

PUNJABI UNIVERSITY, PATIALA

**OUTLINES OF TESTS,
SYLLABI AND COURSES OF READING
FOR
M.Sc. (Fashion Design and Technology)
PART-I
(Semester I & II)
FOR
2022-23, 2023-24**



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SYLLABUS

M.Sc. (Fashion Design and Technology)

Programme Code: (FDTM2PUP)

PART-I

(Semester I & II)

2022-23, 2023-24

ACADEMIC SESSIONS

OUTLINES OF TESTS

The examinations of I and II semesters will be held in November/December and May/June, respectively. The students of this course shall also undertake in plant training/industrial training for 4-6 weeks at various industries/institutions/Research & development centers etc. after the completion of theory & practical examination of the III semester. Weightage to different components for internal assessment will be given as following-

1.	Attendance	20%	%of the Total Marks of the Internal Assessment
2.	Written Assignment/project work	40%	
3.	Two Mid-Semester Tests/Internal Examination	40%	

The awards of internal assessment shall be dispatched by the Head of the Department before the commencement of semester examinations. The Assignment/ Project will be allotted to all the students from the respective syllabi of theory papers. The assessment of Assignment / Project will be given by the concerned teacher to the office of the Head of the department in prescribed Performa.

M.Sc. FDT Part-I
Semester-I (Exam: November/December)

Theory Papers

Subject Code	Paper Name	Internal Assessment	External Assessment	Total marks	Credit hours/week
FDTM1101T	Fabric Science	26	74	100	6
FDTM1102T	Garment Production Management	26	74	100	6
FDTM1103T	Consumer Behavior	26	74	100	6

Practical Papers

	Paper Name	Internal Assessment	External Assessment	Total Marks	Credit Hours/week
FDTM1104L	Home Textiles	-	50	50	3
FDTM1105L	Textile Design Development	-	50	50	6
FDTM1106L	Pattern Making & Construction Techniques	-	50	50	6
FDTM1107L	Seminar	50		50	2

Semester-II (Exam: May/June)

Theory Papers

	Paper Name	Internal Assessment	External Assessment	Total Marks	Credit Hours/week
FDTM1201T	Textile Wet Processing	26	74	100	6
FDTM1202T	Research Methodology	26	74	100	6
FDTM1203T	Communication Skills	26	74	100	6

Practical Papers

	Paper Name	Internal Assessment	External Assessment	Total Marks	Credit Hours/week
FDTM1204L	Textile Wet Processing		50	50	2
FDTM1205L	Fashion Illustration	-	50	50	6
FDTM1206L	Advanced Apparel Construction	-	50	50	8
FDTM1207L	Project Work -I	50		50	2
	Grand Total for Semesters I & II	225	744	100	73

*Note: At the end of the IInd Semester, the candidates will undergo internship training of 4-6 weeks in a textile designing unit/ apparel manufacturing unit/ textile dyeing and printing unit/ apparel export unit/ fashion house/ craft cluster etc. to understand the existing working practices, conditions and acquire an in-depth technical know-how of the unit.

The candidates shall prepare a report on the visit made to the unit and submit the report in the IVth semester

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M.Sc. (Fashion Design and Technology (Semester-I)

Semester-I Theory paper I- Fabric Science

Credit: 6 Hrs. /Week

Maximum Marks: 74

Time : 3 Hrs.

Objectives:

- To enable the students to identify various fibers and yarns and their uses.
- To help students understand various types of fabric formation techniques.

Instructions for paper setter

The question paper will consist of three sections A, B and C. Section A and B will have 4 questions each from the respective sections of the syllabus and will carry 11 marks each. Section C will have 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 3 marks each.

Instructions for candidates

Candidates are required to attempt two questions each from Sections A and B of the question paper and the entire Section C.

