bitmap Graphic.
• Opening, closing and saving a file.
• Tool Box
• Grids and Guideline
• Ruler Setting
• Paths – With all options
• Importing and Exporting
• Printing a document
• Filters
• Layers
• All Menus

Project 1:
Drawing the below given Fashion Details by applying various textures and effects.

Fashion Details:
• **Collars:** Turtle, Tuxedo, Cape, Convertible, Shirt, Sailors, Chelsea, Coat, Cowl Neckline.
• **Sleeves:** Raglan, Ruffle, Dolman, Virago, lantern, Leg-O-Mutton, Bell.
• **Bodice:** Basic, Halter Style, Off shoulder, Double Breasted
• **Skirts:** Basic, A-Line, Flared, Fishtail, Petal, Peplum, Puffball, Divided.
• **Trousers:** Basic, Dungarees, Hipster, Capri, Bell Bottom, Jodhpurs, Fisherman Pants, Cargo.
• **Pockets:** Patch, Inseam, Welt, Bound and Pouch.
• **Accessories:** Bags, Belts, Caps, Bows, Jewellery, Scarves.

Project 2:
• **Figure Drawing:** Male, Female and Kids.
• **Mood Board and story Board** based on Theme.
• **Design and Drape:** Kids wear
Unit-II

Adobe Photoshop
- Introduction: Vector Graphic and Bitmap Graphic.
- Opening, closing and saving a file.
- Tool Box
- Importing and Exporting
- Printing a document
- Image size and Resolution
- Colour Palettes
- All Menus

Project 3:

Draping Simulation:

Books Recommended:

1. Adobe Photoshop, 12.0
2. Gruman, Galen, Adobe in Design Cs2 Bible.
3. Adobe Illustrator, 12.0
4. Lazer, Susan H., Adobe Illustrator For Fashion Design
5. Golding, Mordy, Adobe Creative Suite 2
Paper-V
History of Indian Costumes (Theory)

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

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

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four
Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are
required to attempt five questions, selecting at least one question from each Section. The fifth
question may be attempted from any Section.

SECTION–A
• Origin of clothing: Theories
• Origin of Costumes and their development according to social factors.

SECTION–B
Ancient Indian Civilization Costumes:
• Mauryan and Sunga Period
• Satvanaha Period
• Gupta Period
• Mughal Period: - Costumes of Pre- Mughal, Mughal and Post- Mughal Period
• British Period: - Costumes of Pre- independence and Post Independence period

SECTION–C
Traditional costumes of India
• North Zone – Punjab, Jammu and Kashmir
• East Zone – Assam, West Bengal
• West Zone – Maharashtra, Gujrat
• South Zone – Kerala, Karnataka

SECTION–D
Dance Costumes of India
• Punjab – Gidda and Bhangra
• Gujrat- Garba
• Manipur – Raslila
• AndhraPradesh – Kuchipudi
• Orissa-Odissi
PROJECT :( Int: 25 marks)

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

Books Recommended:

Essential Reading

1. A.Biswa, Indian Costumes, (2003), Publication Division.

Further Reading:

5. Ritu Kumar, Costumes and Textiles of Royal India, (1999), Christie’s Book.
Paper-VI
Communication Skills in English (Theory + Practical)

Theory: 6 pds/week
Time for Paper: 3 Hrs.

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

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

SECTION-B

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

SECTION-C

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

SECTION-D

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

Instructions to the Examiner for Practical/ Oral Exam:
The Practical/ Oral Examination will be conducted by the examiner appointed by GNDU as per rules. The Examiner will test pronunciation of the examinees by giving them oral exercises on Word-Stress and connected speech. The examiner will test the listening skills of the examinees by playing a recorded cassette or by reading out a passage himself / herself and asking questions. He /she may also ask the examinees to take notes.

Pronunciation - 7  Listening Comprehension - 6
Word Stress- 7  Note Taking – 5

For Practical:

**Pronunciation-** Introduction of English sounds and their symbols, word- stress features of connected speech – Rhythm, Assimilation, Elision, Linking

**Listening Skills**
Principles of effective Listening, factors effecting Listening
- Listening to T.V. News / Audio Cassettes
- Note – Taking.

