

SYLLABUS

M.Voc- Fashion Technology & Designing

Semester System



DEPARTMENT OF FASHION TECHNOLOGY AND DESIGNING

**UNIVERSITY COLLEGE OF SOCIAL SCIENCES AND HUMANITIES
MOHANLAL SUKHADIA UNIVERSITY, UDAIPUR**

M.Voc- Fashion Technology & Designing

Semester System

Master of Vocation (M.Voc.) is launched under the scheme of University Grants Commission on skill development based higher education leading to Master of Vocation (M.Voc.) Degree.

M.Voc. Programme: The M.Voc. programme has been designed as per CBCS framework emphasizing on skill-based education.

1. **Duration of Course:** The duration of course is 2 years integrated course with one early exit point and one lateral entry.

Award	Duration	Specification
Post Graduate Certificate	First Semester	If exit after six months
Post Graduate Diploma	1 Year (First and Second Semester)	If exit after one year

Note:

For Early Exit:

- After successful completion of First semester (first year) a Post Graduate Certificate will be awarded to the candidate.
- After successful completion of Second semester (first year) a Post Graduate Diploma will be awarded to the candidate.
- After successful completion of Fourth semester (2nd year) M.Voc. –Fashion Technology & Designing Degree will be awarded to the candidate.

2. Eligibility criteria for admission:

- Undergraduate Degree from any institute/ University recognized by law in India (B.Tec./ B.Sc./ B.A./ B.Com) degree with specialization in relevant subjects (Apparel Designing/ Costume Designing/ Apparel Construction/ Fashion Designing/ Home science/ Community & Applied Science etc.).
- Undergraduate Degree in any other subject with basic foundation certificate or diploma course in fashion/ costume / apparel / textile and likewise subjects.
- Undergraduate Diploma of minimum three years duration from NIFT/ NID/ Polytechnic College/ Degree College in related subjects like Costume Designing, Apparel Construction, Fashion Designing, Fashion Technology, Textile Designing and likewise subjects.
- Candidates appearing in the qualifying examination are also eligible to apply if the candidate produces a proof of having acquired the minimum prescribed qualification at the time of admission. Or if the Final Year/ Final Semester (as the case may be) result of qualifying degree is not declared by the concerned board/ University till the date of admission/ counseling, his/ her admission in such case will be strictly provisional subject to the

following conditions: (i) Affidavit on non-judicial stamp paper of Rs. 10/- is submitted by candidate. (ii) The candidate will submit the final result of qualifying Degree providing his/her eligibility on or before academic session ends (iii) Candidates having compartment in previous qualifying exams will be considered only for provisional admission.

- It is further clarified that provisional admission will be considered only in such cases where the result of Final year/ Semester of the qualifying degree have not been declared by the concerned university/ board in its totality.
- As the course is vocational and skill based, hence the admission eligibility will be Minimum Passing marks obtained. The Merit list will be prepared based on the following criteria -

Sr. No.	I	A	B	C	D	Total
Category	% obtained in UG level programs	UG in relevant subjects	Diploma courses (More than 1 Yr duration)	Diploma courses (1Yr duration)	Certificate courses	
Marks	X %	10	8	7	5	$I(X\%) + (A/B/C/D)$

3. Total number of Seats:

- M.Voc.-Fashion Technology & Designing: 30 seats
- Reservation of Seats:** As per rules of University

4. **Course Fee:** Course fee will be decided as per the prevalent mechanism for fee fixation in the University.

5. **Admission Process:** Based on Merit (As per University rule)

6. **Faculty:** The University should use its regular faculty if existing, additionally; they may recruit or hire faculty on contractual basis and guest faculty as per UGC norms.

7. Marks Distribution:

The Distribution of marks for University examination and continuous internal assessment is as follows -

	Total Allotted Marks	Minimum Passing Marks	University Exam Marks	Minimum Passing marks	Continuous Internal Assessment	Minimum Passing Marks
Theory	100	40	80	32	20	08
Practical	100	40	60	24	40 (20 Internal Assessment + 20 Project work)	16

Marks distribution of the Continuous Internal Assessment

1.	Attendance	20%	% of the total Marks of the Internal Assessment
2.	Written Assignment/ Project	40%	
3.	Mid- semester tests/ Internal Examination	40%	

8. Classification of Successful Candidates:

The successful candidate shall be classified on the basis of aggregate marks secured

- a) 75% or more with Distinction
- b) 60% or more in First division
- c) 50% or more but less than 60% in the Second division
- d) 40% to below 50% in the Third division

9. **Attendance:** Every candidate will be required to attend a minimum theory and practical classes, laboratory work, project work as per university norms.

10. **Conferment of Degree:** A candidate who has passed all the examinations as prescribed, shall be eligible to receive the degree of “M.Voc.-Fashion Technology and Designing” from the University.

11. **Award of Medal/ Prize:** The general rules and conditions of the University for the Award of Medal/ Prizes etc.

12. Qualification requirement (for teaching staff)

- M. Design / M.Sc./ M.Voc. with specialization in Fashion Design/ Fashion and Textile Design/ Fashion Technology/ Costume Designing/ Textiles and Apparel Designing and likewise subjects with minimum 55% marks. All subjects of Post-Graduation should be related to Textiles and Clothing + NET / SET/ As per UGC norms
- Since NET is not available in Fashion Design/Fashion Technology and likewise subjects at present, hence Industry Experts/ Artisans/ Masters in fine Art & Craft will be considered.

13. **Qualification for Lab Assistant:** Diploma/ Degree in Fashion Designing/Technology and likewise subjects with good technical knowledge of sewing machines maintenance, sewing garments and Pattern making etc.

14. **Programme Objectives:** The Program Educational Objectives of M.Voc in Fashion Technology & Designing PG Program are to prepare the students:

- Excel in their professional career related to fashion, textile, quality, design, manufacturing, management and research
- Identify problems in the textile & apparel domain and provide suitable solutions focusing on the need of the industry and society
- Provides training, support and guidance for encouraging use of our traditional textile crafts in the garment export sector
- Imbibe awareness on the significance of professional and social ethics in their professional career
- Educator or Trainer in fashion schools or organizations imparting and sharing the knowledge acquired by them
- Dynamic and confident individuals who excel in any profession they have undertaken due to their strong foundation

15. Programme Outcomes : Program Outcomes (POs), are attributes acquired by the student

- Fashion and Fabric Theory Knowledge: Understanding Theories & Principles of Design & Construction; Traditional Textiles & Costumes, Fashion theories, Marketing, Merchandising & Quality Control.
- Design Process Knowledge: To use the understanding of elements and principles of design to create new designs on paper, graphics, textile and garments.
- Design / Develop product prototypes: Design & Construct a garment by draping/ flat pattern making/drafting to meet desired specification, performance: well-suited with client need, trend, market analysis, social and environmental considerations.
- Modern Tool Usage: Computer Knowledge and expertise to apply appropriate CAD and Computer Graphics knowledge to design and create new and industry acceptable Textures, prints, designs, silhouettes along with 2D & 3D Designs.
- Sustainability: Understanding & Applying traditional craft practices and methods to add value to a product or garment & uplift, revive the craft in line with the modern trend.
- Communication: Communicating ideas in the form of artistic fashion illustrations, graphic illustration, styling, exhibitions and visual display of merchandise, conduct a fashion event or run an organization.
- Designer and Society: Understanding the basic clothing needs of the customer based on the various criteria such as age, occupation, gender, status, etc. & apply this knowledge on a professional & human Level.
- Individual and team Work: Articulate teamwork principles, work with a multidisciplinary team, and appreciate the role of a leader, leadership principles and attitudes conducive to effective professional practices.
- Lifelong Learning: Engage in life –understand & Utilize information and communication technologies to research, evaluate, create, and communicate information as it relates to fashion design concepts at an advanced level

Detailed Syllabus

M.Voc. (Fashion Technology & Designing) Scheme of Papers under CBCS Guidelines

Course Code	Name of Course	Type of Course	Credit Distribution				Marks (Scaled)		
			L	T	P	TOTAL	IA	UE	T
First Semester (Total Credits: 26) Core Course: 26 Credits									
MFD/1/CC/011	Fashion: Design & Development (Theory)	CC	5	1	0	6	20	80	100
MFD/1/CC/012	Indian And Global Fashion (Theory)	CC	4	0	0	4	20	80	100
MFD/1/CC/013	Quality Control in Garment Industry (Theory)	CC	4	0	0	4	20	80	100
MFD/1/CC/014	Basics of Apparel Construction (Practical)	CC	0	0	4	4	30	70	100
MFD/1/CC/015	Surface Ornamentation (Practical)	CC	0	0	8	4	30	70	100
MFD/1/CC/016	Draping (Practical)	CC	0	0	8	4	30	70	100
Second Semester (Total Credit: 24) Core Course: 12 Credits, Open Electives: 8, Soft Skill: 4									
MFD/2/CC/021	Fashion Merchandising (Theory)	CC	5	1	0	6	20	80	100
MFD/2/OE/022	Fashion Accessories (Theory)	OE	4	0	0	4	20	80	100
MFD/2/OE/023	Effective Dressing Skills (Theory)	OE	4	0	0	4	20	80	100
MFD/2/CC/024	Flat Pattern Design (Practical)	CC	0	0	12	6	30	70	100
MFD/2/SC/025	Fabric Study and Its Applications (Practical)	SC	0	0	4	2	30	70	100
MFD/2/SC/026	Computer Application (Practical)	SC	0	0	4	2	30	70	100
Third Semester (Total Credit: 24) Core Course: 14 Credits, Open Electives: 8, Soft Skill: 2									
MFD/3/OE/031	Indian Costumes (Theory)	OE	4	0	0	4	20	80	100
MFD/3/CC/032	Garment Industry Departments (Theory)	CC	6	0	0	6	20	80	100
MFD/3/CC/033	Application of Textiles in Fashion (Theory)	CC	3	1		4	20	80	100
MFD/3/CC/034	Computer Aided Designing (Practical)	CC	0		8	4	30	70	100
MFD/3/OE/035	Apparel Construction (Practical)	OE	0	0	8	4	30	70	100

MFD/3/SC/036	Craft Project (Practical)	SC	0	0	4	2	50	50	100
Fourth Semester (Total Credit: 26) Core Course: 24 Credits, Soft Skill: 2									
MFD/4/CC/041	Research Methodology (Theory)	CC	4	2	0	6	20	80	100
MFD/4/CC/042	Fashion Retail (Theory)	CC	4	0	0	4	20	80	100
MFD/4/SC/043	Fashion Communication (Practical)	SC	0	0	4	2	30	70	100
MFD/4/CC/044	Advanced Fashion Illustration (Practical)	CC	0	0	8	4	30	70	100
MFD/4/CC/045	Fashion Styling and Promotion (Practical)	CC		0	8	4	20	80	100
MFD/4/CC/046	Internship/ Special Project (one month)	CC	0	0	0	6	0	100	100

Note: Core Courses (CC), Open Elective (OE), Soft Skill Course (SC)

SEMESTER I

FASHION DESIGN & DEVELOPMENT (THEORY)
Course Code: MFD/1/CC/011
Objectives: <ul style="list-style-type: none">● Educate the concept related to elements and principles of design, terminology related to fashion.● Explain theories of origin & its use.● To acquaint the students with the basic factors influencing fashion.● To foster an understanding of international designers and their work.● To familiarize the students with the role of a designer.
Outcomes: <ul style="list-style-type: none">● Adapt elements & principles of design in context to apparel.● Reflect the application of theories of clothing origin & its use in day to day life.● Apply knowledge of styles, silhouettes, different types of clothing, prints, etc.● Relate the understanding of functions of clothing in apparel selection.● Utilize skills gained for apparel design & development process.
CONTENTS:
Unit I: Fashion Terms and Concepts <ul style="list-style-type: none">● Terms for Different Types of Clothing- Casual wear, Sportswear, Ethnic wear, Active wear, Formalwear, Loungewear, Swimwear, Bespoke, Capsule, Wardrobe, Corporate, Designer, Eveningwear, Haute Couture, juniors, Misses, Oversize, Petites, Reversible, Sportswear, Vintage● Terms for Different Types of Styles- Androgynous (Unisex), Boho/ Bohemian, Classic, Cruise Wear, Eclectic, Edgy, Elegant, Glam, In Vogue, On Trend, Preppy, Punk, Sporty Tailored, Relaxed, Sophisticated● Terms for Different Types of Prints- Floral, Stripes, Check, Dots, Geometric, Directional, Computerized, Animal, Abstract, Numerical, Alphabetical, Nursery● Fashion Cycle – Fashion Leaders/ Followers/ Innovators/ Motivators/ Victims● Theories of Fashion Adoption – Trickle Down, Trickle Up, Trickle Across
Unit II: Theories of Clothing Origin <ul style="list-style-type: none">● Modesty Theory● Immodesty Theory● Adornment Theory● Protection Theory
Unit III: Clothing Functions

