

**OUTLINES OF TESTS,
SYLLABI AND COURSES OF READING
FOR
M.Sc. (Fashion Design and Technology)
Programme Code: (FDTM2PUP)**

**PART-II
(Semester III & IV)
2022-23
ACADEMIC SESSIONS**



PUNJABI UNIVERSITY, PATIALA

Amrta

Neeraj

M.Sc. FDT-II
Semester III (Exam: November/December)

Theory Papers

Subject Code	Paper Name	Internal Assessment	External Assessment	Total Marks	Credit Hours/week
FDTM2101T	Fashion Retailing and Merchandising	26	74	100	6
FDTM2102T	Statistics	26	74	100	6
FDTM2103T	World Textiles	26	74	100	6

Practical Papers

Subject Code	Paper Title	Internal Assessment	External Assessment	Total Marks	Credit Hours/week
FDTM2104L	Computer Application in Fashion Design-I	-	50	50	8
FDTM2105L	Fashion Draping & Custom Clothing	-	50	50	8
FDTM2106L	Surface Enrichment	-	50	50	6
FDTM2107L	Craft Study(Seminar)	50	-	50	2

*Note: At the end of the IIIrd 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

Semester-IV (Exam: May/June)

Theory Papers

Subject Code	Paper Name	Internal Assessment	External Assessment	Total Marks	Credit Hours/Week
FDTM2201T	Quality Standards and Specifications	26	74	100	6
FDTM2202T	Entrepreneurship Management	26	74	100	6
FDTM2203T	Technical and Smart Textiles	26	74	100	6

Practical Papers

Subject Code	Paper Name	Internal Assessment	External Assessment	Total Marks	Credit Hours/Week
FDTM2204L	Design Studio	-	50	50	8
FDTM2205L	Computer Application in Fashion Design-II	-	50	50	8
FDTM2206L	Entrepreneurship Development (Internship Report)	-	50	50	2
FDTM2207L	Project Work-II	50	-	50	2
	Grand Total for Semesters III & IV	256	744	1000	80

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

**Semester-III
Theory Paper I: Fashion Retailing and Merchandising**

Time Allowed: 3 Hrs.

Max. Marks: 74

Teaching Time: 6 Lectures/week

Objectives:

- To introduce the concept of Retailing & Merchandising
- To understand the nature of Indian Retail industry
- To impart knowledge regarding the marketing environment and retail organizations
- To enable the students to understand to elements of visual merchandising

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

Fashion Retailing-Definition, Concept, Importance, Types of Retailing, Functions.
Indian Fashion Retail Industry, Nature of Fashion Retail Market

Retail Location- Factors affecting location decision, Site Selection

Retailing Strategy: Retail Audit, Retail Customer, Retail/Site Selection, Retail Organization and Human Resource Management, Customer Relationship Management, Pricing in Retailing, Retail Communication

Retail Organizations –

- Shopping Centers – Traditional Malls, Diversified Malls, Value centers, Outlet Malls, Transportation centers, Recreational Malls, Town center malls;
- The small stores,
- The large stores,
- Store with in a store – In store designer boutiques, Leased departments;
- Multiple -unit stores – Chain stores, Department store groups, and corporate ownerships.

Retail Buying – Buyer's role, Duties & responsibilities of a retail buyer

The Fashion marketing environment (Micro and Macro)

Fashion market planning process, Market strategies, and fashion marketing plan, Target Market

Marketing Research –Marketing Research Process, Marketing Mix

Marketing management – Responsibilities of a marketing manager

International and domestic fashion markets

SECTION-B

Fashion Merchandising - Introduction, role and responsibilities of merchandiser,

Types of merchandisers – Fashion Apparel merchandiser, Fashion export merchandiser, Apparel retail merchandiser

Fashion Forecasters, Merchandise planning, Merchandise Marketing Calendar,

Line development-objectives, elements, planning, control, research, line plan, styling direction and product development and adoption

Costing, Calculation of material cost - Design specification sheet & cost sheet.

Sourcing strategies: objectives, global sourcing, the role of merchandiser in sourcing, sourcing options, factors in sourcing options, factors in sourcing decision, customer/vendor relationship, Domestic and International sourcing process

Fashion Visual Merchandising- Elements and Functions of Visual Merchandising

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Store exteriors, interiors & windows – image, atmosphere & theatrics, Display props, fixtures, mannequins, floral, signage & graphics.
Fashion Photography - Design studios.