**Books Recommended:**
1. John Seely: Oxford Guide to Effective Writing and Speaking OUP
3. A Course in Listening and Speaking I by V. Sasikumar etal, Foundation Books.
Paper-I : Fashion Illustration (Practical)

Practical: 2 x 3 pds/ week  Total Marks - 75
Time: 4 hrs

Objective:
To enable students to draw fashion figures and model figures

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

Unit-I

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

Unit-II

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

Unit-III

The following details may be illustrated on Male /Female Figure.
- To illustrate detailing of pleats, tucks, darts, yokes and godets.
- Detailing of hemlines, edging, pockets, fasteners, trimmings and accessories.
- To illustrate variations in skirts, dresses, trouser, coats, and jackets.

Books Recommended:

Essential Reading:

Further Reading:
Paper-II : Product Development-Workshop (Practical)

Practical: 2 x 5 Pds/ Week  
Max. Marks: 150
Time for Paper: 5 Hrs.  
Workshop Ext.:75
Workshop  Int :75

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

PRODUCT DEVELOPMENT

Instructions to the Examiner:
Construction of any one garment from the list given below.

- Casual wear
- Party wear (Traditional / Western / Fusion)
- Executive wear
- Night wear

Emphasis should be given to the pattern development, placements on the fabric, design features and finishing of the garment

WORKSHOP

Instructions to the Faculty:
Students to construct three Garments from the below mentioned Female collection

- Casual wear
- Party wear (Traditional / Western / Fusion)
- Executive wear
- Night wear

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

Design Development  
- Research  
- Finalisation of Theme  
- Sourcing  
- Finalization of designs  
- Measurements and specification sheets  
15 Marks

Pattern Development  
- Development of basic blocks  
- Pattern making and layout  
10 Marks

Product Development  
- Construction on actual fabric  
15 Marks

Photo Shoot  
10 Marks

Documentation of all processes in one report to be submitted
Books Recommended:

Essential Reading:


Further Reading:

21. Bina Abling, Fashion Illustrations , 2008, Fairchild publication,
Practical: 2 x 3 pds/ week  
Max. Marks: 75

Time: 3 hrs.

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

Unit – I

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

Draping of Skirts
- Draping of basic skirt
- Pleated skirt

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

Unit – II

Draping of Collars
- Convertible collar
- Mandarin collar
- Notched collar
- Shawl collar

Draping of Torso block using following features:
- Princess line
- Empire line

Draping of Bodice with following features:
- Cowl Neckline: Basic or Cowl with yoke
- Turtle neckline
- Yokes
Books Recommended:
Paper-IV : Computer Aided Fashion Designing (Practical)

Practical: 2 x 3 pds/ week
Time: 3 hrs
Max. Marks - 100

Objectives:
To enable students to learn the application of pattern making software

Instructions for the Examiner:
• The examiner will set one question covering the whole syllabus. The question will have subparts

Pattern Making (Using any Software)
• Introduction
• Notches and Darts
• Pleats, Tucks, yokes, Godets
• Dart manipulation

Marker Making
• Marker Making and piece plotting of various product types and printing on A4 sheets.

Project 1:
Pattern
• Child bodice block and sleeve Block.
• Adult Bodice Block and Sleeve Block (Male and Female)
• Sleeves
• Collars
• Skirts

Project 2:
Grading the patterns to various sizes
• Grading of Adult Bodice Block
• Grading of Sleeve
• Grading of Skirt
• Marker setting of all Graded garments.

Books Recommended:
1. Software Manuals
2. Joseph, Helen, Pattern Making for Fashion Designing
3. Coklin, Gerry, Pattern Grading for Women’s Clothes
Paper-V : Fashion Merchandising and Marketing (Theory)

Theory: 4 pds/ week  
Time: 3 hrs  
Max. Marks – 100

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION–A


Theories of fashion Adoption
Fashion Cycle: Stages of Fashion Cycle, length of cycle, broken fashion cycle.
Accelerating and Retarding Factors
Fashion Forecasting: Trend Analysis, Merchandize planning.

SECTION–B

Fashion Merchandising: Introduction, role and responsibility of Merchandiser.
Range Development: Product and range development on the basis of fashion calendar, market research.

SECTION–C

Understanding Marketing and Marketing Process: Nature and scope
Strategic Planning in the Markets: The fashion markets and the marketing environment.
Market Research: Consumer market and behaviour of consumers.
Fashion Markets of World: Italy, Paris, India.
SECTION-D

Advertising - Role and types of Advertising.
Sales Promotion: Techniques, Promotional stores.
Fashion Photography – Design Studios.
Collection Shows, Fashion Shows, Publicity

Books Recommended:

Essential Reading:

1. Merchandise Buying & Management, John Donnellan, 2001, Farechild Books,

Further Reading:

5. Gini Stephens Frings, Fashion from Concepts to Consumer, 1982, Prentice hall,
Paper-VI : Traditional Indian Embroideries (Project)

Practical: 3 Pds/ Week  Max. Marks: 50
Project (Int): 50

Samples for Traditional Embroideries.
- Kantha
- Kasuti
- Kashida
- Kutch
- Chikankari
- Chamba Rumal
- Sindhi
- Phulkari
- Manipuri

Note: Students to incorporate the above in their Apparels.