- Maslow's Hierarchy of Human Needs- Self-Actualization, Esteem, Love and Belonging, Safety, Physiological needs
- Protection
- Comfort
- Identity
- Status and Prestige
- Ornamental and Aesthetic
- Sociability and Conformity
- Insignia (Symbols & Badges)
- Hygiene & Sanitations
- Camouflaging
- Rebellion

Unit IV: Understand Basic Design Concepts

- Types of Garment Silhouettes - A-line, Hourglass, Sheath, Dropped Waist, Bell
- Types of Necklines - U, V, Boat, Asymmetric, Halter, Scallop, Scoop, Square, Sweetheart, Turtle, Plunge, Keyhole
- Types of Sleeves - Cap, Bell, Bishop, Leg-o-Mutton, Raglan, Kimono, Petal, Puff, Flounce, Shirt
- Types of Tops - Tube, Tank, Sleeveless, Blouson, Shirt, Peplum, Tunic, Polo, Peasant, Wrap
- Types of Skirts - A-line, Wrap, Mini, Midi, Maxi, Straight, Godet, Handkerchief, Yoke, Pleated, Tiered, Sarong, Pencil
- Types of Pants- Straight, Bell-bottoms, Harem, Shorts, Capri, Palazzo, Cargo, Breeches, Culottes, Bermuda

Unit V: Skills required for Apparel Design & Development Process :

- Fashion Forecasting
- Design Development
- Sourcing of Resources
- Development of a Sample Garment
- Preparation of Specification Sheet
- Preparation of Cost Sheet
- Quality Control

Text Books:

- Gini Stephens Frings (2007), Fashion Concept to Consumer 1. ` , Pearson
- Elaine Stone (2013), 2. Dynamics of Fashion, Fair Child Books
- Fred Davis (2002), Fashion, Culture and Identity, University of Chicago Press 3.

Recommended Readings:

- The Dynamics of Fashion, Elaine Stone, Fairchild Publication, 2008
- Frings Gini, Fashion-From Concept To Consumer, (5th Edition), Prentice Hall Publications, 1996
- Marshall S G, Jackson H O, Stanley Ms, Kefgen M & Specht T, (2009), Individuality In Clothing & Personal Appearance, 6th Edition, Pearson Education, Usa.
- Shorie,G.P.,Vastra Vigyan KeMoolSidhant,VinodPustak Mandir, Hospital Road, Agra, 2007. (Hindi Book)

- Verma, Promila., Vastra Vigyan Evam Paridhan, Madhya Pradesh Hindi Granth Academy, Bhopal, 2003 (Hindi Book)
- Jarnow, Jand Judelle, B., Inside Fashion Business, Merrill Prentice Hall, New Jersey, 1987

Journals/E – Journals:

- International Journal of Clothing Science and Technology
<https://www.emeraldinsight.com/loi/ijcst>
- Asian Textile Journal (ATJ) Jennifer Kwatra publications, Mumbai.
<https://www.atjournal.com/>
- Asian Technical Textile (ATT) Jennifer Kwatra publications, Mumbai.
<https://www.atjournal.com/journal.html>
- ATA Journal for Asia on Textile and Apparel (Open access) Adsale publishing, Hongkong.
<https://www.ourglocal.com/journal/?issn=10158138>

INDIAN AND GLOBAL FASHION (THEORY)
Course Code: MFD/1/CC/012
Objectives:
<ul style="list-style-type: none"> ● To make students aware about Indian fashion industry. ● To inform the students about the importance & role of social media. ● To prepare students for the global competition. ● To imbibe awareness on the significance of textile & apparel associations & institutions. ● To acquaint the students about Indian & international designers & their collection.
Outcomes:
<ul style="list-style-type: none"> ● Excel in their professional career related to manufacturing, management and research in the Indian fashion industry. ● Effective participation in fashion promotion activities. ● Understand the impact of social media & its role in promotion of Indian and global fashion industry. ● Remembering and understanding the need of various textile associations & institutions required for the growth of the industry. ● Recognize & take inspiration from indian & international designers & their collection.
CONTENTS:
Unit I: Indian Fashion Industry: Meaning, Role, Importance at National and Global Level
<ul style="list-style-type: none"> ● Power loom Industry ● Handloom Industry ● Apparel Industry ● Fashion Industry
Unit II: Fashion Promotion Activities
<ul style="list-style-type: none"> ● Fashion Fairs & Trade Fairs ● Fashion Shows, Fashion Week and Fashion Exhibitions ● Garment Technology Trade Fair ● Buyer-Seller Meets
Unit III: Social Media: Role in Promotion of Indian and Global Fashion Industry
<ul style="list-style-type: none"> ● Social Media: Meaning and SWOT analysis ● Role of social media in promotion of Indian fashion industry ● Role of social media in Brand value development ● Social Media Platforms available for promotional activities related to Fashion world
Unit IV: Associations & Institutions
<ul style="list-style-type: none"> ● Ministry of Textiles – Role & Importance ● Apparel Export Promotion Council ● Textile Craft Council ● Apparel/ Textile Parks ● Weaver’s Craft Council, Jaipur ● Case study of local NGO’s – Sadhna, Aavaran and Kamli Vanvaasikalyan Parishad
Unit V: Design Study
<ul style="list-style-type: none"> ● Indian Designers – Sabyasachi, Manish Malhotra, Manish Arora, Ritu Kumar and Anita Dongre ● International Designers – Alexander McQueen, Coco Chanel, Donatella Versace, Giorgio Armani

Text Books:

- The Chronicle of western Costume, John Peacock, Thamed & Hudson, 2010.
- Stuart Robinson, 1969”A History of Printed Textiles”, Studio Vista Ltd., London.
- Gini Stephens Frings: Fashion From Concept To Consumer, Prentice Hall, N. Jersey
- Castellino, M., Fashion Kaleidoscope, Rupa Publication India Pvt Ltd, Kolkata
- Dickerson K., Inside The Fashion Business, Pearson Education, New Delhi, 2003
- Leslie D. Burns, The Business Of Fashion, Fairchild Publication, New York, 2006
- Stone E., In Fashion, Fairchild Publication, Second Edition, New York ,2012

Recommended Readings:

- 1 Dorothy S. Lyle & Jeanne Brinkley, Contemporary Clothing, Bennet & Mc Knigh Publishing Company, Peoria, Illinois, 1983
- 2. Ulla Vad Lane-Rowley, Using Design Protection In The Fashion & Textile Industry, Jhon Wiley & Sons, Ist Edition 1997
- 3. Venkatesan. R, &Katti, V. Indian Textile Policy For 21st Century, B R Publishing Corporation

Journals/ E-Journals:

- AUTEX Research Journals(AUTEXRJ) (Open access) published by Lodz University of Technology, Poland.
<https://www.autexrj.com/>
- Canadian Textile Journal (CTJ) (Open access), St-Laurent, Quebec Canadian Textile Journal Pub. Co., Canada.
<https://www.scimagojr.com/journalsearch.php?q=83524&tip=sid&clean=0>
- Clothing and Textiles Research Journal, SAGE Publications Asia-Pacific PTE LTD, California.
<https://journals.sagepub.com/home/ctr>

QUALITY CONTROL IN GARMENT INDUSTRY
Course Code: MFD/1/CC/013
Objectives:
<ul style="list-style-type: none"> ● To introduce students to quality control components. ● To acquaint the students with the production standards and professional ethics of the various quality control departments. ● Educate the students about the concepts & role of sourcing. ● To educate regarding the tools, equipments & machinery used in the spreading, cutting & sewing departments. ● Explain the importance of quality control in the garment packaging department.
Outcomes:
<ul style="list-style-type: none"> ● Relate to quality control components & terminology. ● Be aware of the challenges & opportunities of quality control present in the textile & apparel industry. ● Understand the term sourcing & its practical applicability. ● Enable, identify & use effectively the tools, equipments & machinery of the spreading, cutting & sewing departments. ● Practice quality control in the garment manufacturing departments.
CONTENTS:
Unit I: Terminology
<ul style="list-style-type: none"> ● Quality, Quality Control, Quality Assurance, Quality Inspection, Quality Parameters
Unit II: Quality Parameters in Sourcing Department
<ul style="list-style-type: none"> ● Purchasing: purchasing specs, buying by grade, testing and inspection of raw materials
Unit III: Quality Parameters in Spreading and Cutting Department
<ul style="list-style-type: none"> ● Fabric Preparation for Spreading & Cutting (Washing, Checking Grainline, Straightening, Pressing) ● Spreading Quality Specifications (Alignment of Fabric, Fabric Tension, Fabric Defects, Fabric Direction, Placement of Prints/ Motifs) ● Cutting Quality Specifications (Marker Inspection, Appropriate Cutting Tools Selection, Bundling, Sorting)
Unit IV: Quality Parameters in Sewing Department
<ul style="list-style-type: none"> ● Importance of Quality Standards for Sewing Operations, In-Process Quality Inspection
Unit V: Quality Parameters in Packaging Department
<ul style="list-style-type: none"> ● Garment Packaging – Defects, Workmanship, Size, Neatness, Cleanliness, Stains, Pressing

Text Books:

- The Fundamentals of Quality Assurance in the Textile Industry Stanley Bernard Brahams, ISBN 9781498777889 Published November 14, 2016 by Productivity Press
- Garment Manufacturing Technology.,Rajkishore Nayak and Rajiv Padhye,2015,Woodhead Publishing

- Work quality Management in the textile Industry , B.Purushothama 2013,Woodhead Publishing
- Garment Manufacturing: Processes, Practices and Technology .,by Prasanta Sarkar , 2015 Paperback
- Hand Book of Garments Manufacturing Technology , Eiri Staff ,2007,Hardcover – Import

Recommended Readings:

- Dorothy S. Lyle & Jeanne Brinkley, Contemporary Clothing, Bennet & Mc Knigh Publishing Company, Peoria, Illinois, 1983
- Ulla Vad Lane-Rowley, Using Design Protection In The Fashion & Textile Industry, Jhon Wiley & Sons, Ist Edition 1997
- Venkatesan. R, & Katti, V.Indian Textile Policy For 21st Century, B R Publishing Corporation

Journals/ E-Journals:

- Colourage, Colour publications Limited, New Delhi.
<https://colourpublications.in/colourage-journal/>
- Clothing and Textile Research Journal (CTRJ), SAGE Publications Asia-Pacific PTE LTD, California.
<https://journals.sagepub.com/home/ctr>
- FIBERS and TEXTILES in Eastern Europe, FTEE publishers, Poland, Eastern Europe.
<https://ftee.com.pl/>
- Indian Journal of Fiber and Textile Research, India.
<http://op.niscair.res.in/index.php/IJFTR>

BASICS OF APPAREL CONSTRUCTION (PRACTICAL)	
Course Code: MFD/1/CC/014	
Objectives:	
<ul style="list-style-type: none"> ● To impart knowledge about different aspects of pattern making and commercial pattern making. ● Demonstrate the process of drafting & adapting fashion garment, collars & sleeves. ● Introduce skills to organize a fashion & lifestyle exhibition. 	
Outcomes::	
<ul style="list-style-type: none"> ● Understand basic & advanced pattern making & apply the knowledge to create patterns. ● Utilizing the knowledge & skills gained to avail income generation opportunities. ● Capable of managing & organizing fashion events. 	
CONTENTS:	
Unit I: Preparation of the Basic Sloper for the Following	
<ul style="list-style-type: none"> ● Childs Bodice Block, Sleeve Block and Skirt Block ● Female Bodice Block, Sleeve Block and Skirt Block 	
Unit II: Adaptation and Construction of the Following Sleeves	
<ul style="list-style-type: none"> ● Sleeve – Set in Sleeves – Plain Sleeve, Puff Gathered Top and Bottom, Bell Sleeve, Bishop Sleeve ● Sleeveless Style - Cape Sleeve ● Style with Bodice and Sleeve Combined – Raglan Sleeve, Kimono Sleeve, Magyar Sleeve 	
Unit III: Drafting, Adaptation and Construction of the Following Collars	
<ul style="list-style-type: none"> ● Shirt, Sailor's, Cape, Peter Pan (Flat & Raised) and Shawl Collars 	
Unit IV: Development of Fashion Garment	
<ul style="list-style-type: none"> ● Draft and Construct Child and Female Apparel 	
Unit V: Fashion Exhibition	
<ul style="list-style-type: none"> ● Exhibit Apparel and lifestyle Products 	

Text Books:

- More Dress Pattern Designing, Natalie Bray, Blackwell Series, 2010
- Gerry Cooklin., Garment Technology for Fashion Designers., Book Link, USA.
- Sewing for Fashion Design. Nurie. Relis/Gail Strauss-Reston Publishing Co.