References:

- Ellen Diamond, 'Fashion Retailing'
Jay Diamond Gerald Pintel, 'Retail Buying'
Rasheed Din, 'New Retail'
Stone, Elaine. & Samples, J.A., Fashion Merchandising, McGraw Hill Book Co. NY
Swanson, Kristen K. & Everett, Judith C., Promotion in the Merchandising Environment, Fairchild Publications, New York. 2000
Rosenau, J. A., Wilson David L. David., Apparel Merchandising-The line starts here, Fairchild publications, New York. 2006
Mehta, Pradeep, Managing Quality in the Apparel Industry, New Age International Pvt. Limited, 2004
Green, Wood, Fashion Innovation and Marketing, Macmillan Press Ltd. London, 2003
Kotler, P. Principles of Marketing, Prentice Hall, 2003
Easey, M., Fashion marketing, Black well sciences Ltd., London, 1995
Costantino, Maria, Fashion Marketing and PR, Fashion files, Batsford Ltd., London, 1998

Semester-III

Theory Paper II: Statistics

Time Allowed: 3 Hrs.

Max. Marks: 74

Teaching Time: 6 Lectures/week

Objectives:

- To understand the significance of statistic in research
- To apply the knowledge of statistics in data analysis
- To learn the presentation and inter interpretation of statistical data

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

Meaning and Scope of Statistics; Classification, graphic representation of data
Sampling: Methods of Sampling, Sampling and Non-sampling errors.
Measures of Central Tendency; Measures of Dispersion (absolute and relative)
Probability: Elementary idea, Different Approaches to Probability, Calculation of Probability, and Theorems of Probability.

SECTION-B

Correlation: Introduction, types, methods of measuring correlation
(Karl Pearson's coefficient of correlation and rank correlation)

Regression

Elements of testing of a statistical hypothesis, Problem formulation

Applying T - Test for small samples for single mean, difference in means; F - Test for equality of variance.

Application of chi-square tests

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References:

- Neiswanger. W.A., Elementary Statistical Methods applied to Business and Economic Data. The Macmillan Company, 1956.
Croxten. F.L., and Cowden, D.J., Applied General Statistics, Prentice Hall Inc. 1955.
Bloomers P and Lindyguist, E.F. Elementary Statistics, Prentice Hall Inc. 1955.
Snedecor, G.W., Statistical Methods. Applied Perific Private Ltd., 1961.
Gupta, S.P., Statistical Methods, Sultan Chand and Sons, 1972.

Semester-III Theory Paper III World Textiles

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

Maximum Marks: 74

Objectives:

- To acquaint the students with development of textile industry in different parts of the world
- To understand the unique features of textile of different parts of the world
- To understand the concept of textile conservation

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

Development of Textile industry in ancient civilizations- Mesopotamia, Egypt, Persia, Greece, Rome

Development of Textile industry in ancient civilizations- China, India

Study of world textiles with respect to history, construction techniques, style colors, motifs and center of production

Embroidered Textiles: China, Iran, England

Resist Dyed Textiles – Indonesia, Japan

Hand painted Textiles- India

Printed Textiles - England, France, India

Study of world textiles with respect to history, construction techniques, style colors, motifs and center of production

a. Carpets & Rugs - Middle and Far East, I

b. Tapestries- Greece, Coptic, Europe and Peru

SECTION-B

Study of world textiles with respect to history, construction techniques, style colors, motifs and center of production.

Brocades- China, Persia, Byzantium, Spain, Italy and France

Shawls - India, England and France

Laces - Europe

Conservation and Restoration of textiles- conservation principles, types of conservation

Deterioration mechanism and agents

Preserving textiles

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Housing: Framing, Display and Storage of collection

Note:- Visit to the National Museum, Craft Museum and Modern Art Gallery. Students will prepare a report of visit.

References

- Bhavani, E., Decorative Designs and Craftsmanship of India, D. B. Taraporevala Sons & Co. Pvt, Ltd Bombay. 1968.
- Ginsburg, Madeliene (1995), Illustrated History of Textiles, Studio Editions Ltd, London
- Landi Sheila (1985) The Textile Conservator's Manual, Butterworth's and Co. London
- Harris, Jennifer (ED), (1993) Textiles-5000 Years of Textiles, London, British Museum Press
- Gillow John and Sentence Bryan (1993) World Textiles, A Bulfinch Press Book, London
- Shenai V.A. History of Textile Design, Sevak Publication, Mumbai, 1992

Practical Papers

Semester-III

Practical Paper I: Computer Application in Fashion Design-I

Time Allowed: 4 Hrs.