Section-A

Polymer- Definition, types,

Polymerization- addition & condensation

Significance of molecular structure - crystalline & amorphous

Classification of Textile Fibers based on source and origin

Manufacturing and properties (Physical and chemical) of Natural Fibers –

Cotton, Wool, Silk, Linen

Manufacturing and properties (Physical and chemical Synthetic Fibers-Polyesters, Polyamide (Nylon 6, Nylon 66), Acrylic, Rayon, Spandex

Innovation in fibers - Micro fibers, Hollow fibers, Nano fibers

Introduction, properties and uses to sustainable fibers

Yarns-

Types of Yarns- spun and filament, carded and combed, simple, novelty and textured

a. Yarn properties in relation to fabric-Twist, count, diameter determination in yarn, Yarn numbering system

b. Yarn Construction –

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- Staple yarns-Conventional ring spinning, open end spinning, friction spinning, self-twist spinning twist less spinning, airjet spinning, waterjet spinning
- Filament yarns- Wet, Dry and melt spinning.

Shrinkage in fabrics- Laundering shrinkage, Thermal shrinkage & Heat Setting in dimensional stability of fabrics.

Thermal conductivity, air permeability, porosity of fabrics

Section-B

Looms- Parts of a simple loom and their functions.

Different types of looms-

Shuttle looms- pit loom

Shuttle less looms- Rapier, Multiphas, Airjet, Waterjet

Fabric Construction - Weave & its types, ends & picks, count, weight, thickness determination, Fabric defects.

Characteristics and advantages of woven, knits and non-woven fabrics;

Methods of production of non- woven-

Braiding

Netting

Lace etc;

Difference b/w Woven & Knit fabrics

Knitting technology-

Different types of knits-Weft and Warp knitting

Weft Knitting- Plain Knit/single jersey (Tuck, Pile, Float, Drop), purl stitch, Rib stitch

Warp knitting- Tricot, Raschel, Simplex, Milanese, Crotchet, Weft insertion warp knit,

Warp knitted fabrics- Single jersey, Double Jersey, Wale Deflection, Lace, Rib, jacquard types.

Different types of knitted garments and quality control

Note: • Students will learn to identify fibers through Visual, burning, microscopic and solubility test.

They will learn about Identification of yarns, blends, Fabric count, Evaluation of crimp and twist in yarn, make a file.

Market survey will be conducted to understand varieties of fabrics available in the market for handling (physical appearance, weaves, uses and care).

References:

Textiles: Fiber to Fabric 6th Edition, Bernard P. Corbman,.International students" edition, McGRAW Hill International Edition book co Singapore (1985).

Textile chemistry, peters.r.h. Vol i, ii, textile institute Manchester 1970.

Technology of textile processing, Shenai.V.A. Vol i, ii, v, vii, sevak publications, Bombay, 1981

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Textile Science 2nd Edition, E.P.G. Gohl & L.D.Vilensky, CBS Publishers and Distributors 2006
Fabric science, 5th edition, Joseph J.P. et al. Fairchild publications, New York, 1990
Norman Hollen and Jane Saddler, "Textiles" Second Edition. (1949), The Macmillan
Company, New York. Collier-Macmillan Limited, London.

Semester-I
Theory paper II- : Garment Production Management

Time Allowed: 3 Hrs.

Max. Marks: 74

Teaching Time: 6 Lectures/week

Objectives

- To familiarize students with principals of management and various departments in garment industry
- To acquaint the students with garment production process, methods and technologies adopted in apparel industry.

Instructions for the paper setter

The question paper will consist of three sections A, B & C. Section A & B will have four questions each from the respective sections of the syllabus and will carry 11 marks each. Section C will have 10 short-answer type questions carrying 3 marks each covering the entire syllabus uniformly.

Instructions for the candidate

Candidates are required to attempt two questions each from Sections A & B of the question paper and the entire Section C.