Recommended Readings Books:

- Reader's Digest., Complete Guide of Sewing & Knitting, The Reader's Digest Association Ltd., London
- Ajgaonkar, D.B., Knitting Technology, Universal Publishing Corporation, Mumbai
- Armstrong, J., Patternmaking for Fashion Design (Ii Edition), Adison, Wesely Publishing Company, 1995.

Journals/ E-Journals:

- Indian Textile Journal(ITJ) (Open access) ASAPP Info Global Group, India.
<https://indiantextilejournal.com/>
- Industria Textila, Institutional National de Cercetare-Dezvoltare Pentru Texttile Pielarie, Romania.
<http://www.revistaindustriatextila.ro/>

- International Journal of Clothing Science and Technology, St-Laurent, Quebec Canadian Textile Journal Pub. Co., Canada.
<https://www.scimagojr.com/journalsearch.php?q=12755&tip=sid&clean=0>
- International Journal of Textile and Fashion Technology (IJTFT) (Open access), Transstellar Journal Publications and Research Consultancy Private Limited (TJPRC), India.
<http://www.tjprc.org/journals/international-journal-of-textile-and-fashion-technology229>

SURFACE ORNAMENTATION (PRACTICAL)
Course Code: MFD/1/CC/015
Objectives:
<ul style="list-style-type: none"> ● To familiarize students with various techniques of surface ornamentation for value addition. ● To enable students to use various surface enrichments in apparel and home furnishings. ● To develop an innovative approach in the manufacturing of products using dyeing & printing, embroidery, machine sewing techniques, etc.
Outcomes:
<ul style="list-style-type: none"> ● Discover new ideas & designs using various techniques of surface ornamentation. ● Developing new ways of thinking, seeing and creating in product designing & manufacturing. ● Perform with confidence while exploring & combining various surface ornamentation techniques.
CONTENTS:
Unit I: Dyeing & Printing
<ul style="list-style-type: none"> ● Development of products with various printing techniques such as - Stencil Printing, Block Printing, Batik, Tie and Dye, Hand Painting etc.
Unit II: Embroidery
<ul style="list-style-type: none"> ● Product Development using various Hand Embroidery Techniques ● Product Development using various Machine Embroidery Techniques
Unit III: Machine Sewing Techniques
<ul style="list-style-type: none"> ● Develop Home Furnishing articles using Appliqué, Patch Work, Quilting, different types of Tucks, Pleats etc.
Unit IV : Fabric Textures
<ul style="list-style-type: none"> ● Developing self fabric textures using techniques such as Drawn Thread Work, Counted Thread Work etc.
UnitV : Fabric Texture Yarn crafts
<ul style="list-style-type: none"> ● Developing Products using various techniques such as Macramé, Crochet etc.

Text Books:

- Wood, D. The Practical Encyclopedia of Sewing, Anness Publishing Ltd, USA
- Surface Ornamentation Techniques (Embroidery) Theory - I Year, Neetu Azad ,2021

- Surface Ornamentation Techniques - Embroidery 1st Semester Trade Theory, A. Mahendiran, 2018

Recommended Readings:

- Readers Digest, Complete Guide to Needle Work, The Readers Digest Association Inc, Pleasantville, New York

Journals/ E-Journals:

- International Journal of Textile Science, Scientific & Academic Publishing Co, USA.
<http://journal.sapub.org/textile/>
- Fibers and Polymers, Springer Nature Switzerland AG.
<https://www.springer.com/journal/12221>
- Journal of Textile Science & Engineering, Hilaris SRL, Belgium.
<https://www.hilarispublisher.com/textile-science-engineering.html>
- Journal of Textile Engineering, J-Stage, Japan.
<https://www.jstage.jst.go.jp/browse/jte/>

DRAPING (PRACTICAL)	
Course Code: MFD/1/CC/016	
Objective:	
<ul style="list-style-type: none"> ● To enable the students to obtain perfect fit and harmony between the fabric & design of the garment. ● Educate & aware the students about the various fabric characteristics & terms. ● Impart draping skills for understanding & performing creative draping. 	
Outcomes:	
<ul style="list-style-type: none"> ● Student will excel in the job responsibility entrusted on him or her. ● Relate & apply the knowledge of fabric characteristics while performing practical jobs as well as in day to day life. ● Dynamic and confident individuals who excel in any adaptation & draping. 	
CONTENTS:	
Unit I: Fabric Characteristics and Terms	
<ul style="list-style-type: none"> ● Method of draping - types of dress forms. ● Preparation of fabric for draping, seam allowances, marking and tracing, making basic front and back, bodice block by draping on dress form. 	
Unit II: Bodice Adaptation	
<ul style="list-style-type: none"> ● Asymmetrical Darts ● Bodice Styles: Classic Princess Drape, Armhole Princess Line, Panel Bodice, Halter Style Line, Off Shoulder, Cowl, Surplice. 	
Unit III : Skirt Adaptation	
<ul style="list-style-type: none"> ● A-Line ● Flared ● Panel ● Stylized Yoke With Flare, Gathers & Pleats 	
Unit IV: Draping Apparels	
<ul style="list-style-type: none"> ● Skirts ● Top ● One Piece Dress 	
Unit V: Creative Draping	
<ul style="list-style-type: none"> ● Draping of creative dress using Newspapers, Waste Products, etc. 	

Text Books:

- Abling, Bina and Maggio, Kathleen. 2008. Integrating draping, drafting and drawing, Fairchild Books, Inc.
- Patternmaking for Fashion Design, Helen Joseph-Armstrong, 4th Edition, Pearson Publication, 2012,
- Draping for Apparel Design, 2013, Helen Joseph-Armstrong
- Cutting & Sewing Theory, Gayatri Verma & Kapil Dev, Asian Publishers, 2015
- Armstrong, H Joseph., (2000). Draping For Apparel Design, Fairchild, New York

Recommended Readings:

- Crawford, C.A., The Art Of Fashion Draping, Fairchild Publications, New York.
- Hillhouse, M.S. And Mansfield, E.A., Dress Design- Draping And Flat Pattern, London.
- Sheldon, Maratha Gene., Design Through Draping, Usa Burgers Publishing Company.

Journals/ E-Journals:

- Journal of Fashion Technology & Textile Engineering, Scitechnol publications, Switzerland.
<https://www.scitechnol.com/fashion-technology-textile-engineering.php>
- Journal of Textile (Open access), Hindawi Limited, UK.
<https://www.hindawi.com/journals/jtex/#:~:text=Journal%20of%20Textiles%20has%20ceased,archiving%20for%20electronic%20scholarly%20journals>
- Journal of Industrial Textile (JIT), SAGE Publications Asia-Pacific PTE LTD, USA.
- Journal of Industrial Textiles - All Issues (sagepub.com)
- Journal of Textile Institute(JTI), Taylor and Francis, UK.
<https://www.tandfonline.com/journals/tjti20>
- Pakistan Textile Journal(PTJ) (Open access), Nadeem Mazhar, Pakistan.
<https://ptj.com.pk/>

SEMESTER II

FASHION MERCHANDISING (THEORY)
Course Code: MFD/2/CC/021
Objectives: <ul style="list-style-type: none">● To acquaint students with basics of merchandising.● To introduce the concept of sourcing strategies and sales promotion.● Educate the concept of Standardization and Quality Control in Apparel Industry.● Imbibe awareness about Visual Merchandising & its Application in marketing.
Outcomes: <ul style="list-style-type: none">● Apply the knowledge of merchandising to excel in his/her profession.● Demonstrate understanding to successfully create visual display's to promote marketing.● Articulate teamwork in the sourcing process.● Implement Standardization requirement in the Production process.
CONTENTS:
Unit I: Merchandising <ul style="list-style-type: none">● Meaning & Definition of Merchandising● Responsibilities of Merchandiser
Unit II: Introduction to Standardization and Quality Control in Apparel Industry <ul style="list-style-type: none">● Importance of Consumer Perception of Apparel Quality● Managing apparel quality through inspection and sampling procedures
Unit III: Sourcing <ul style="list-style-type: none">● Stages of Sourcing● Global Sourcing● The role of merchandiser in sourcing
Unit IV: Fashion Visual Merchandising <ul style="list-style-type: none">● Functions of Visual Merchandising● Elements of Visual Merchandising
Unit V: Visual Merchandising Application <ul style="list-style-type: none">● Store Exteriors, Interiors & Windows – Image● Elements of Display – Merchandise, Props, Signage, Lighting, Fixtures, Mannequins, Floral & Graphics

Text Books:

- Fashion Merchandising ,Vasant Kothari,2011
- Fashion Merchandising Principles and Practice,James Clark,2014, 2nd Edition ,Springer Publication .
- Fashion and Style,Mariana Draws & Elya Lams ,2013,Canadian Agricultural Adaptation Program
- Fashion Retailing and Visual Merchandising ,JNU, Jaipur, First Edition 2013
- Fashion Marketing, Mike Easey,2009,A John Wiley & Sons, Ltd., Publication
- 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

Recommended Readings:

- Stone, Elaine. & Samples, J.A., Fashion Merchandising, Mc Graw Hill Book Co. New York
- Swanson, Kristen K. & Everett, Judith C., Promotion In The Merchandising Environment, Fairchild Publications, New York.2000.
- (38) Fashion Merchandising | vasant kothari - Academia.edu
- (38) Fashion and Style Reference Guide.pdf | Marianna Draws - Academia.edu
- Fashion merchandising (slideshare.net)
- (PDF) Fashion marketing (researchgate.net)
- Introduction to fashion merchandising (textiletoday.com.bd)

Journals/ E-Journals:

- Journal of Textile Institute (JTI), Taylor and Francis, UK.
<https://www.tandfonline.com/journals/tjti20>
- Pakistan Textile Journal (PTJ) (Open access), Nadeem Mazhar, Pakistan.
<https://ptj.com.pk/>
- The Journal of Cloth and Culture (JCC), Taylor and Francis Ltd., UK.
<https://journals.indexcopernicus.com/journal/11926>
- Textile Research Journal, SAGE Publications Asia-Pacific PTE LTD, USA.
<https://journals.sagepub.com/home/trj>
- Textile Asia (Open access) Business Press Ltd, Hongkong.
<https://www.textilesasia.com/>