Max. Marks: 50

Credit: 8 Hrs. /Week

- Introduction to Coral Draw-Tool Box, Opening, closing and saving a file, Introduction Vector Graphic and Bitmap Graphic.
- Application of these tools for making design composition for textiles and apparels- Geometrical, Naturalized, Traditional and stylized symbolic.
- Drawing OF Fashion Details by applying various textures and effects-
- Sleeves, Collars, Trousers, Skirts, Pockets
- Fashion Details: Accessories: Bags, Belts, Caps, Bows, Jewellery, And Scarves.
- Figure-Drawing: Male, Female and Kids and stylization
- Creation of prints and their different layouts for Kids wear.
- Designing and drape: Kids Wear

Semester-III

Practical Paper II: Fashion Draping & Custom Clothing

Credit : 8 Hrs./Week

Maximum Marks: 50

Time : 4 Hrs.

Objectives:

- To understand the basic features of the garments and their variations
- To acquaint the students with draping technique of garment making

Content:

- Basic preparation and Draping, Marking and trueing for:
 - a. Bodice - front and back
 - b. Basic skirt -front and back
 - c. Dart variation
 - d. Yokes , Fitted midriff, Bodice yoke, Shirt yoke, Hip yoke
 - e. Style lines- Pleats, darts, tucks and gathers,
 - f. Sleeves.
- Variation in Necklines, Armhole, Waistline
- Collars- Mandarin, Band, Convertible, Shirt and Peter pan collar

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- Variations in skirt-Tapered skirt, Eased skirt, Dirndl skirt, Dome skirt, flared skirt Peg skirt, Sarong skirt and Pleated skirt
- Princess dress
- Draping and stitching any three garments.

References:

Helen Joseph-Armstrong Draping for Apparel Design, Bloomsbury Academic, 2013.

Fashion Clothes - Dabbie Bless

Hilde Jaffe, Jurie Reus, Draping for Fashion Design, 1993, Prentice Hall Carr & Technology.

Karolyn Kiisel Draping: The Complete Course, Laurence King Publishing, 2013.

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

Semester-III

Practical Paper III- Surface Enrichment

Credit: 6 Hrs. /Week

Maximum Marks: 50

Time : 4 Hrs.

Objectives:

- To innovate a product using different ornamentation skills
- To enable the students to understand the progression of product design

Content:

- **Sample preparation using basic embroidery stitches-** Running, Stem, Chain, Back, Open chain, Blanket, Feather, Herring bone, Close herring bone, Couching, Lazy daisy, French knot, Satin, long and short, Romanian, Pekinese, Fly, Bullion, Chevron, appliqué and Cross stitch.
- Edging: Lace, Piping, Beads, Fringes
- Preparation of samples using different fabric manipulation techniques.
- Developing samples of regional embroideries of India- Students have to prepare sample of each embroidery and to incorporate any one in article.

Semester-III

Practical Paper IV: Craft Study (Seminar)

Credit : 2 Hrs./Week

Maximum Marks: 50

Time : 4 Hrs.

Objectives:

- To understand the traditional aspects of Indian textiles
- To understand the textile traditions of India

The faculty will give an overview of traditional fabrics of different states of India with emphasis on texture, design and color

- **Embroidered Textiles of India :**
Introduction, history, technique, colours and stitches employed, motifs-

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Kashida, Phulkari , ChambaRumal , Sindhi, ParsiGara Embroidery, Chikankari , Phool Patti kaKaam , Zardozi , Kasuti , Lambadi Embroidery , Kantha , Sujani ,Pipli Applique

• **Textile tradition of India-**

- a. Hand-woven Textiles: Banaras Brocades, Baluchari , Jamdani , PaithaniKanjeevaram , Chanderi , jamawar and Maheshwari
- b. Resist Dyed Textiles: Bandhani of Gujarat, banhej and lehariya of rajasthan, Ikat-patola of Gujarat, bandhas of odisha, ikat textiles of Andhra Pradesh.
- c. Printed textiles: Ajarakh, Bagru printing, Sanganer prints, Bagh prints of Madhya pradesh.