SECTION-A

Organizational structure of Apparel Industry
Principles of Management

Working of various departments in apparel industry -

- Design Department
- Marketing Department
- Finance Department
- Purchasing Department
- Production Department
- Operation department

Manufacturing Technology-

- Cutting & Cutting Room
- Marker planning,
- Marker Efficiency Method & use of marker plan.
- Introduction to concept of CAD/ CAM in apparel Construction

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Spreading-Methods of spreading of fabric and requirements of the spreading process Cutting the fabric – objectives and Types of cutting machines and advantage of each-Straight Knife, Round Knife, Band Knife, Die Cutter, End cutters, Notches. Different types of blades of cutting knives. Reasons for Quality problems in cutting

SECTION-B

Fusing Technology

Sewing Technology

- Sewing – properties, types
- Stitch – types
- Sewing Machines, machines, Needles
 - Sewing threads – types of fiber, construction and furnish, thread size, thread package thread costs, thread properties and seam performance.

Use of components and Trims

Alternative Methods of forming materials –

- Fusing
- Welding and adhesives
- Moulding

Pressing Technology

Ware Housing

References:

A.J.Chuter, Introduction to Clothing Production Management, Blackwell science
Kilgus, R. Clothing technology; From Fibre to Fashion, Verlag Europa Lehrmittel, 1996.

Tarlos, E. Clothing matters; Questions of dress and identity in India, Hurst 1996

Gaetan, M. Sewn product engineering and reference manual, Bobbin publications 1977

Ruth E Clock, Apparel Manufacturing & sewn product analysis

Tyles D J, Material Management in Clothing Production, Blackwell Science Pub.

Carr Harold and Latham Barbara “The technology of clothing manufacture” Blackwell Publisher (1994-2004)

Kaplan, NS “Changing Trends in Apparel Industry” Abhishek Publisher (2004)

Cooklin Gerry “Introduction to Clothing manufacture, Blackwell Science, UK, 1991

Bheda Rajesh, “Managing Productivity in the Apparel Industry” CBS Pub, New Delhi

Semester-I
Theory paper III- : Consumer Behaviour

Time Allowed: 3 Hrs.
Teaching Time: 6 Lectures/week

Max. Marks: 74

Objectives:

- To acquaint students with consumer behaviour and its effects on the fashion market

Instructions for the paper setter

The question paper will consist of three sections A, B & C. Section A & B will have four questions each from the respective sections of the syllabus and will carry 11 marks each. Sections C will have 10 short-answer type questions carrying 3 marks each covering the entire syllabus uniformly.

Instructions for the candidate

Candidates are required to attempt two questions each from Sections A & B of the question paper and the entire Section C.

SECTION-A

Consumer Behavior: Need and Importance of studying Consumer Behavior
Scope, Importance and characteristics of consumer behavior in fashion marketing

Types of consumers, Factors influencing consumer behavior
Consumer Education and agencies providing consumer education,

Aspects of Consumer Education
Theories of consumer behavior: Economical, Psychological, and Socio-cultural

Personality and understanding consumer diversity
Brand personality, Self-concept and Self-image, Virtual self
Self- concept and Marketing segmentation, lifestyle trends and consumer behavior

SECTION-B

Attitude- Attitude Formation and Attitude Change
Sources and functions of attitude, Models of Attitude, Attitudes in predicting behavior
Lifestyles and psychographics

Consumer Research- Relevance of market research with consumer behavior, approaches towards consumer behavior research, consumer research ethics, Steps in the consumer research process

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Consumer and business ethics, consumer concern for environmental issues and fashion industry
Dark side of consumer behavior
Consumer Rights and responsibilities, Consumer Redressal

Consumer organizations and their functions, Consumer co-operatives
Consumer protection Acts

References:

Consumer Behaviour – Ramanuj Majumdar PHI learning PVT Ltd.,
Consumer Behaviour, CL Tyagi and Arun kumar, Atlantic publishers
Consumer behaviour, India Edition, Jay D. Lindquist and M. Joseph Sirgy, Cengage learning.
Consumer behaviour, concepts, Applications and cases – MS Raju, Dominic Xardel, Vikas publishing House PVT Ltd.
Loudon, D.L. and Bitta A.J. Della, Consumer Behavior, Fourth Edition, 2002, Tata McGraw-Hill, New Delhi.
Peter, P.J. and Olson, J.C., Consumer Behavior and Marketing Strategy, Seventh Edition, 2005, McGraw-Hill Higher Education.
Schiffman, L.G. and Kanuk, L.L., Consumer Behavior, Eight Edition, 2004, Prentice Hall, India.