A visit to any textile museum / Craft cluster / Craft area. Survey and documentation of the selected craft situation as it exists and how it has evolved, to study:

- The textile craft and handicraft of the area in detail.
- The technicalities as well as the present status of the craft.
- Role of designer to uplift the craft
- Study the consumer choice, the marketing channels and outlets.
- Students make a detailed documentation of the implements, materials and process used.
- They will submit the document in the form of Oral Presentation or Display.

Books Recommended:

Essential Reading:

Further Reading:
M.SC. FASHION DESIGNING & MERCHANDISING  
(SEMESTER-III) (FOR COLLEGES)

Paper-I : Product Development-Workshop (Practical)

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

Practical: 2 x 5 Pds/ Week  
Total Marks: 150
Time for Paper: 5 Hrs  
Workshop Ext.:75
Workshop Int :75

PRODUCT DEVELOPMENT

Instructions to the Examiner:  
Construction of any one Male garment from the list given below.
- Casual wear  
- Traditional Indian wear  
- Street wear  
- Formal wear

Emphasis should be given to pattern development, placements on the fabric, design features and finishing of the garment.

WORKSHOP

Instructions to Faculty  
Students to construct three Garments from the below mentioned garments for Male.
- Casual wear  
- Traditional Indian wear  
- Street wear  
- Formal wear

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

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

15 Marks
M.SC. FASHION DESIGNING & MERCHANDISING
(SEMESTER-III) (FOR COLLEGES)

Pattern Development 10 Marks
- Development of basic blocks
- Pattern making and layout

Product Development 15 Marks
- Construction of garment on fabric
- Photo Shoot 10 Marks

Documentation of the process to be submitted

Books Recommended:

**Essential Reading:**
1) McCall’s Sewing in Colour, 1971, Butterick Publishing co.
7) Ireland Patrick John, Fashion Design Drawing and Presentation, 1996, B.T. Batsford London,
8) Seaman, Julian, Professional Fashion Illustration, 1995, B.T. Batsford London,

**Further Reading**
10) Basic Pattern Skills for Fashion Design by Bernard Zamkoff, 1997, Fairchild Publication,
14) Ireland, Patrick John, Fashion Design Drawing and Presentation 1996,”, B.T. Batsford London,
17) Bina Abling, Fashion Rendering with Color, , 200, Fairchild Publication.
18) Thames & Husdon, Vogue Sketch Catalogue, 1911, Si New House.
Paper-II : Advance Draping (Practical)

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

Practical: 2 x 3 Pds/ Week  Total Marks: 75
Time for Paper:   3 Hrs

Instructions to the Examiner:
- Examiner will set one question from each unit.

Unit – I

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

Unit-II
- Draping of Pants
- Draping of Bustier
- Draping and stitching any one garment

Books Recommended:
Paper-III : Computer Aided Fashion Designing (Practical)

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

Practical: 2 x 4 pds/ week
Time for Paper: 3 Hrs
Total Marks: 100

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

Instructions to the Faculty:
The art portfolio is an expression of a graduating student’s creativity, design/ability, technical expertise, illustration and presentation skills. It should exhibit the student's inclination towards the particular segment of the industry by identifying the target customers, design requirements and pricing.

Uniform Format: It is important to keep all the sheets of the same size to maintain visual continuity. Sheets should be grouped separately and systematically either horizontally or vertically. This ensures uniformity of presentation. The presentation of the portfolio depends on the contents and also on layouts. The end result should look very neat and professional.

Project
Create a portfolio, incorporate all the skills of textiles and fashion details through Computer Aided Designing.

The Portfolio must include:
- Curriculum Vita
- Page of Contents
- Theme of the project
- Mood board, Story Board, Ideation Board, Swatch Board
- Design for men, women and children
- Pattern Layout

Book Recommended
1. Software Manuals
Objective:
To acquaint the students with various ornamentation techniques on the fabrics.

Practical: 2 x 2 Pds/ Week
Time for Paper: 4 Hrs

Total Marks: 50

Instructions to the Examiner:
The examiner will set two questions, one from each unit.