Note:

- Students to present seminar/PowerPoint presentation/ or seminar on any one of the above.
- Students will make a detailed documentation of the implements, materials and process used, the technicalities as well as the present status of the craft.
- Role of designer to uplift the craft
- A visit to any textile museum / Craft cluster / Craft area.

References

Irwin and Hall, Indian Embroideries, Published by S.R. Bastikar, P.B. 28, Ahmedabad.
Indian Embroidery – SavitriPandit
BhushanBrijJamila , The Costumes and Textiles of India, 1958, D.B. Taraporewala Sons and Co., Ltd, Bombay.
Rustarm; J. Mehta, "Masterpieces of Indian Textiles", (1970), D.B. Taraporewala Sons Co.,Pvt.Ltd.
JoyeeStorey, The Thames and Hudson- Manual of Textile Printing.' (1974), Thames and Hudson – London.
Abraham T.M., Handicraft of India, Graphics Columbia, New Delhi, 1964, Mulk Raj Anand Marg, Vol. VIII, 1954.
Bhattacharyya A.K, ChambaRumal, 1968, Indian Museum, Calcutta.
Dongerker, Kamala S., Romance of Indian Embroidery, 1951, Thacker & Co. Ltd. Bombay.
DhamijaJasleen., The Kanthas of Bengal, 1971, The Times of India Annual.
Irwin John and Schwartz P.R., Studies in Indo-European textiles, 1966, Calico Museum of textile, Ahmedabad.

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

Semester-IV

Theory Paper I - Quality Standards and Specifications

Time Allowed: 3 Hrs.

Max. Marks: 74

Teaching Time: 6 Lectures/week

Objectives

- To familiarize students with quality standards and importance of quality control in textile industry
- To enable the students to understand quality parameters in textiles

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.

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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

Quality: Concept of quality, Objectives Scope and Importance of Quality, Quality System, Seven tools of Quality

Quality control: Introduction to Quality control, quality assurance

Quality Control through Inspection, Inspection Methods- Raw material inspection, In process inspection and Final quality inspection Sampling Methods.

Quality Related Problems in Garment Manufacturing:

- Sewing defects
- Colour effects
- Sizing defects
- Garment defects

Total Acceptable Product (TAP) & Acceptable Quality Limit (AQL)

Total quality control: Objectives

Quality standards - Importance, Benefits, Levels and sources of quality

British standards and ISO standards, ISO 9000, ISO 1400, ASTM, BIS, AATCC Standards

SECTION-B

ISO Standards for fiber, yarn, fabric, apparel, sewing and knitting machines

Oeko Tex Standard 100, GOTS standards, ANSI standards, Textile Exchange standards, Cradle to Cradle certified standards

Techniques of quality control- Kaizen, 5S, TPM (total production maintenance), TQM (total quality management),

Lean manufacturing -Toyota production system, 6 sigma tool for quality control, Fabric inspection system & limitation, Inspection planning, Dallas system, In-line inspection

Care Label-Importance, symbols and usage of care label, International care Labeling Systems, Care label codes

Introduction to ecofriendly textiles, banned dyes and auxiliaries, Impact of Textiles and Clothing Industry on Environment

References:

J. E. Booth, (1968), Principles of Textile Testing, London, Pearson/Prentice Hall

Pradip V. Mehta, (1985), An Introduction to Quality Control for the Apparel Industry, JSN International Publishers.

Pradip V. Mehta and Satish K. Baradwaj, (1998), Managing Quality in the Apparel Industry, New Delhi, National Institute of Fashion Technology.

Ruth E. Glock and Grace L. Kunz, (2005), Apparel Manufacturing: Sewn Product Analysis, UK, Prentice Hall Publishers.

Sara J Kadolph, Quality Assurance for textiles & apparels, Fairchild pub, 1998

Semester-IV**Theory Paper II - Entrepreneurship Management**

Time Allowed: 3 Hrs.