Semester-I
Practical Paper I- Home Textiles

Credit: 3 Hrs. /Week

Maximum Marks: 50

Time : 4 Hrs.

Objectives:

- To implement the students creativeness in decorating the home products.
- To innovate a product using different ornamentation skills
- To enable the students to understand the progression of product design

Content:

Students will design and Construct Products on any one of the following categories using different techniques (Cut Work, Smoking, Shearing. Pleats, Patchwork, Applique, Mirror Work, Painting and printing):

Living Room Linens- Sofa Covers, Cushion Covers, Wall Hangings, Curtain, Carpet

Kitchen Linen –Apron, Gloves, Table Linens, Runner, Napkins, Table Mat

Bed Linen - Bed Spread /Bed Sheet, Baby Blanket, Pillow Covers, Pillow

Bath Linen-Hand Towel, Bath Towel, Bath Robes, Shower Caps

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Semester-I
Practical Paper II-Textile Design Development

Credit: 6 Hrs. /Week

Maximum Marks: 50

Time : 3 Hrs.

Objectives:

- To make students understand and apply the knowledge of principle and elements of art in designing
- To enable the students to understand the concept of creating design

Understanding principle and elements of art in relation to textile designing
Development of designs-Using Natural, Geometrical, stylized and traditional motifs
Enlargement and reduction of motif
Concept of design Repeat

Techniques of Designing and product development:

Stencil,
Screen,
Block printing and
Hand painting through colour blending.

References:

- Grosicki, Z.J. (1989) Advanced Textile Design (4th Ed) - Watson's, London, Newness Butterworths.
Meller S and Eiffer. J (1991) Textile Design, London, Thames and Hudson
Prakash., Traditional Indian Motifs, The Design Point, Bombay.
Sumathi, G.J. "Elements of Fashion and Apparel Design" New Age International Publishers, New Delhi, 2002
Wilson Eva (1994) 8000 Years of Ornament, London, the British Museum Press

Semester-I
Practical Paper III- Pattern Making and Construction Techniques

Credit: 6 Hrs. /Week

Maximum Marks: 50

Time : 4 Hrs.

Content:

- Basic Knowledge of Tools and Equipment used for measurements, drafting, cutting and stitching and finishing.
- Inter-relationship between fabric, sewing thread, stitch length and needles
- Basic Terminology: related to apparel construction

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- Methods of taking measurements and units of measurements
- Taking measurements from body, pattern and readymade garments

Drafting and adaptation of-

- Basic sleeve variations - gathered, puff, flare, leg O' mutton, petal, cowl, cap, dolman, bishop, dropped shoulder, kimono, magyar, raglan, saddle, circular etc.
- Collars - Cape, Peter pan, Mandarin, coat, shawl, shirt, sailors, cowl
- Skirt:
 - A line, flared, gored, pegged, skirt with yoke
 - Pleated skirt- knife, box, inverted box
 - Circular
 - Godets and variations
 - Tiered skirt
- Interpretation of style lines - by dart manipulation using slash and spread method.