Instructions to the Faculty:
Students to learn the techniques and prepare samples of the following:

Unit-I
- Block printing
- Screen printing
- Stencil printing
- Tie & Dye
- Fabric painting

Unit-II
- Gold & Silver embroidery
- Mirror work
- Sequin work
- Patch work
- Appliqué work
- Quilting
  Macramé
- Crochet.

Note: Students to incorporate the above in their Apparels.

Books Recommended:
1. Indian Embroidery – Savitri Pandit.
2. Bhatnagar, Parul – Traditional Indian Textiles.
3. Irwin and Hall Indian Embroideries, Published by S.R. Bastikar, P.B. 28, Ahmedabad.
Paper-V : Global Costumes (Theory)

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

Practical: 4 Pds/ Week
Time for Paper:  3 Hrs
Total Marks: 100
Ext.:75
Project:25

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A
Babylonian Costumes
Persian Costumes
Renaissance Costumes

SECTION-B
Egyptian Costumes
Greek period

SECTION-C
Roman Period
Byzantine Period

SECTION-D
Victorian Period
French Revolution
20th Century Fashions

Project:(Int:25)
Students to prepare power point presentation/ seminar / poster presentation or window display on any one of the above.

Books Recommended:
Essential Reading:

Further Reading:
2. The Victoria and Albert Museum’s Textile Collection British Textiles from 1850 to 1900 by Linda Parey V and A Publications.
3. The Complete Costumes History (Tashon) Auguste Rachinet (1825-1893)
Paper-VI: Indian Traditional Textiles (Seminar)

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

Practical: 3 Pds/ Week  Total Marks: 25

Instruction to faculty:
To give an overview of traditional fabrics of different states of India with emphasis on texture design and color.
- Kashmir – Shawls
- Punjab – Phulkari, Bagh.
- Bengal – Baluchari and Jamdani.
- Uttar Pradesh – Brocades, Tanchoi
- Bihar – Mabhubani
- Gujrat – Patolas
- Rajasthan – Bandhani, Kota doria
- Andhra Pradesh – Pochampali, kalamkari
- Orissa – Ikat
- Karantaka – Kasuti, Ikkal
- Himachal Pradesh – Chamba Rumal
- Manipur – Embroidery
- Madhya Pradesh – Chanderi Saree, Maheshwari saree.
- Maharashtra – Paithani
- Tamil Nadu – Kanchipuram

Students to present seminar/powerpoint presentation/or seminar along with one or two exhibits on any one of the above.
Paper-VII: RESEARCH METHODOLOGY

Time allowed: 3 Hrs  
Total Marks: 50
Theory: 6 pds/week

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

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

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

SECTION–B
6. Collection of data

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

SECTION–D
10. To Plan a layout of research project.

Suggested Readings:
Objective:
To develop portfolios for different types of audiences.

Practical: 24pds/ week          Total Marks - 75
Time: 3 hrs

Instructions to the Examiner:
The examiner will set one theme based question. Emphasis should be given to the theme, design features and presentation.

Instructions to the Faculty:
The art portfolio is an expression of a graduating students creativity, design/ability, technical expertise, illustration and presentation skills. It should exhibit the students inclination towards the particular segment of the industry by identifying the target customers, design requirements and pricing. It should ideally comprise of 30-35 sheets keeping the following points in mind.

Uniform Format: It is important to keep all the sheets of the same size to maintain visual continuity. Sheets should be grouped separately and systematically either horizontally or vertically. This ensures uniformity of presentation. The presentation of the portfolio depends on the contents and also on layouts. The end result should look very neat and professional.

The Portfolio must include:
- Curriculum Vita
- Page of Contents
- Theme of the project
- Mood board, Story Board, Ideation Board, Colour Palette and Fabric Chart.
- Thumbnails.
- There should be inclusion of designs for Male/ Female/ Kids.
- Flat working drawings, specification sheets showing technical strength are vitally important. Line planning, Fabric Indications, Fabric Consumption detailed measurement charts etc are all essential. These are to be used in conjunction with croquies.
- The Collection is to be based on innovative fabric combinations, surface texture and ornamentation. It is very important that the designs and embroidery motifs be original.

Books Recommended:
Essential Reading:

Further Reading:
7. Vogue Sketch Catalogue.
Objective:

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

Practical: 2 x 5 Pds/ Week
Total Marks: 150
Time: 5 hrs
Ext.: 75
Workshop:(Int: 75)

PRODUCT DEVELOPMENT

Instructions to the Examiner:

The Examiner will set one theme based question for construction. The emphasis should be given to design features, pattern development, placements on the fabric and finishing of the garments.