FASHION ACCESSORIES (THEORY)	
Course Code: MFD/2/OE/022	
Objectives:	
<ul style="list-style-type: none"> ● To acquaint students of the different trims, components, accessories and embellishments used as fashion accessories. ● To make them acquire skills essential to effectively design & use accessories. ● Aware the students about the difference between worn & carried accessories. ● Introduction of the Indian & global fashion accessory industry. 	
Outcomes:	
<ul style="list-style-type: none"> ● Apply the knowledge of accessories while choosing accessories. ● Classify & compare between types of accessories. ● Design & develop accessories based on the current trends. ● Understand and analyze the market trends and design market friendly, sustainable, ethically viable and client friendly designs and products. 	
CONTENTS:	
Unit I: Fashion Accessories	
<ul style="list-style-type: none"> ● Definition, Meaning ● Classification – Worn and Carried ● Importance and Uses of Fashion Accessories 	
Unit II: Worn Accessories	
<ul style="list-style-type: none"> ● Belts & Suspenders ● Gloves ● Hats (Fedora, Straw Hat, Cowboy, Helmet, Party hat, Pillbox, Sun hat, Lampshade, Cap, Hood) ● Scarves ● Jewelry ● Glasses ● Wigs ● Watches ● Footwear (Sneaker, Stiletto, Kitten Heel, Ballets, Wedges, Ankle Boots, Cowboy shoes, Slippers, Peep toe, Clogs, Mules, Strappy Sandals) 	
Unit III: Carried Accessories	
<ul style="list-style-type: none"> ● Handbags – Types (Clutch, Tote bag, Pouch, Shoulder Bag, Sling/Cross body Bag, Duffle, Bag pack) & different materials used. ● Hand kerchief ● Umbrella 	
Unit IV: Global Fashion Accessory Industry	
<ul style="list-style-type: none"> ● Top International Fashion Accessory Brands – Origin, Logo & Products (Chanel, Burberry, Armani, Gucci, Dior) 	
Unit V: Indian Fashion Accessory Industry	
<ul style="list-style-type: none"> ● Top Indian Fashion Accessory Brands – Origin, Logo & Products (Chumbak, Baggit, FabIndia, Bata, Voylla) 	

Text Books:

- HOME ECONOMICS – FASHION ACCESSORIES- Module 1, Jelbeth Janice C. Agapay ,First Edition 2020,Published by the Department of Education – Division of Cagayan de Oro Schools Division Superintendent:
- Basics Fashion design -09 :Designing Accessories:Exploring the Design.John Lau,2012 AVA Publishing
- Fashion Accessories (Studies in Fashion) ,Olivier Gerval,2010.Paperback Publishers

Recommended Readings: :

- Individuality in clothing selection and personal appearance By Suzanne G Marshall, Prentice hall.
- Fashion from concept to consumer By Gini Stephens, Prentice hall

Journals/ E-Journals:

- International Journal of Clothing Science and Technology
<https://www.emeraldinsight.com/loi/ijcst>
- Asian Textile Journal (ATJ) Jennifer Kwatra publications, Mumbai.
<https://www.atjournal.com/>
- Asian Technical Textile (ATT) Jennifer Kwatra publications, Mumbai.
<https://www.atjournal.com/journal.html>
- ATA Journal for asia on Textile and Apparel (Open access) Adsale publishing, Hongkong.
<https://www.ourglocal.com/journal/?issn=10158138>
- AUTEX Research Journals(AUTEXRJ) (Open access) published by Lodz University of Technology, Poland.
<https://www.autexrj.com/>

EFFECTIVE DRESSING SKILLS (THEORY)	
Course Code: MFD/2/OE/023	
Objectives:	
<ul style="list-style-type: none"> ● To equip the students with basic knowledge and skills required for making the required minor alterations in readymade garments to get the correct look and fit. ● To help develop the ability to recognize and evaluate quality workmanship and making wise buying decisions. ● To help learn the ways to leverage various optical illusions of line, colour and texture to create the right impression with clothes and accessories. ● To help the students in acquiring skills for dressing up effectively for special occasions including interviews. 	
Outcomes:	

<ul style="list-style-type: none"> ● Create an awareness of the differences in body types and about the art of selecting styles that enhance the visual appeal. ● Students apply the knowledge of the required dressing styles and skills for various professions. ● Understand the role of effective dressing in making one's presence felt in personal & professional life. ● Excel in their profession as a fashion stylist.
CONTENTS:
Unit I: Body Types
<ul style="list-style-type: none"> ● Pear ● Inverted Triangle ● Round ● Hourglass ● Straight
Unit II: Clothing Selection Criteria
<ul style="list-style-type: none"> ● Season/Climate ● Body Types ● Occasion ● Age ● Occupation ● Socio Economic Status ● Fabric ● Workmanship and Fitting ● Price
Unit III: Psychological and Sociological Influences of Clothing
<ul style="list-style-type: none"> ● How Dress Affects Behavior ● Non Verbal Communication: First Impression ● Verbal Communication: Halo Effect Self Concept & Image
Unit IV: Effective use of Line & Color in Apparels
<ul style="list-style-type: none"> ● Line – Effect on Dresses ● Color – Effect on Dresses
Unit V: Care and Maintenance of Wardrobe-
<ul style="list-style-type: none"> ● Daily and Periodic Care ● Storage ● Cleaning-Wet and Dry ● Stain Removal

Text Books:

- Navneet Kaur, 2010, Comdex Fashion Design, Dreamtech Press
- Elizabeth Liechty, Steineckert D., Rasband J., 2009, Fitting And Pattern Alteration, Fairchild Publication

Recommended Readings:

- Sturm M, 1973, Guide To Modern Clothing Mcgraw- Hill
- Chata Romano, 2002, Plan Your Wardrobe, New Holland Publication

Journals/ E-Journals:

- Canadian Textile Journal (CTJ) (Open access), St-Laurent, Quebec Canadian Textile Journal Pub. Co., Canada.
<https://www.scimagojr.com/journalsearch.php?q=83524&tip=sid&clean=0>
- Clothing and Textiles Research Journal, SAGE Publications Asia-Pacific PTE LTD, California.
<https://journals.sagepub.com/home/ctr>
- Colourage, Colour publications Limited, New Delhi.
<https://colourpublications.in/colourage-journal/>
- Clothing and Textile Research Journal (CTRJ), SAGE Publications Asia-Pacific PTE LTD, California.
<https://journals.sagepub.com/home/ctr>
- FIBERS and TEXTILES in Eastern Europe, FTEE publishers, Poland, Eastern Europe.
<https://ftee.com.pl/>
- Indian Journal of Fiber and Textile Research, India.
<http://op.niscair.res.in/index.php/IJFTR>

FLAT PATTERN DESIGN (PRACTICAL)
Course Code: MFD/2/CC/024
Objectives:
<ul style="list-style-type: none"> ● To develop an understanding of various types of pattern making. ● To acquaint students with the techniques of flat pattern design. ● To introduce students to the concepts of dart shifting & dart manipulation. ● To foster an understanding of redesigning of old apparel through flat pattern technique.
Outcomes:
<ul style="list-style-type: none"> ● Draft patterns using the different pattern making techniques. ● Understand the different types of dart sifting methods. ● Convert darts for creating different elements of the garment. ● Re-create new designs of an old apparel using flat pattern designing.
CONTENTS:
Unit I : Introduction to Techniques in Pattern Making
<ul style="list-style-type: none"> ● Drafting ● Flat Pattern Method ● Draping
Unit II : Flat Pattern Design on Bodice Block through Dart Manipulation:
<ul style="list-style-type: none"> ● Moving, Dividing and Combining Darts by Pivot & Slash and Spread
Unit III : Converting Dart into
<ul style="list-style-type: none"> ● Seam Lines, Gathers, Pleats, Tucks, and Yokes
Unit IV : Dart Manipulation
<ul style="list-style-type: none"> ● Moving Basic Dart by Slash and Pivot Method ● Decorative Darts ● Darts, Tucks and Pleats ● Converting Dart to Flare ● Style Lines and Yokes
Unit V : Redesigning of Old Apparel through Flat Pattern Technique

Text Books:

- Relis, Nurie., & Jaffe, Hilde., Draping For Fashion Design, Prentice Hall Career & Technology, New Jersey.1993
- Armstrong, J., Draping For Fashion Design, Fair Child Publications ,New York.2004
- Pattern Making for Fashion Design, Helen J Armstrong, Prentice Hall. UK , 2009
- Pattern Grading for Women"s Clothes, Gerry Cooklin, Wiley India Pvt. Ltd., 2009
- Encyclopedia of Dress Making, Raul Jewel,APH Publishing, 2015
- Garment Technology for Fashion Designers Gerry Cooklin, Book Link. Wiley-Blackwell. US, 2012
- Pattern Cutting & Making Up, Martin Shoben & Janet Ward, CBS Publishers, 1999

Recommended Readings:

- Hanford, Jack. Professional Pattern Grading: For Women"s, Men"s And Children's

- Pamela, C. Stringer., (1995). Pattern Drafting For Dress Making, Augustan Publishers & Distributors, Delhi.
- Holman., Pattern Cutting Made Easy: A Step By Step Introduction, Om Publications
- Principles of Pattern Making & Grading -
http://buc.edu.in/sde_book/fashion_design.pdf
- The Fashion Sketch Book -
<https://www.google.co.in/search?q=historic+textiles+book+pdf&oq=historic+textiles+book+pdf&aqs=chrome..69i57.9805j0j8&sourceid=chrome&ie=UTF->

Journals/ E-Journals:

- Indian Textile Journal(ITJ) (Open access) ASAPP Info Global Group, India.
<https://indiantextilejournal.com/>
- Industria Textila, Institutional National de Cercetare-Dezvoltare Pentru Textile Pielarie, Romania.
<http://www.revistaindustriatextila.ro/>
- International Journal of Clothing Science and Technology, St-Laurent, Quebec Canadian Textile Journal Pub. Co., Canada.
<https://www.scimagojr.com/journalsearch.php?q=12755&tip=sid&clean=0>
- International Journal of Textile and Fashion Technology (IJTFT) (Open access), Transstellar Journal Publications and Research Consultancy Private Limited (TJPRC), India.
<http://www.tjprc.org/journals/international-journal-of-textile-and-fashion-technology229>
- International Journal of Textile Science, Scientific & Academic Publishing Co, USA.
<http://journal.sapub.org/textile/>
- Fibers and Polymers, Springer Nature Switzerland AG.
<https://www.springer.com/journal/12221>

FABRIC STUDY AND ITS APPLICATIONS (PRACTICAL)
Course Code: MFD/2/SC/025
Objectives:
<ul style="list-style-type: none"> ● The student will be familiarized with the various fabrics and accessories available in the market. ● The students will be able to understand the basic dimensions of fabric properties. ● To familiarize with the trims & accessories available in the market. ● To enhance the knowledge of various fabrics & trims while preparing scrap book. ● To acquaint the concept of color fastness, dimensional stability, etc. In fabrics & trims.
Outcomes:
<ul style="list-style-type: none"> ● Understand & identify the properties of different fabrics. ● Excel in appropriate selection of trims & fabrics as per design requirement. ● Relate to the effective use & design of various trims with regard to the garment specifications. ● Analyze available trims & accessories in line with the current market trend.
CONTENTS:
Unit I: Exploration in terms of fall, handle, drape and use of variety of following fabrics
<ul style="list-style-type: none"> ● Cotton Fabrics ● Silk Fabrics ● Woolen Fabrics ● Synthetic Fabrics ● Other Fabrics ● Lining And Interlinings <p>Pay special attention to type of fabric, basic weave, thread count, balance, end use of fabric, and its general care</p>
Unit II: Preparation of scrap book for fabrics related to various fabric construction techniques (felted/knitting/weaving/braiding etc).
Unit III: Understanding the Characteristics, Uses of various types of Trims & Accessories
<ul style="list-style-type: none"> ● Support Materials: Interfacing, Lining, Interlining ● Support Devices: Shoulder Pad, Sleeve Headers And Collar Stays ● Closures: Zippers, Buttons, Button Holes, Hooks 'N' Eye, Press 'N' Studs, Buckles, Belts ● Trims: Ribbons, Laces And Braids ● Non Woven
Unit IV: Market Survey and Collection of various types of Trims & Accessories
Unit V: Analyzing Fabric Samples For:
<ul style="list-style-type: none"> ● Colorfastness to Washing, Ironing, Crocking, Sunlight and Perspiration. ● Dimensional Stability ● Dyeing And Printing Defects