Understanding the characteristics, uses, collection and market survey on various types of accessories-

- Support Materials: Interfacing, Lining, Interlining
- Support Devices: Shoulder pad, Sleeve headers and Collar stays
 - a. Closures: Zippers, Buttons, Button holes, Hooks 'n' Eye, Press 'n' Studs, Buckles, Belts
 - b. Trims: Ribbons, Laces and Braids
 - c. Non-woven

Sample preparation of the following:

- Different types of Seams and Hems: Plain seam, Bound seam, Bias binding, Hand Overcast; French seam, Lap seam, Flat Fell seam
- Facing: Armhole Facing, Basic Neckline and All in one facing
- Darts and Tucks: Single dart, Double pointed dart, Dart tuck, Pin tuck, Blind tuck
- Plackets Placket: Inseam Placket, Bound Placket, Faced Placket
- Band & Cuffs: Closed-Band, One Part, Two Part, Waist bands
- Sleeves: Separate Sleeve, Cut-in-one
- Collar: Flat Collar, Stand and Roll Collar
- Closure: Buttonholes, Button Loops, Hooks & Eyes, Zippers
- Pockets: Applied Pocket, Set-in and Slash Pockets

References:

Armstrong, J., Draping for Fashion Design, Fair child Publications, New York.2004
 Bray N., Dress Pattern Designing, 2003 (5th edition) Willey Blackwell.
 Reader's Digest-Complete guide of sewing, The Reader's Digest Association Ltd., London
 Relis, Nurie., & Jaffe, Hilde., Draping for fashion Design, Prentice Hall career & Technology, New Jersey.1993
 Thomas, Anna, Jacob, The Art of Sewing, UBSPD Publishers Distributors Ltd, New Delhi




Penelope, Cream., The Complete Book of Sewing- A Practical Step by Step Guide to Sewing Techniques ADK Publications Book, New York 1996
Pattern Making for Fashion Design by Helen Joseph Armstrong, 2005, Prentice Hall

Semester-I
Practical Paper IV- Seminar

Credit: 6 Hrs. /Week

Maximum Marks: 50

Time : 4 Hrs.

Objectives:

- To enable the students to understand basic fashion concepts.
- To create awareness amongst students regarding current trends related to Fashion Field.

1. Students will prepare notes on the following topics:

- Understanding Basic Fashion terminology-Fashion, Fads, Styles, classics, high fashion, mass fashion, design, trend, haute couture, couturiere, knockoffs and prêt-a-porter, Fashion Leaders and Followers.
- Knowledge of Principals of Fashion, Fashion cycle, length of fashion cycle.
- Factors influencing fashion- Geographical, Psychological, Economical and Social
- Theories of fashion adaptation –
- Traditional fashion adoption (Trickledown theory)
- Reverse adoption (Bottom up theory)
- Mass Dissemination (Trickle across theory).
- National & International designers and fashion centers
- Fashion forecasting- concept of season, fairs and international markets
- Fast Fashion, Slow fashion, Recycling and up cycling

2. Students will prepare a report on topic related to fashion or allied field. Topics can be taken related to some industry, survey, product development or some concern related to fashion & present a seminar along with power point on the selected topic
3. Students will present collections and achievements of any one designer.

References:

Gini Stephens Frings, Fashion (from concept to consumer), Sixth Edition, 1999, Prentice Hall Internal (UK) Limited, London

Kathryn Mckelvey, Fashion Source Book by (Second Edition), (2006), Blackwell Publishing
The Fairchild Dictionary of Fashion by Charlotte Mankey Calasibetta, (third edition), 2005, Fairchild Publications

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M.Sc. (Fashion Design and Technology (Semester-II)

Semester-II Theory Paper I- Textile Wet Processing

Credit: 6 Hrs. /Week

Maximum Marks: 74

Time : 3 Hrs.

Objectives:

- To acquaint the students with pre and post dyeing wet processing with recent developments.
- To impart knowledge about textiles dyeing and printing
- To enable the students to understand textile finishing and its applications in textile Industry

Instructions for paper setter

The question paper will consist of three sections A, B and C. Section A and B will have 4 questions each from the respective sections of the syllabus and will carry 11 marks each. Section C will have 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 3 marks each.

Instructions for candidates

Candidates are required to attempt two questions each from Sections A & B of the question paper and the entire Section C.