Max. Marks: 74

Teaching Time: 6 Lectures/week

Objectives

- To familiarize students with concept of entrepreneurship management

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- To enable the students to understand role of entrepreneur in economic development
- To help students understand the process of setting up of a new venture

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

Introduction to Entrepreneurship-

Meaning of entrepreneur, entrepreneurship and enterprise

Characteristics and development of entrepreneurship

Employment promotion

Essential aspects of entrepreneurship,

Barriers to entrepreneurship- Environmental, Physical and Psychological

Factors affecting entrepreneurial growth,

Role of entrepreneurship in economic development

Motivation – importance, types and developing entrepreneurial motivation model

Entrepreneurial Environment, Indian Scenario for Entrepreneurs

Role of entrepreneurship skills in fashion and garment industry

SECTION-B

Project Management: Objectives, Need and Phases of project management,

Classification and Characteristics of a project

Project Life Cycle, Preparation of Project Report

SWOT Analysis

Setting up a Small Business Enterprise -

Steps for Starting a Small Enterprise

- Search for a business idea,
- Preparation of plan,
- Analysis of Entrepreneurial opportunities,
- Assessing the impact of opportunities and threats

Entrepreneurship and Institutional support:

- NSIC -National Small Scale Industry Corporation,
- KVIC-Khadi Village and Industries Commission,
- NRDC- National Research Development Corporation,
- NHDC- National Handloom Development Corporation,
- SIDO-Small Industries Development Organization and
- DIC- District industries centers

Financial assistance to Entrepreneurs - IDBI, IFCI, Small Industries, Development Bank of India (SIDBI), Commercial Banks and SMEs

Government initiatives for Entrepreneurial Development-Incentives, Subsidy and Assistance

Women Entrepreneurship and Assistance available in fashion industry

References:

S.S. Khanka "Entrepreneurial development", S. Chand and co. Ltd, Ram Nagar, New Delhi, 1999

N. Rabindra Kanungo, "Interpreneurship and Innovation", Sage publications, New Delhi, 1998

Gupta CB and Srinivasan P, "Entrepreneurship Development", Sultan Chand and

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sons, New Delhi
Ramachandran, "Entrepreneurship Development", Tata McGraw Hill, New Delhi
Yadav CP, "Encyclopaedia of Entrepreneurship", Anmol Publications, New Delhi
Kumar Anil S, Poornima S C, Abraham Mini K, Jayashree K, "Entrepreneurship Development",
New Age International Publishers, New Delhi
Kirandeep Kaur and Sumedha Gupta, "Entrepreneurship Development", Kalyani
Publications.
Kirandeep Kaur and Sumedha Gupta, "Entrepreneurship in Small Scale Business",
Kalyani Publications.

Semester-IV

Theory Paper III: Technical and Smart Textiles

Time Allowed: 3 Hrs.

Max. Marks: 74

Teaching Time: 6 Lectures/week

Objectives

- To acquaint the students with technical aspects of textiles
- To familiarize students with development of textiles in diverse fields.

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

Technical Textiles: History, Definition and scope of technical textiles,
Fibres used in Technical textiles, Technical fabric structure-Woven and non-woven.
Global and Indian Scenario, Recent trends in Technical Textiles

Medical and Survival Textiles: Introduction, Fibers used, Properties,
Classification- Non – Implantable and Implantable, Extra corporal devices, Health care
/Hygiene Products and Applications. Wearable assistants for mobile health monitoring

Agro Textiles: Introduction, fibers used Types, functions and properties, Characteristics and
Applications in Agro products and in its field

Textiles in Transportation: Introduction, Textiles in Cars, Road Vehicles, Railways, Aircraft
and Marine Applications

Geo Textiles: Essential Properties of Geo Textiles, Applications of Geo Textiles, Use of
vegetable fiber for geo textile,

Build Tech: - Introduction, fibers used Types, functions and properties, Characteristics and
Applications in Architecture and in Building Construction.

Section B

Protective Textiles : Introduction, fibers used Types, functions and properties, Characteristics
and Applications Fire Protective clothing, Heat – resistant garments, Water proof materials,
Ballistic resistant Vests, Biological and chemical Vests, Military Protective clothing. Smart
polymers used in Protective clothing.

Sports Textiles: Introduction, fibers used, Types, functions and properties, Characteristics, and
Applications of Sports Tech.