Text Books:

- Understanding Fabrics, Akshay Fabrics, Sarv International, 2017
- Raoul Jewel (2001), Encyclopedia of Dress Making, APH Publication Corporation
- Dana Willard (2012), Fabrics A-to-Z: The Essential Guide to Choosing and Using Fabric for Sewing, Harry N Abrams
- Clive Hallett (2014), Fabric to Fashion, Laurence King Publishing
- Fabric Source & Marketing, Bombay. (Monthly Magazine).
- Penelope, Cream., The Complete Book Of Sewing- A Practical Step By Step Guide To Sewing Techniques Adk Publications Book, New York 1996
- Drudi, Elisabetta, Kuky., Fabric Textures And Patterns, He Pepin Press, Singapore, 2008.
- Hallet.C., Johnston.A., Fabric For Fashion- A Comprehensive Guide To Natural Fibers, Laurence King Publishing Ltd., London, 2010.
- Hallet. C, Johnston.A., Fabric For Fashion-The Swatch Book, Laurence King Publishing Ltd., London, 2010

Recommended Readings:

- Humphries., Fabric Reference (Ii Edition), Prentice Hall International, New York, 2000.
- Fashion Studies –Text Book
http://cbseacademic.in/web_material/doc/fashion_studies/3_XII_Text_Book.pdf
- Fabric Study
-[http://cbse.nic.in/publications/vocational/Fashion%20Design%20and%20Garment%20Technology/Fabric%20Study%20-%20\(Textbook%20+%20Practical%20Manual\)%20XII.pdf](http://cbse.nic.in/publications/vocational/Fashion%20Design%20and%20Garment%20Technology/Fabric%20Study%20-%20(Textbook%20+%20Practical%20Manual)%20XII.pdf)
- Fashion & Style -
http://www.gov.pe.ca/photos/original/4hsk_fashionRG.pdf

Journals/ E-Journals:

- Journal of Textile Science & Engineering, Hilaris SRL, Belgium.
<https://www.hilarispublisher.com/textile-science-engineering.html>
- Journal of Textile Engineering, J-Stage, Japan.
<https://www.jstage.jst.go.jp/browse/jte/>
- Journal of Fashion Technology & Textile Engineering, Scitechnol publications, Switzerland.
<https://www.scitechnol.com/fashion-technology-textile-engineering.php>
- Journal of Textile (Open access), Hindawi Limited, UK.
<https://www.hindawi.com/journals/jtex/#:~:text=Journal%20of%20Textiles%20has%20ceased,archiving%20for%20electronic%20scholarly%20journals>
- Journal of Industrial Textile (JIT), SAGE Publications Asia-Pacific PTE LTD, USA.
- Journal of Industrial Textiles - All Issues (sagepub.com)

COMPUTERS APPLICATIONS (PRACTICAL)
Course Code: MFD/2/SC/026
Objectives:

<ul style="list-style-type: none"> ● Develop a basic concept of computers & its structure. ● Enable students to understand the working of ms office and its use in organizations. ● Enable students to work with professional documents i.e. Records, letters, and resumes, spec sheets, cost sheets and presentations for themes or collections. ● Develop ability to use internet and various search engines for academic purpose
Outcomes:
<ul style="list-style-type: none"> ● Enhance their capacity of working with ms office. ● Professional readiness in using basic computer applications. ● Independent creation of documents such as resumes, letters, spec sheets, presentations, etc. ● Use internet facilities while designing & developing garments.
CONTENTS:
Unit I :Windows
<ul style="list-style-type: none"> ● Start and shutdown of windows. Starting different applications. Using applications like calculator, paint, word ● Observe various features of windows like menus, push buttons, drop down list, check boxes, option buttons etc. ● Perform file management operations such as copying, deleting, renaming, creating folders, renaming folders using - My computer, Windows Explorer, searching files and folders. ● Change windows format such as wallpaper, date & time format, Installing printer, installing & removing programs by using add /remove programs, change display properties
Unit II: Microsoft Word
<ul style="list-style-type: none"> ● Type sample bio data ● Type a report with pictures on social and environmental issues ● Type an application for job ● Prepare a time table in tabular format
Unit III :Microsoft Excel
<ul style="list-style-type: none"> ● Create a sample result sheet of your class ● Create salary sheet for Employees
Unit IV :Internet
<ul style="list-style-type: none"> ● Creation of email account ● Send E-mail, Receive E-Mail (use attachment) ● Management of email accounts ● Searching information on internet
Unit V: Microsoft PowerPoint
<ul style="list-style-type: none"> ● Creating PowerPoint presentation, Running presentation ● Applying design template, background, transition effects, animation to slide ● Preparing custom presentations
Assignments:

- Students are required to write an article in MS-Word on any well known fashion designer from any fashion magazine. It should include his/her personal details, photo, major achievements, contribution to the fashion world, glimpses of his/her work. The article should be properly formatted, placement of the pictures in alignment with the text matter with a suitable caption, name of the author etc.
- Students are required to prepare a Powerpoint presentation on any popular brand of fashion using the available information. The presentation should use the support of clip arts, drawing objects, external image files, texts with 3D effects, patterns, gradients, backgrounds and templates. The ideas and communication should be easily conceivable by the audience.

Text Books:

- Comdex Computer Course, Vikas Gupta, PM Publications, 2015
- Mastering MS Office – 2000 by Tech Media
- Abhay Upadhyay, Elementary Of Computers.
- Peter Norton, “Introduction To Computers”, Tmh, 2001
- Mastering Word 2000 – Mansfield And Olsen
- Mastering Excel 2000 – Martin, Hansen, Klingher& Beth
- Courter, “Mastering Office 2000”, Bpb Publications.
- Bill Bruck, “Ms-Office 2000”, Tmh.

Recommended Readings:

- Robbins, “Mastering Dos”, Bpb Publications
- Content Development Group, “Working WithMs Office 2000”, Tmh
- Mansfield & Olsen, “Mastering Word 2000”, Bpb Publications
- Martin, Hansen, Klingher& Beth, “Mastering Excel 2000”, Bpb Publications
- Murray, “Mastering Power Point 2000”, Bpb Publications.
- Mahapatra & Sinha, “Essentials Of Information Technology”, Dhanpat Rai Publishing
- <http://freecomputerbooks.com/microsoftOfficeBooks.html>

Journals/ E-Journals:

- Pakistan Textile Journal(PTJ) (Open access), Nadeem Mazhar, Pakistan.
<https://ptj.com.pk/>
- The Journal of Cloth and Culture (JCC), Taylor and Francis Ltd., UK.
<https://journals.indexcopernicus.com/journal/11926>
- Textile Research Journal, SAGE Publications Asia-Pacific PTE LTD, USA.
<https://journals.sagepub.com/home/trj>
- Textile Asia (Open access) Business Press Ltd, Hongkong.
<https://www.textilesasia.com/>

SEMESTER III

INDIAN COSTUMES (THEORY)

Course Code: MFD/3/OE/031

Objectives:

<ul style="list-style-type: none"> ● To learn the regional splendors of Indian consumers. ● To give knowledge about various traditional Indian draping styles. ● To give them knowledge about ornaments worn by common as well as royal people. ● Educate the reason & importance of headgear's worn. ● Acquaint the students about the traditional embroideries & textiles of Rajasthan.
Outcomes: <ul style="list-style-type: none"> ● Design contemporary styles by a thorough study of regional heritage. ● Develop the skill of adapting basic silhouettes for designing. ● Incorporate the knowledge about traditional ornaments into contemporary style to suit current trends. ● Identify & revive the traditional sari's of India with a sustainable approach. ● Create & design contemporary garments using traditional embroideries & textiles of Rajasthan.
CONTENTS:
Unit I: Indian Male Costume <ul style="list-style-type: none"> ● Topwear - Kurta, Sherwani, Angrakha, Nehru Jacket, Achkan, Jama, Jodhpuri Jacket, Shirt, Choga, Bandhgala, Barabandi, Pheran, Jhabba, Pathani Suit ● Bottomwear – Pyjama, Dhoti, Lungi, Breeches, Churidar
Unit II: Indian Accessories
(A) Male Accessories <ul style="list-style-type: none"> ● Male Headgear – Turban, Pheta, Dastar, Sikh Pagdi, Mysore Peta, Rajasthani Safa, Rajasthani Padgi, Gandhi Topi, Kashmiri Skull cap(karakuli), Puneri Turban, Kullu/Pahari Topi ● Footwear – Mojri, Kolhapuri Chappal, Jutti ● Male Jewelry – Chain, Kada, Ear Studs, Rings, Kamarbandh
(B) Female Accessories - <ul style="list-style-type: none"> ● Head Jewelry - Maangtika, Jhoomar, Bor, Rakhdi, Sheeshphool ● Neck Jewelry - Choker, Mangalsutra, Chain, Haar, Mandalia, Hansli ● Hand Jewelry – Bajubandh, Haathphool, Kangan, Kada, Rings ● Ear & Nose Jewelry – Jhumkha, Karnphool, Baali, Tops, Nose Pin, Nath ● Waist Jewelry – Kandora, Satka ● Ankle and Feet Jewelry – Payal, Kada, Ghungroo, Bichhyia ● Footwear – Mojri, Kolhapuri Chappal, Jutti
Unit III: Indian Female Costume <ul style="list-style-type: none"> ● Sari, Sari-lehenga, Salwar suit, Pheran, Rajputi Poshak, Mekhla-Chadar, Parkar Polki, Ghagra Choli, Odhani, Churidar, Salwar, Gharara, Sharara, Anarkali
Unit IV: Traditional Indian Sari's <ul style="list-style-type: none"> ● Patola, Baluchari, Banarasi, Bandhani, Leheriya, Bomkai, Chanderi, Jamdani, Chikankari, Ilkal, Kasavu, Kanjeevaram, Pochampalli, Paithani, Venkatgiri, Tant, Sambhalpuri
Unit V: Traditional Embroideries & Textiles of Rajasthan <ul style="list-style-type: none"> ● Embroidery – Danka, Zari, Gota Patti, Mukesh, Aari-Tari, Zardosi, Mochi Bharat, Heer Bharat, Karchobi zari ● Textiles – Pichwai of Nathdwara, Phad painting, Sanganeri printing, Bagru, Dabu, Bandhani, Leheriya, Bhupalshahi, Samandar leheriya, Mothra, Kota doria

Text Books:

- Indian Costumes, A. Biswas ,2017,Publications Division Ministry of Information & Broadcasting
- The Costumes and Textiles of India: Brij Bhushan, Jamila. , 1958 Taraporevala, Bombay Publishers

Recommended Books:

- Annual reports of Textile Ministry
- Crafts of India - Handmade in India – Aditi Ranjan & MP Ranjan, Council of Handicraft Development Corporations
- Craft traditions of India - <http://www.ncert.nic.in/NCERTS/l/lehc1ps.pdf>
- <https://www.mooc-list.com/course/recovering-humankinds-past-and-saving-universal-heritagecoursera>

Journals/ E-Journals:

- International Journal of Clothing Science and Technology
<https://www.emeraldinsight.com/loi/ijcst>
- Asian Textile Journal (ATJ) Jennifer Kwatra publications, Mumbai.
<https://www.atjournal.com/>
- Asian Technical Textile (ATT) Jennifer Kwatra publications, Mumbai.
<https://www.atjournal.com/journal.html>
- ATA Journal for Asia on Textile and Apparel (Open access) Adsale publishing, Hongkong.
<https://www.ourglobal.com/journal/?issn=10158138>
- AUTEX Research Journals(AUTEXRJ) (Open access) published by Lodz University of Technology, Poland.
<https://www.autexrj.com/>