Section-A

Dyeing: Dyeing theory, Dyeing auxiliaries

Pre dyeing preparation of fabric- Scouring, bleaching, Desizing

Dyes: Definition and Types (Natural and Synthetic Dyes)

Home & Industrial Dyeing - Fibre Dyeing, Yarn Dyeing, Fabric Dyeing & Garments Dyeing.
Application of Direct, Acid, Basic and Azoic dyes on Natural Fibres - Cotton, Silk and Wool

Dyeing defects and their remedies

Recent advances in dyes and dyeing technology - microwave dyeing, super critical CO₂ dyeing, ultrasonic dyeing, plasma treated dyeing – principle, mechanism and procedure for dyeing.

Printing:

Introduction to printing, Difference between dyeing and printing

Types of printing: Machine Printing, Hand Printing.

Recent advances in printing technology

Section-B

Finishes – Definition and advantages, most commonly used substrate for finishing, Classification of Finishes

Finishes for preparatory processes- Desizing, scouring, decating bleaching, mercerization degumming, carbonizing, milling, tentering

Finishes improving handle and appearance-

- Softeners, stiffening agents, Optical whiteners,
- Calendaring, Enzyme wash (bio- polishing, stone wash, sand wash), Glazing, Moireing, Schreinerizing Embossing. Parchmentization, Sizing, Weighting, Shearing, Brushing, Fulling, Beetling, Flocking, Napping, Peach finish

Functional Finishes- Antimicrobial Finishes, Moth proof, Aroma therapy- Fragma series/ moisturizers/ essential oils/ aloe vera, anti-static finish, Dry soiling of clothing, bio softening, cool finish (snocool), hydro-phillic finish, Flame retardant, heat setting, coating and lamination, UV protective finish, water oil repellent finish, wrinkle free finish, Anti-crease/ durable press finishes.

Micro encapsulation techniques in finishing process

Recent trends in wet processing

Study of enzymes, Role of enzymes for various textile processes-desizing, scouring, bleaching, softening, bio-polishing, degumming

References:

Textiles: Fiber to Fabric 6th Edition, Bernard P. Corbman, „International students“ edition, McGRAW Hill International Edition book co Singapore (1985).

Textile chemistry, Peters.R.H. Vol i, ii, textile institute Manchester 1970.

Technology of textile processing, Shenai.V.A. Vol i, ii, v, vii, sevak publications, Bombay, 1981

Textile Science 2nd Edition, E.P.G. Gohl & L.D.Vilensky, CBS Publishers and Distributors 2006

Fabric science, 5th edition, Joseph.j.p. Et.al. Fairchild publications, New York, 1990

Norman Hollen and Jane Saddler, „Textiles“ Second Edition. (1949), The Macmillan Company, New York. Collier-Macmillan Limited, London.

Blackenbury. Terry., Knitted Clothing Technology, Blackwell Publishing 2005.

Joshnson. Henry., Introduction to Knitting Technology, Abhishek Publication, 2006.

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Semester-II
Theory Paper II- Research Methodology

Credit: 6 Hrs. /Week
Time : 3 Hrs.

Maximum Marks: 74

Objectives:

- To understand the methodology of research, research terms, its principals and techniques,
- To understand the various methods of conducting research.
- To develop skills in conducting research from planning a study to report writing

Instructions for the paper setter

The question paper will consist of three sections A, B & C. Section A & B will have four questions each from the respective sections of the syllabus and will carry 11 marks each. Sections C will have 10 short-answer type questions carrying 3 marks each covering the entire syllabus uniformly.

Instructions for the candidate

Candidates are required to attempt two questions each from Sections A & B of the question paper and the entire Section C.

SECTION-A

Meaning and Objective of Research

Type of Research-

- Descriptive/Analytical Research
- Applied v/s/ Fundamental Research
- Qualitative/Quantitative Research
- Other types of Research

Significance of research and scientific method

Research Process - Criteria of goods research.

Research Problem - Identification, selection and defining research problem

Research Design - Meaning and purpose of research design, Features of a good research design. Different research designs.