Smart and Intelligent Textiles

Smart technology for textiles and clothing – Introduction and Development of smart technology
for textiles and clothing,

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Smart fabrics – passive, active, very smart; classification of smart materials
concept of wearable computing, basic structure of fabric used for integrating different electronic sensors

Application of smart textiles
Recent trends in smart Textiles

References:

- Handbook of Technical Textiles by A.R. Horrocks.
Textiles in Automotive Engineering by W. Fung & M. Hardcastle.
Textiles for Protection by R.A. Scott. 6) Fibre-Reinforced Composites by P.K. Mallick.
3-D Textile Reinforcements in composite materials by A. Miravate.
Gulrajani.M, “Advances in the Dyeing and Finishing of Technical Textiles”, The Textile Institute, Woodhead Publishing, 2013.
Chapman.R.A, “Applications of Non-Wovens in Technical Textiles”, The Textile institute, Woodhead Publishing, 2010.
Kumar.R.S, “Textiles for Industrial Applications”, CRC Press, Taylor and Francis Group 2014.
Silva.C and Baker.D, “Agro Industries for Development”, CABI International Publishing, 2009.

Semester-IV
Practical Paper I: Design Studio

Credit: 8 Hrs. /Week

Maximum Marks: 50

Time: 2 Hrs.

Objectives:

- To enable the students to learn to design theme based collection.
- To enable the students to learn to design collections for fashion show
- To acquaint the students with technique of making portfolio.

CONTENT

- Line Development of the clients & for the fashion shows-
 - a. Concept selection
 - b. Market research
 - c. Creating Mood boards
 - d. Theme boards
 - e. Client boards
 - f. Swatch boards
 - g. Design Development
- Projection of work through construction of any five garments chosen from line prepared for Fashion Shows/Exhibitions. Students will prepare-
 - a. Specification Sheet
 - b. Pattern Development
 - c. Constructing final garment
 - d. Costing of the Garment
 - e. Finishing
 - f. Accessories
 - g. Pricing of the Garment
 - h. Final presentation
- Portfolio Preparation.

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Semester-IV

Practical Paper II: Computer Application in Fashion Design-II

Credit : 8 Hrs./Week

Maximum Marks: 50

Time : 2 Hrs.

Objective:

- To understand the use of Coral Draw in creating illusion effects
- To familiarize the student with the Coral Draw and Photoshop software and tools.
- To able to develop design using the tools of Reach Fashion Studio

Content-

- Coral Draw:
 - a. Creating Illusion effects (silhouette, color, texture and prints) by fashion details and draping it on fashion figures
 - b. Design and Drape: Kids wear, men wear, women wear Using inbuilt library in fashion cad software.(Any latest software like Reach piece)
 - c. Mood Board and story Board based on Theme.
 - d. Drawing flat and spec sheets
 - e. Designing of CD covers of fashion shows, music CD's etc.
 - f. Visiting cards and brochures of designers, Professors etc.
- Adobe Photoshop
 - a. Introduction Uses and importance
 - b. Opening, closing and saving a file.
 - c. Tool Box
 - d. Importing and Exporting
 - e. Printing a document
 - f. Image size and Resolution
 - g. Colour Palettes
 - h. All Menus
 - i. Alteration in Existing photographs,
 - j. Uses of Effects in photographs.

References:

CorelDraw 12: The Official guide, Dream Tech Publishers.

Reach CAD manual

Photoshop 6, Pearson Publication

Semester-IV

Practical Paper III: Entrepreneurship Development (Internship Report)

Credit: 2 Hrs./Week

Maximum Marks: 50

Objectives:

- 4-6 Weeks Internship with an industry to study its product design and development.
- Creating a product at the end of internship.

Content:

The students will prepare and submit a survey report on 4-6 Weeks internship in a textile designing unit/ apparel manufacturing unit/ textile dyeing and printing unit/ apparel export unit/ fashion house/ craft cluster etc. based on observation and training obtained by them after 3rd semester.

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The students are required to record the detailed information about the industry supported by photographs, samples, diagrams etc.

Practical Paper IV: Project Work-II

Credit : 2 Hrs./Week

Maximum Marks: 50

Objectives:

- To enable the students to understand the process of research
- To encourage the students to research independently on specific topic

Content:

- The students will carry forward their project under taken in semester II.
 - Final submission of the project report, presentation and viva will be in the end of semester-IV
 - This project work must be presented and defended by the candidate and reviewed by staff during Viva Voce Examination
 - The report would consist of:
 - ❖ Title of the research
 - ❖ Introduction
 - ❖ Methodology
 - ❖ Result and discussion
 - ❖ Recommendations
 - ❖ Summary and conclusions
 - ❖ Reference
 - Evaluation will be based on the-
 - Scope and utilitarian value of the project.
 - Research Presentation style/ Use of AV aids.
 - Prepare a report for the work. The work will be based upon the study of Research/Case study/
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