GARMENT INDUSTRY DEPARTMENTS (THEORY)	
Course Code: MFD/3/CC/032	
Objectives:	
<ul style="list-style-type: none"> ● To give knowledge about various departments of garment manufacturing industry. ● Introduce the working of the designing & sampling department & the role of the merchandiser. ● To study about basic tools used in the cutting & stitching departments. ● Inculcate values & ethics of the various garment industry departments. 	
Outcomes:	
<ul style="list-style-type: none"> ● Gain knowledge of the role & responsibilities of a merchandiser in various departments. ● Capable of using various tools & machineries of the different departments. ● Effectively apply his/her knowledge to fulfill the role of a professional. ● Remember and understand the importance of process & flow of the garment industry. 	
CONTENTS:	
Unit I: Designing & Sampling Department	
<ul style="list-style-type: none"> ● Designer's Role in Designing & Sampling ● Merchandiser's Role in Designing & Sampling ● Importance of Designing & Sampling Department in Production 	
Unit II: Cutting Department	
<ul style="list-style-type: none"> ● Fabric Spreading Machine ● Specialized Cutting Machine – Straight Knife, Round Knife, Laser Cutting, Die Cutting (Collars & Cuffs), Plasma Torch, Automatic Cutting Machines ● Spreading & Cutting Parameters – Fabric Layout, Marking, Bundling, Numbering of Garment Plies 	
Unit III: Stitching Department	
<ul style="list-style-type: none"> ● General Preparation of Sewing machine ● Sewing Machines – Single needle Lockstitch machine, Overlock Sewing machine, Flatlock sewing machine, Button attaching Machine, Buttonhole machine, Bartack Machine, Zigzag Sewing machine, Multineedle chainstitch machine, Computerized Sewing machine 	
Unit IV: Finishing & Inspection Department	
<ul style="list-style-type: none"> ● Functions of the Finishing & Inspection Department - Thread Trimming, Button Attaching, Checking Garments, Removing Stains, Repair Work & Mending 	
Unit V: Pressing & Packaging Department	
<ul style="list-style-type: none"> ● Functions of Pressing & Packaging Department – Ironing, Tagging, Folding, Packing 	

Text Books:

- More Dress Pattern Designing, Natalie Bray, Blackwell Series, 2010
- Gerry Cooklin., Garment Technology for Fashion Designers.,Book Link, USA.
- Srivastava, M., Computer Aided Apparel Fashion Designing and Production Pattern Making, Himanshu Publications, New Delhi, 2011
- Hallet. C, Johnston. A., Fabric For Fashion-The Swatch Book, Laurence King Publishing Ltd., London, 2010
- Hallet.C., Johnston. A., Fabric For Fashion- A Comprehensive Guide To Natural Fibers, Laurence King Publishing Ltd., London, 2010
- Humphries., Fabric Reference (II Edition), Prentice Hall International, New York, 2000

Recommended Readings:

- Pamela, C. Stringer., Pattern Drafting For Dressmaking, Augustan Publishers & Distributors, Delhi, 1995
- Michele M. Granger, Tina M. Sterling, Fashion Entrepreneurship Retail Business Planning, Fairchild Publications, 2011
- Eassy M., " Fashion Marketing" Blackwell Science, 1994
- Kotler Philip, " Marketing Management " prentice Hall, New Delhi, 2000
- J. Jarnow and K.G. dickerson, " Inside the Fashion Business", Prentice Hall, 1997
- Elaine Stone, Jean A Samples, "Fashion Merchandising", Mc Graw Hillbook, 1985
- Readers Digest, Complete guide to Sewing, Pleasant ville-Nu Gail L, Search Press Ltd, 1993
- On Trend – The Fashion Series -
<http://www.deborahweinswig.com/wpcontent/uploads/2017/02/From-Runway-To-Check-out-February-1-2017.pdf>
- Fashion Studies –Text Book
http://cbseacademic.in/web_material/doc/fashion_studies/3_XII_Text_Book.pdf
- Fashion & Style - http://www.gov.pe.ca/photos/original/4hsk_fashionRG.pdf
- <https://www.mooc-list.com/course/management-fashion-and-luxury-companies-coursera>
e

Journals/ E-Journals:

- Canadian Textile Journal (CTJ) (Open access), St-Laurent, Quebec Canadian Textile Journal Pub. Co., Canada.
<https://www.scimagojr.com/journalsearch.php?q=83524&tip=sid&clean=0>
- Clothing and Textiles Research Journal, SAGE Publications Asia-Pacific PTE LTD, California.
<https://journals.sagepub.com/home/ctr>
- Colourage, Colour publications Limited, New Delhi.
<https://colourpublications.in/colourage-journal/>
- Clothing and Textile Research Journal (CTRJ), SAGE Publications Asia-Pacific PTE LTD, California.
<https://journals.sagepub.com/home/ctr>
- FIBERS and TEXTILES in Eastern Europe, FTEE publishers, Poland, Eastern Europe.
<https://ftee.com.pl/>
- Indian Journal of Fiber and Textile Research, India.
<http://op.niscair.res.in/index.php/IJFTR>

APPLICATION OF TEXTILES IN FASHION (THEORY)
Course Code: MFD/3/CC/033
OBJECTIVES:
<ul style="list-style-type: none"> • The course imparts the knowledge about the traditional fabric made using different materials and techniques which acts as an expression of the tradition and culture of India. • The students will also understand the modification of the properties of material to make it more contemporary in the recent decade. • The students will explore the contemporary fabrics of recent decades which offer exciting options for an increasingly complex range of consumer demands.
Outcomes:
<ul style="list-style-type: none"> • Acquire the knowledge about the characteristics of Indian traditional dyed, printed, painted, woven, and embroidered textiles and explore the constraints and benefits related to its application. • Gain & apply knowledge about the significance and function of traditional textiles and embroideries. • Be aware about the demand of the Indian traditional textiles at global level.
CONTENTS:
Understanding of Traditional Textiles for Process, Application and Design for the following
Unit I : Dyed And Printed
<ul style="list-style-type: none"> • Kalamkari, Ajrakh, Fabric Tie-Dye, Yarn Tie-Dye, Block Printing, Natural Dyeing
Unit II : Painting
<ul style="list-style-type: none"> • Phad Painting, Pichhwai, Madhubani Painting, Mata Ni Pachedi, Warli, Kalamkari
Unit III : Woven
<ul style="list-style-type: none"> • Maharashtrian Shalu, Brocades of Banaras (Mashru, Himroo, Kimkhwab), Maheshwari, Kashmiri carpets, Jaipuri Quilts
Unit IV : Embroidery
<ul style="list-style-type: none"> • Chamba Rumal, Phulkari and Bagh, Gota Patti, Zardozi, Chikankari, Kasuti, Kutch, Appliqué
Unit V : Significance of traditional textiles and embroideries at global level

Text Books:

- Textile and Fashion : Material Design and Technology.,Rose Sinclaire, 2014,Woodhead Publishing

Recommended Readings:

- Ikat textiles of India, Chelna Desai Chronicle Books, San Francisco, 1988
- Saris of India, Kapur Chishti and Ambasanyal Amar VastraKosh, Wiley Eastern Limited, New Delhi. 1989
- The sari Linda Lynton,Thames & Hudson, London.1995
- Indian Ikat Textiles Rosemary CrillWeatherhill Inc. 1998
- Ajrakh Impressions and Expressions, Dr.ElaDedhia and M. Hundekar Colour Publication Private Limited, Mumbai. 2008
- Indian Embroidery Rosemary Crill, Victoria & Albert Museum,London.1999
- Silk Brocades YashodharaAgarwal, Roli& Janssen BV, New Delhi. 2003

Journals/ E-Journals:

- Indian Textile Journal (ITJ) (Open access) ASAPP Info Global Group, India.
<https://indiantextilejournal.com/>
- Industria Textila, Institutional National de Cercetare-Dezvoltare PentruTexttile Pielarie, Romania.
<http://www.revistaindustriatextila.ro/>
- International Journal of Clothing Science and Technology, St-Laurent, Quebec Canadian Textile Journal Pub. Co., Canada.
<https://www.scimagojr.com/journalsearch.php?q=12755&tip=sid&clean=0>
- International Journal of Textile and Fashion Technology (IJTFT) (Open access), Transstellar Journal Publications and Research Consultancy Private Limited (TJPRC), India.
<http://www.tjprc.org/journals/international-journal-of-textile-and-fashion-technology229>
- International Journal of Textile Science, Scientific & Academic Publishing Co, USA.
<http://journal.sapub.org/textile/>

COMPUTER AIDED DESIGNING (PRACTICAL)
Course Code: MFD/3/CC/034
Objectives:
To acquaint students with computer aided designing. To impart the skills of fashion designing through designing software. To enhance skills in creation of various elements such as croqui, prints, textures, etc. To help students to acquaint with application of skills of using software in creating fashion accessories. To develop skills effective in creation of a fashion portfolio.
Outcomes:
Understand the various tools of Corel draw & its applications. Enhance the art of fashion designing using designing software's. Develop competency of students in computer graphics to create their own artworks and patterns. Understand & create innovative portfolio.
CONTENTS:
Unit I: Introduction to Corel Draw
<ul style="list-style-type: none"> ● Tools of Corel Draw ● Drawing 12 ½ female croqui with grids and guidelines ● Stylization of Figures
Unit II : Creating illusion effects (silhouette, color, texture and prints) by fashion details and draping it on fashion figures
Unit III : Drawing Flat and Spec Sheets
Unit IV: Creating Fashion Accessories like Handbags, Footwear, Jewellery Etc.
Unit V: Designing the Following:
<ul style="list-style-type: none"> ● Posters and Fliers ● Visiting Cards and Brochures ● Theme based Portfolio Development

Text Books:

- Computer Aided Design: Text book and Practice book : H. P. Pitroda 08-Jun-2021
- Optimize Designs in Less Time Jayanta Sarkar Published July 27, 2017 by CRC Press
- Introduction to Auto CAD 2020 2D and 3D Design By Bernd S. Palmby Routledge ,2020
- Computer Aided Design: Text book and Practice book , WalnutPublication

Recommended Readings:

- Coreldraw 11 For Windows; Visual Quick Start Guide
- Coreldraw 11: The Official Guide, Dream Tech Publishers.

Journals/ E-Journals:

- Fibers and Polymers, Springer Nature Switzerland AG.
<https://www.springer.com/journal/12221>
- Journal of Textile Science & Engineering, Hilaris SRL, Belgium.
<https://www.hilarispublisher.com/textile-science-engineering.html>
- Journal of Textile Engineering, J-Stage, Japan.
<https://www.jstage.jst.go.jp/browse/jte/>
- Journal of Fashion Technology & Textile Engineering, Scitechnol publications, Switzerland.

- <https://www.scitechnol.com/fashion-technology-textile-engineering.php>
- Journal of Textile (Open access), Hindawi Limited, UK.
<https://www.hindawi.com/journals/jtex/#:~:text=Journal%20of%20Textiles%20has%20ceased,archiving%20for%20electronic%20scholarly%20journals>

APPAREL CONSTRUCTION (PRACTICAL)
Course Code: MFD/3/OE/035
Objective:
<ul style="list-style-type: none"> To Enable Students to Develop Skill in Constructing Garments. Educate the components of paper drafts of Ethnic wear, Western wear, Casual wear/Formal wear, etc.
Outcomes:
<ul style="list-style-type: none"> Draft & adapt the patterns of various garments. Design, develop patterns & construct garments with regard to various occasions.
CONTENTS:
Unit I: Prepare paper drafts by making adaptations in basic blocks and constructing the following: Ethnic Wear
Unit II: Prepare paper drafts by making adaptations in basic blocks and constructing the following: Western Party Wear
Unit III: Prepare paper drafts by making adaptations in basic blocks and constructing the following: Casual Wear/Formal Wear
Unit IV : Prepare paper drafts by making adaptations in basic blocks and constructing the following: Night Wear
Unit V : Prepare paper drafts by making adaptations in basic blocks and constructing the following: Cocktail Wear

Text Books:

- More Dress Pattern Designing, Natalie Bray, Blackwell Series, 2010
- Gerry Cooklin., Garment Technology for Fashion Designers., Book Link, USA.
- Sewing for Fashion Design. Nurie. Relis/Gail Strauss-Reston Publishing Co.
- Jindal, Ritu., Handbook Of Fashion Designing, Mittal Publications, New Delhi.
- Reader's Digest-Complete Guide Of Sewing, The Reader's Digest Association Ltd., London
- Thomas, Anna, Jacob, The Art Of Sewing, UBSPD Publishers Distributors Ltd, New Delhi

Recommended Readings:

- Cream, Penelope., The Complete Book of Sewing, DK Publishing, New York.
- Kallal, Mary Jo., Clothing Construction, London: Macmillan New York.
- Shaffner, Claire., The Complete Book of Sewing, Sterling , New York.
- Pamela, C. Stringer., (1995), Pattern Drafting For Dressmaking, Augustan Publishers & Distributors, Delhi

Journals/ E-Journals:

- Journal of Industrial Textile (JIT), SAGE Publications Asia-Pacific PTE LTD, USA.