Measurement & scaling techniques

SECTION-B

Sampling Design- Implication and steps involved in sample design, Criteria of selection of sample, Different types of samples.

Collection of data - primary and secondary

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Interpretation of data - Techniques of analysis and precautions in interpretation

Role of Computer in Research

Report Writing - Significance, Different Steps in report writing, Layout of report. Mechanics of writing a research reports, Precautions of writing research report.

References:

Statistical Methods - S.P. Gupta, Sultan Chand & Sons, 1972

Kothari, C.R., Research methodology-methods & techniques, New age International Publishers, New Delhi

Hand Book on Methodology of Research - R.P.A. Devadas.

Statistical analysis in Psychology and Education- George A Ferguson, Mc.Graw Hill Book Co. 1965

Statistical Methods for Research Workers, Fisher R.A., Hafner Publishing Company, Iric. 1948.

A.K.P.C. Swan, Business Research Methods and Statistics

Semester-II

Theory Paper III- Communication Skills

Credit: 6 Hrs. /Week

Maximum Marks: 74

Time : 3 Hrs.

Instructions for paper setter

The question paper will consist of three sections A, B and C. Section A and B will have 4 questions each from the respective sections of the syllabus and will carry 11 marks each. Section C will have 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 3 marks each.

Instructions for candidates

Candidates are required to attempt two questions each from Sections A & B of the question paper and the entire Section C.

Section-A

Communication – Its meaning and importance.

Different types of communication- One way or two way communication

Essentials of good communication

Forms of communication- Verbal and Non-verbal

Oral-Telephonic communication

Written –Drafting reports, notices, agenda notes, business correspondence, circulars, press releases and advertisements.

Nonverbal-Importance of non-verbal communication, Positive gestures, symbols and signs

Modern forms of communication-Fax, Internet/e-mail, video conferencing
Barrier of communication

Mass Communication:- Concept, Definition, Scope,
Functions of Mass Communication through different media – Electronic media, Print media,
Cyber media,
Role of media in society
Need of Mass Communication in Fashion world-Importance and classification

Section-B

Group discussions- Advantages and techniques of conducting group discussions

Resume Writing and job applications, applications for business (Application for loan, refund,
and advance salary)

Business Letter- Business Letters (Types, Essentials and Layout) letter of enquiry, letter of
quotation, letter of orders, letter of advice, letter of trade reference, circular letters, letter of
complaint and adjustments, sales letter, credit letters and status inquires, collection letters.

Essentials of technical report writing and proposals

References:

Gupta C.V. Business Communication and Customer Relations, Sultan Chand and Sons
Pal Rajender & Korlahalli J.J., Essentials of Business Communications, Sultan Chand & sons.
Chaturvedi, P.D., Business Communication, Pearson Publication
Jain.V.K. and Biyani Om Prakash, Business Communications, Sultan Chand & company Ltd.
Mohan, Krishna and Beerjee, Meera, Developing Communication Skills, Macmillan Press

Semester-II

Practical Paper I-

Textile Wet Processing

Credit: 2 Hrs. /Week

Maximum Marks: 50

Time : 4 Hrs.

Objectives:

- To know the difference between dyeing and printing.
- Understand the different methods of transferring the designs on fabric
- To acquaint students with different methods of dyeing and printing

Dyeing

Pre-Dyeing preparatory Processing - Desizing Starch, Scouring, Bleaching Washing, Drying
Dyeing of Cotton with: Direct dyes, Reactive dyes
Dyeing of Silk and Wool with – Acid, Basic
Extraction and application of natural dyes on cotton silk and wool
Resist Dyeing of Fabric- Tie and dye, Batik
Evaluation of color fastness to washing, ironing, crocking, perspiration and sunlight

Printing:

Preparation of sample for printing – cotton, silk, polyester and jute
Preparation of printing paste
Preparation of samples for hand block printing
Preparation of stencil & use stencil printing and spray painting.