WORKSHOP

Instructions to the Faculty:

Students to design a line taking inspiration from a theme and construct three garments with at least three accessories for Kids / Male/ Female

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

Design Development 15 Marks
• Research
• Finalisation of Theme
• Sourcing
• Finalization of designs
• Measurements and specification sheets.

Pattern Development 5 Marks
• Development of basic blocks
• Pattern making and layout

Product Development 15 Marks
• Construction on actual fabric

Photo Shoot 5 Marks

Accessories 10 Marks
Books Recommended:
Essential Reading:

1) McCall’s Sewing in Colour, 1971, Butterick Publishing Co.
8) Seaman, Julian, Professional Fashion Illustration, 1995, B.T. Batsford London,

Further Reading

10) Bernard Zamkoff, Basic Pattern Skills for Fashion Design 1997, Fairchild Publication,
17) Bina Abling, Fashion Rendering with Color, , 200, Fairchild Publication.
18) Thames & Husdon, Vogue Sketch Catalogue, 1911, Si New House.
Paper-III : Fashion Merchandising and Retailing (Theory)

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

Theory: 4 pds/ week  
Total Marks: 100
Time: 3 hrs

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A
- Retail Organisational structure store; Buying, Selling, Line and Staff function, Retailing formats, Role and Responsibility of Retail Fashion Buyer.
- Customer identification, Customer, Planning and role of Buyer.

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

SECTION-C
Retail Fashion Promotion
- Marketing Channels
- Planning and Direction
- Retail Advertising
- Publicity
- Special Events
- Visual merchandise
- Personal Selling
- Relationship Marketing

SECTION-D
Brands and labels
Purchase Term: Discount, Purchase Order, Payment Terms.
Costing: Cost Price, Selling Price, Backward costing.
Books Recommended:

Essential Reading:


Further Reading:

Paper-IV : Textile Chemistry (Practical)

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

Practical: 2 x 3 Pds/ Week                                      Total Marks: 50
Time for Paper: 3 Hrs

Instructions to the Examiner:
The examiner will set one question from each unit.

Unit – I
Fibre Identification of cotton, wool, Silk, Jute, Nylon, Polyester using the following:
• Burning
• Microscopic
• Solubility

Unit – II
Fabric Identification on the basis of fabric construction.
• Woven
• knitted
• Non woven
• Fabric analysis on the basis of the thread count using at least three different types of plain weave fabrics.

Collection and identification of yarns
• Simple
• Novelty
• Textured

Collection and identification of fabric Construction techniques
• Woven
• Non- Woven
• Knitted

Unit – III
Dyeing of Fabric
• Cotton with natural dyes and Direct dyes
• Wool with acid dyes
• Silk with basic dyes

Note: Students to visit knitting industry/ textile dyeing/ textile testing unit and record the observation to maintain the file.
Books Recommended:

Essential Reading:


Further Reading:


Paper-V : Communication Skills in English

Practical: 6 pds/ week  
Time: 3 hrs

Total Marks: 75
Theory: 50
Practical: 25

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

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

SECTION-B

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

SECTION-D
Fashion Terms: Pliable, Psychedelic, Vogue, Beau , Retro, Queen size, Rag Business/ Rag Trade, private label/ private label brand, Merchandise, Art Deco print, Art Nonveau, Print, Dandy.
Resume – Writing and job applications
Instructions to the Examiner for Practical/ Oral Exam:
Oral presentation with / without audio visual aids on a topic already prepared by the examinee. 

- Written Presentation / Preparation 5 Marks.
- Extempore 5 Marks

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

- Group Discussion 5 Marks

For Practical:

Speaking Skills: Components of an effective talk/ Presentation, Planning and organizing content for a talk/ Presentation, use of Visual aids, effective speaking skills, discussion skills, Personality Development
Teamwork, Group Discussion, Public speaking, Interview skills, telephone etiquettes, Attitude Interpersonal skills, Body language.

Books Recommended

Essential Readings

- John Silly: Oxford Guide to Effective Writing and Speaking OUP.
- M. Raman, Technical Communication OUP
- Geetha Nagaraj – A Course in Grammar and Composition, Foundation Books, 2006
- V. Sasi Kumar – A Course in Listening and Speaking
- E- Book Video Conferencing Hardware and Software Market IGI Consulting, Inc. 214, Harvad Avenue Bostor MA 02134 USA.
It is mandatory for students to prepare project report/design project highlighting original work. While preparing the report emphasis should be on the research component covering the following components-

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

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

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