- Journal of Industrial Textiles - All Issues (sagepub.com)
- Journal of Textile Institute(JTI), Taylor and Francis, UK.
<https://www.tandfonline.com/journals/tjti20>
- Pakistan Textile Journal(PTJ) (Open access), Nadeem Mazhar, Pakistan.
<https://ptj.com.pk/>
- The Journal of Cloth and Culture (JCC), Taylor and Francis Ltd., UK.
<https://journals.indexcopernicus.com/journal/11926>
- Textile Research Journal, SAGE Publications Asia-Pacific PTE LTD, USA.
<https://journals.sagepub.com/home/trj>
- Textile Asia (Open access) Business Press Ltd, Hongkong.
<https://www.textilesasia.com>

CRAFT PROJECT (PRACTICAL)
Course Code: MFD/3/SC/036
Objectives:
<p>This subject provides a wide array on Indian Traditional embroideries & textiles of India which is an integral part of Fashion for many years. This subject assists in understanding various NGO's who work to promote Indian crafts. The crafts that empower and are a source of income of few areas; studied by students to uplift them using their Design skills with the help of Artisans.</p> <ul style="list-style-type: none"> ● The subject also helps in identifying the crafts which are to be revived and preserved. ● Also imparts the knowledge to update artist's, with technologies and creative inputs. ● To awaken the creativity of a community, to create a sustainable product line for the recent fashion scenario.
Outcomes:
To realize the requirement of a sustainable approach in the industry and strive to achieve the same.
CONTENTS:
Step-1

- 1) Selection of the Craft
- 2) Research on the Craft
 - History
 - Origin
 - Manufacturing process
 - Product range
- 3) Search for the “Artisans” working for the craft.
- 4) Initial approach to the “Artisans” for explaining the Project and its importance.
- 5) Telephonic interaction with the Artisan regarding the current problems associated with the promotion and development of the craft.
- 6) Search information for the various Organizations working to preserve the craft.
 - NGO
 - Government Organization
 - Local Outlets
- 7) Application of the Craft in recent Fashion Scenario-
 - Designer collection
 - Retail collection

Step-2

- 1) List down the challenges related to the craft.
- 2) Selection of the Product Category (any one)
 - Apparel
 - Corporate Gifts or Stationary
 - Accessories
 - Home/ corporate Decor
- 3) Students contribution in Product Identification & Development in terms of-
 - Motif Development
 - Print Development
 - Color Variations
 - Fabric Development
 - Design Development
- 4) Interpretation of ideas on paper
 - Pencil sketches
 - Color Sketches
- 5) Approval from the concerned Faculty
- 6) Approval from the Artisans regarding the changes. (through Internet)
- 7) Production (will be done at the actual location with the Artisan)

STEP- 3

- 1) Implementation and application of the Products in Fashion
- 2) Display
- 3) Show

Assignments-

- Designing of Women's apparel, accessories, stationary, lifestyle products etc. using Indian Traditional Crafts
- Development of women's apparel products such as dresses, waistcoats, tops, jackets, skirts, Indian ethnic etc
- Development of accessories for Women such as, Jewelry, bags, foot wear, stoles, belts etc.
- Development of corporate stationery products such as Table stands, diaries, folders, pen stands, tea coasters etc.
- Development of home decor products such as Table cloth, wall hangings, flower pots, cushion covers, bed sheets etc.

Text Books:

- Crafts of India - Handmade in India - Aditi Ranjan & M.P. Ranjan, Council of Handicraft Development Corporation

Recommended Readings:

- Craft Traditions of India - <http://www.ncert.nic.in/NCERTS/l/lehc1ps.pdf>

Journals/ E-Journals:

- International Journal of Clothing Science and Technology
<https://www.emeraldinsight.com/loi/ijcst>
- Asian Textile Journal (ATJ) Jennifer Kwatra publications, Mumbai.
<https://www.atjournal.com/>
- Asian Technical Textile (ATT) Jennifer Kwatra publications, Mumbai.
<https://www.atjournal.com/journal.html>
- Journal for Asia on Textile and Apparel (ATA) (Open access) Adsale publishing, Hongkong.
<https://www.ourglocal.com/journal/?issn=10158138>

SEMESTER IV

RESEARCH METHODOLOGY (THEORY)
Course Code: MFD/4/CC/041
Objectives:
<ul style="list-style-type: none">● To help students develop the skills needed in conducting research.● To introduce students to the skills in report writing.● To acquaint students with basic statistical techniques and their application.
Outcomes:
<ul style="list-style-type: none">● Relate steps of a research problem and work towards identifying new problems.● Utilize the data collection techniques while conducting research to become a good researcher.
CONTENTS:
Unit I: Research
<ul style="list-style-type: none">● Definition and Concept of Research● Objectives of Research● Research Process, Problems, Criteria for Good Research, Significance of Research
Unit II: Types of Research
<ul style="list-style-type: none">● Descriptive Vs Analytical● Applied Vs Fundamental● Quantitative Vs Qualitative● Conceptual Vs Empirical● Historical
Unit III: Research Design
<ul style="list-style-type: none">● Meaning, Need and Characteristics of Good Research Design● Variables- Meaning and Definition● Hypothesis- Meaning and Definition
Unit IV: Techniques of Data Collection
<ul style="list-style-type: none">● Observation● Survey Method● Interview Method● Questionnaire
Unit V: Sampling
<ul style="list-style-type: none">● Meaning● Characteristics of a Good Sample selection● Need for Sample selection● Probability Sampling- Idea of Simple Random Sampling, Stratified and Cluster Sampling● Non-Probability Sampling- Purposive And Quota Sampling

Text Books:

- Research Methods in Social Sciences, Veena Tucker, 2019, Pearson Education, Kindle Edition
- Research Methodology : Methods And Techniques ,C.R.Kothari and Gaurav Garg, 2019 ,New Age International Publishers
- Research Methodology - For Ph.D. Course Work, Ranjit Singh , 2021, RT Publications

- Ahuja ,Ram., Research Methods, Rawat Publications, Jaipur
- Kothari, C.R., Research Methodology-Methods & Techniques. New Age International Publishers, New Delhi.
- Gupta S.P., Statistical Methods, Sultan Chand & Sons, New Delhi.
- Kaplan, Abhram, The Conduct Of BehaviouralScience ,Chandler Publishing Company
- Baker,L. Therese, Doing Social Research, Mc Grawhill International Editions, Sociology Series

Recommended Readings:

- Sancheti & Kapoor., Statistics, Sultan Chand And Sons, New Delhi.
- Badarkar, P.L. And Wilkinson T.S. (2000), Methodology And Techniques Of Social Research, Himalaya Publishing House, Mumbai

Journals/ E-Journals:

- ATA Journal for asia on Textile and Apparel (Open access) Adsale publishing, Hongkong.
<https://www.ourglocal.com/journal/?issn=10158138>
- AUTEX Research Journals(AUTEXRJ) (Open access) published by Lodz University of Technology, Poland.
<https://www.autexrj.com/>
- Canadian Textile Journal (CTJ) (Open access), St-Laurent, Quebec Canadian Textile Journal Pub. Co., Canada.
<https://www.scimagojr.com/journalsearch.php?q=83524&tip=sid&clean=0>
- Clothing and Textiles Research Journal, SAGE Publications Asia-Pacific PTE LTD, California.
<https://journals.sagepub.com/home/ctr>
- Colourage, Colour publications Limited, New Delhi.
<https://colourpublications.in/colourage-journal/>

FASHION RETAIL (THEORY)
Course Code: MFD/4/CC/042
Objectives:
<ul style="list-style-type: none"> ● To create an awareness and understanding of the evolution and current structure of the apparel retailing industry in India. ● To develop and understanding and appreciation of the four P's of marketing, basic principles of visual merchandising and effective customer handling practices.
Outcomes:
<ul style="list-style-type: none"> ● Excel as a marketing professional using the knowledge of marketing strategies. ● Co-relate roles & responsibilities of marketing & sales personnel. ● Understand the importance of visual display as per the trend, seasons, etc.
CONTENTS:
Unit I: Retailing – Introduction
<ul style="list-style-type: none"> ● Role of Retail in Marketing System ● Importance of Retailing
Unit II: Types of Fashion Retail Outlets
<ul style="list-style-type: none"> ● Department Store ● Specialty Stores ● Chain Store ● Supermarkets ● Ware House Retailers/Factory Outlets ● E- Retailers
Unit III: Role of Marketing Strategy - 4 P's of Marketing
<ul style="list-style-type: none"> ● Product – Merchandise Assortment ● Place- Store Location And Layout ● Price – Pricing Strategy ● Promotion – In-Store Promotion And Advertising
Unit IV: Visual Merchandising – Its Importance
<ul style="list-style-type: none"> ● Display Schedules – Seasons, Promotions, Special Sales. Themes ● Type of Displays – Window Display, Interior Displays, Exterior Display ● Common Problems In Display
Unit V: Roles And Responsibilities of Retail Store Personnel
<ul style="list-style-type: none"> ● Responsibilities of Store Manager ● Responsibilities of Sales Personnel ● Responsibilities of HR

Text Books:

- Fashion Merchandising Principles and Practice, James Clark, 2014, 2nd Edition, Springer Publication.
- Fashion and Style, Mariana Draws & Elya Lams, 2013, Canadian Agricultural Adaptation Program
- Fashion Retailing and Visual Merchandising, JNU, Jaipur, First Edition 2013

Recommended Readings:

- Leslie David Burns, Nancy O. Bryant, 2011 The Business Of Fashion Fairchild Publications

- Elaine Stone, 1987, Fashion Buying, McGraw- Hill
- Mary Frances Drake, Janice Harrison Spooner, Herbert Greenwald, 1992, Retail Fashion Promotion And Advertising Macmillan
- Michele M. Granger, Tina M. Sterling, 2011, Fashion Entrepreneurship Retail Business Planning, Fairchild Publications

Journals/ E-Journals:

- Clothing and Textile Research Journal (CTRJ), SAGE Publications Asia-Pacific PTE LTD, California.
<https://journals.sagepub.com/home/ctr>
- FIBERS and TEXTILES in Eastern Europe, FTEE publishers, Poland, Eastern Europe.
<https://ftee.com.pl/>
- Indian Journal of Fiber and Textile Research, India.
<http://op.niscair.res.in/index.php/IJFTR>
- Indian Textile Journal (ITJ) (Open access) ASAPP Info Global Group, India.
<https://indiantextilejournal.com/>
- Industria Textila, Institutional National de Cercetare-Dezvoltare Pentru Textile Pielarie, Romania.
<http://www.revistaindustriatextila.ro/>

Fashion Communication (Practical)
Course Code: MFD/4/SC/043
Objectives:
<ul style="list-style-type: none"> ● To familiarize students with various methods of business communication. ● To impart knowledge and skill in organizing fashion events.
Outcomes:
<ul style="list-style-type: none"> ● Understand different types of business letters and use the same as required. ● Utilize skills required in conducting interviews & interpret the same. ● Design & create brand logo's, tag's, banner, etc.
Unit I : Business Letter
Business Letters (Types, Essentials and Layout) <ul style="list-style-type: none"> ● 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 Inquiries ● Collection Letters
Unit II : Fashion Journalism - National
<ul style="list-style-type: none"> ● Collect National Fashion Designers Interviews
Unit III : Fashion Journalism - Regional
<ul style="list-style-type: none"> ● Interview a Regional Fashion Designer
Unit IV : Communication Design
Plan a Startup & Create the following: <ul style="list-style-type: none"> ● Brand Logo ● Tag ● Shopping Bags ● Banner and Poster ● Visiting Card
Unit V : Fashion Communication
<ul style="list-style-type: none"> ● Plan and Execute a Trade Activity – Fashion Show/ Exhibition/ Fair

Text Books:

- Fashion as Communication., Malcolm Barnard,2004,Second Edition,Routledge
- Fashion Communication, Marian Frances Wolbers, 2009; 1st edition, Fairchild Books
- Mohan, Krishna. And Banerjee, Meera., Developing Communication Skills, Macmillan Press
- Pal Rajender And Korlahalli J.J., Essentials Of Business Communications, Sultan Chand And Sons.
- Gupta C.V., Business Communication And Customer Relations, Sultan Chand And Sons.
- Pettit, Lesikarm Business Communication, Aitbs Publishers, New Delhi.