The Record should be submitted at the time of external evaluation

Semester-II

Practical Paper II-

Fashion Illustration –I

Credit: 6 Hrs. /Week

Maximum Marks: 50

Time : 4 Hrs.

Objectives:

- To enable the students to Illustrate the apparel design for principles and elements of designs.
- To acquaint the students with sketching the basic shadings and fashion figures.
- To acquaint the students with technique of creating different textures
- To create understanding of the human body in proportions relevant to fashion illustration.

Content:

- Study of human figure in relation to fashion proportion of a perfect figure
- Sketching of Stick figures and Block figures
- Detail in study in pencil and colour with light and shade of different types of folds, gathers and shape of fabric in dresses.
- Effect of principal and elements of design in dresses
- Sketching of facial features- Eyes, Ear, Nose, Legs and Feet, Arms, Hair styles
- Fashion figure: 8½, 10 and 12 heads - front, back and ¾th profile,
- Fleshing of Fashion Figure
- Creating various textures using different techniques and medium- Nets, Knits, Velvet, Lace, Denims, Fur, Corduroy
- Illustration of Dresses depicting various textures, prints and drapes

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References:

- Fashion Drawing—the Basic Principles by Anne Allen & Julian Seaman-B.T. Batsford, London.
Fashion Design Drawing & Presentation by Patrick John Ireland, 4th Edition, New Delhi, Om, 2005.
Fashion Design Illustration Children by Patrick John Ireland- London, B.T. Batsford, 1995
Fashion Source Book by Kathryn Mc Kelvey- 4th Edition, New Delhi, Om, 2005.
Fashion Sketchbook by Bina Abling, 4th Edition, New Delhi, Om, 2005.
Illustrating Fashion by Kathryn Mckelvey & Janine Munslow-Blackwell Pub. Co.USA, 2007
New Fashion Illustration by Martin Dawber- Singapore: Page One-2005.

Semester-II Practical Paper III- Advanced Apparel Construction

Credit: 8 Hrs. /Week
Time : 4 Hrs.

Maximum Marks: 50

Objectives:

- To enable the students to understand the concept of drafting and pattern making
- To enable the students to develop skills in garment construction commercial
- To develop skill in pattern grading
- To learn the art of preparing commercial paper patterns for different garments
- To learn the importance of

Content-

Understanding concept of Drafting and Pattern Making

- Fitting- Factors affecting good fit in garments
- Reasons for poor fitting and their remedies defects for upper and lower garments

Designing, Pattern development and construction of-

- Children's garment of recent fashion- any 3 styles
- Women's garment of recent fashion- any 3 styles
- Men's garment of recent fashion- any 2 styles
- Design and construct garment for a Party wear and Ethnic dress
- Commercial paper - pattern of any one above mentioned garments.
- Grading of any two patterns.

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References:

- Basic Processes and Clothing Construction - Doongaji, Sherie and Desh Pande R
Bernard Zamkoff and Jeanne Price, Creative Pattern Skills for Fashion
Design(f.i.t Collection),1990, Publisher: Fairchild Books & Visual.
Helen Joseph Armstrong, Pattern making for Fashion Design, 2000,
Dorlin Kindersley (India)Pvt.Ltd. India.
Sandra Betzina, Fast Fit – Easy Pattern Alterations for Every Figure, 2003 Taunton Pr.
Matric Pattern Cutting by Wini Fred Aldrich-New Delhi Om Book

Semester-II
Practical Paper IV- Project Work -I

Credit: 2 Hrs. /Week

Internal Marks: 50

Time : 2 Hrs.

Objectives:

- To orient students to the process of research.
- To enable the students to identify a problem for undertaking the research project

Content-

- Allocation of Projects to M.Sc. FDT (Semester-II) students specifying focus areas or topic of their choice by the end of semester by the teachers
- Students will submit synopsis / project proposal for approval to respective guide.
- Students will present research proposal in seminar along with power point on the given topic
- Synopsis will be discussed, modified and finalized in staff committee

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