Recommended Readings:

1. Chaturvedi, P.D., Business Communication, Pearson Publication
2. Mathew, M.J., Business Communication, Rbsa Publication, Jaipur
3. Taylor, Shirley., Communication Of Business, Pearson Publication

Journals/ E-Journals:

- International Journal of Clothing Science and Technology, St-Laurent, Quebec Canadian Textile Journal Pub. Co., Canada.
<https://www.scimagojr.com/journalsearch.php?q=12755&tip=sid&clean=0>
- International Journal of Textile and Fashion Technology (IJTFT) (Open access), Transstellar Journal Publications and Research Consultancy Private Limited (TJPRC), India.
<http://www.tjprc.org/journals/international-journal-of-textile-and-fashion-technology229>
- International Journal of Textile Science, Scientific & Academic Publishing Co, USA.
<http://journal.sapub.org/textile/>
- Fibers and Polymers, Springer Nature Switzerland AG.
<https://www.springer.com/journal/12221>
- Journal of Textile Science & Engineering, Hilaris SRL, Belgium.
<https://www.hilarispublisher.com/textile-science-engineering.html>
- Journal of Textile Engineering, J-Stage, Japan.
<https://www.jstage.jst.go.jp/browse/jte/>

ADVANCED FASHION ILLUSTRATION (PRACTICAL)	
Course Code: MFD/4/CC/044	
Objectives:	
<ul style="list-style-type: none"> ● To enhance the creative skills in sketching and rendering for designing garments. ● Introduce the concept of portfolio development. 	
Outcomes:	
<ul style="list-style-type: none"> ● Illustrate various fabric textures, prints, etc, to develop and create fabric swatches. ● Design a line/collection of garments using the current market trends & forecast. ● Prepare a creative portfolio with all the required components. 	
CONTENTS:	
Unit I: Rendering various textures and surface ornamentation using suitable color media	
<ul style="list-style-type: none"> ● Emboss, Self print, Rough, Crape, Satin, Leather, Quilts, Knit, Fur, Patchwork, E Embroidery etc. Developing a fabric swatch with own Color scheme 	
Unit II: Illustrate figure using basic cuts in clothing	
<ul style="list-style-type: none"> ● Optical illusion (using elements of design) ● Drawing from the photographs ● Drapes 	
Unit III: Design following collection	
<ul style="list-style-type: none"> ● Design Ramp wear collection for Female – Ethnic Wear 	
Unit IV: Design following collection	
<ul style="list-style-type: none"> ● Design Ramp wear collection for Female – Casual Wear 	
Unit V :Portfolio Development	
<ul style="list-style-type: none"> ● Mood Boards ● Client Profile ● Fabric And Colour Sheet ● Illustration Sheet ● Specification Sheet 	

Text Books:

- Illustrating Fashion: Concept to Creation., Steven Stipelman,2010, Fairchild Books Publishers
- Fashion Illustration for Designers, Kathryn Hagen,2004,Prentice Hall Publishers
- Modern Fashion Illustration, Holly Nichols,2021, Centennial Books
- Fashion sketchbook: Fashion croquis book for girls, Todd Franklin ,2021,Notion Press
- Fashion Illustration, Anna Kiper, David & Charles Book, 2011
- Ireland., Fashion Design Drawing And Presentation, BT Batsford, London.2000
- Mckelvey, K., Fashion Source Book, Blackwell Science Ltd., 1996

Recommended Readings:

- Ireland, Patrick John., Fashion Design Illustration: Men, BtBatsford, London.1996
- Ablng. Bina., Advance Fashion Sketch Book, Fairchild Publications, New York.2005
- Tate, S.L., (1987). The Complete Book Of Fashion Illustration, Harper R. Row, New York.
- Seama., Julian, Professional Fashion Illustration, B.T. Batsford Ltd., London.

Journals/ E-Journals:

- Journal of Fashion Technology & Textile Engineering, Scitechnol publications, Switzerland.
<https://www.scitechnol.com/fashion-technology-textile-engineering.php>
- Journal of Textile (Open access), Hindawi Limited, UK.
<https://www.hindawi.com/journals/jtex/#:~:text=Journal%20of%20Textiles%20has%20ceased,archiving%20for%20electronic%20scholarly%20journals>
- Journal of Industrial Textile (JIT), SAGE Publications Asia-Pacific PTE LTD, USA.
- Journal of Industrial Textiles - All Issues (sagepub.com)
- Journal of Textile Institute(JTI), Taylor and Francis, UK.
<https://www.tandfonline.com/journals/tjti20>
- Pakistan Textile Journal(PTJ) (Open access), Nadeem Mazhar, Pakistan.
<https://ptj.com.pk/>
- The Journal of Cloth and Culture (JCC), Taylor and Francis Ltd., UK.
<https://journals.indexcopernicus.com/journal/11926>

FASHION STYLING AND PROMOTION (PRACTICAL)
Course Code: MFD/4/CC/045
Objectives:
<ul style="list-style-type: none"> ● To make students understand an in depth study of the “Stylist role” in Fashion as per the industry requirements. ● To produce a strong visual document that explains the skills, techniques and vocational quality that qualifies a student to work as a “Stylist” in the Fashion Industry.
Outcomes:
<ul style="list-style-type: none"> ● Design a catalogue based on the client specifications. ● Compose an entire head to toe outfit as per the occasion & work as a professional. ● Create innovative & attractive products for enhancing brand values.
CONTENTS:
Unit I :Catalogue Design
<ul style="list-style-type: none"> ● Designing of Professional Catalogue for different Brand Categories. ● The process includes selection of Apparel Brand, Study of various features of that Brand, keeping in mind the style of Promotion of that Brand
Unit II :Corporate Stationery Design
Designing of Letter Head, Visiting Card, Envelope (3 options each)
Unit III :Fashion Styling
<ul style="list-style-type: none"> ● Selection of any one Category for Women ● Assembling the Collection and Accessories ● Developing a Look/ Mood for the Category ● Shooting the Photographs for the same
Unit IV :Visual Merchandising
Developing a Display solution for any reputed Brand
Unit V :Catalogue Designing
Designing a Catalogue of minimum 15 pages

ASSIGNMENTS

Students are expected to work on the given Practical based on all the above contents and are also expected to compile them in the form of a specialized Portfolio.

Text Books:

- Elizabeth Liechty, Steineckert D., Rasband J., 2009, Fitting And Pattern Alteration, Fairchild Publication
- Clive Hallett (2014), Fabric to Fashion, Laurence King Publishing
- Indian Costumes, A. Biswas ,2017,Publications Division Ministry of Information & Broadcasting

Recommended Readings:

- Ireland, Patrick John., Fashion Design Illustration: Men, BtBatsford, London.1996
- Abling. Bina., Advance Fashion Sketch Book, Fairchild Publications, New York.2005
- Tate, S.L., (1987). The Complete Book Of Fashion Illustration, Harper R. Row, New York.
- Seama., Julian, Professional Fashion Illustration, B.T. Batsford Ltd., London.

Journals/ E-Journals:

- Journal of Textile Institute(JTI), Taylor and Francis, UK.
<https://www.tandfonline.com/journals/tjti20>
- Pakistan Textile Journal(PTJ) (Open access), Nadeem Mazhar, Pakistan.
<https://ptj.com.pk/>
- The Journal of Cloth and Culture (JCC), Taylor and Francis Ltd., UK.
<https://journals.indexcopernicus.com/journal/11926>
- Textile Research Journal, SAGE Publications Asia-Pacific PTE LTD, USA.
<https://journals.sagepub.com/home/trj>
- Textile Asia (Open access) Business Press Ltd, Hongkong.
<https://www.textilesasia.com/>

Internship / Special Project (one month)
Course Code: MFD/4/CC/046
Objectives:
<ul style="list-style-type: none"> ● To gain real time work experience from the Industry. ● The internship will enrich the student for understanding of the career field, to develop useful skills.
Outcomes:
<ul style="list-style-type: none"> ● Students will be able to work as a team in any organization and become accomplished or successful Designers, Entrepreneurs or Industry ready professionals.
CONTENTS:
<ul style="list-style-type: none"> ● Internship refers to a stage/phase during which an individual will get an opportunity to experience her industry of interest before entering into full time future career. ● Internships exposes the candidate to understand the way particular industry functions and what it would be like to work in that scenario.
<p>Follow, Learn and experience following as per instructions given by course teacher.</p> <ol style="list-style-type: none"> (1) Theme based Apparel Designing and Construction with accessories (2) Organize an Exhibition/ Fashion Show (3) Exposure cum Educational Visit (4) Extension Lecture (5) Visit to established designer house

Text Books:

- Jarnow, JandJudelle, B., Inside Fashion Business, Merrill Prentice Hall, New Jersey, 1987
- Wood, D. The Practical Encyclopedia of Sewing, Anness Publishing Ltd, USA
- Readers Digest, Complete Guide to Needle Work, The Readers Digest Association Inc, Pleasantville, New York
- Rosenau, J. A., Wilson David L. David., Apparel Merchandising-The Line Starts Here, Fairchild Publications, New York.2006

Recommended Readings:

- Frings Gini, Fashion-From Concept To Consumer, (5th Edition), Prentice Hall Publications, 1996
- Marshall S G, Jackson H O, Stanley Ms, Kefgen M & Specht T, Individuality In Clothing & Personal Appearance, 6th Edition, Pearson Education, USA, 2009
- Shorie, G.P., Vastra Vigyan Ke Mool Sidhant, Vinod Pustak Mandir, Hospital Road, Agra, 2007. (Hindi Book)
- Verma, Promila., Vastra Vigyan Evam Paridhan, Madhya Pradesh Hindi Granth Academy, Bhopal, 2003 (Hindi Book)
- The Fashion Sketch Book -
<https://www.google.co.in/search?q=historic+textiles+book+pdf&oq=historic+textiles+book+pdf&aqs=chrome..69i57j9805j0j8&sourceid=chrome&ie=UTF-8#>
- <http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/pattern-cutting-course/>
<http://mooc.live/fashion-design-through-patternmaking-the-sloper-online-course/>

Journals/ E-Journals:

- International Journal of Clothing Science and Technology
<https://www.emeraldinsight.com/loi/ijcst>

- Asian Textile Journal (ATJ) Jennifer Kwatra publications, Mumbai.
<https://www.atjournal.com/>
- Asian Technical Textile (ATT) Jennifer Kwatra publications, Mumbai.
<https://www.atjournal.com/journal.html>
- ATA Journal for asia on Textile and Apparel (Open access) Adsale publishing, Hongkong.
<https://www.ourglocal.com/journal/?issn=10158138>
- AUTEX Research Journals(AUTEXRJ) (Open access) published by Lodz University of Technology, Poland.
<https://www.autexrj.com/>