

SYLLABUS

M. A.- Fashion Technology & Designing Semester System



DEPARTMENT OF FASHION TECHNOLOGY AND DESIGNING

**UNIVERSITY COLLEGE OF SOCIAL SCIENCES AND
HUMANITIES**

MOHANLAL SUKHADIA UNIVERSITY, UDAIPUR

Fashion Technology & Designing

Semester/ Level	Course Type	Course Code	Course Title	Delivery Type			Total Hours	Credit	Internal Assessment	EoS	M.M.
				L	T	P					
I Level-8 & NHEQF Level 6.00	DCC	FTD8000T	Fashion: Design & Development (Theory)	L	T	-	60	4	20	80	100
		FTD8001T	Indian And Global Fashion (Theory)	L	T	-	60	4	20	80	100
		FTD8002T	Quality control in garment industry (Theory)	L	T	-	60	4	20	80	100
		FTD8003P	Basics of Apparel Construction (Practical)	-	-	P	120	4	20	80	100
		FTD8004P	Surface Ornamentation (Practical)	-	-	P	120	4	20	80	100
		FTD8005P	Draping (Practical)	-	-	P	120	4	20	80	100
	Total Credits							24			
II Level-8 & NHEQF Level 6.0	DCC	FTD8006T	Fashion Merchandising (Theory)	L	T	-	60	4	20	80	100
		FTD8007T	Fashion Accessories (Theory)	L	T	-	60	4	20	80	100
		FTD8008T	Effective Dressing Skills (Theory)	L	T	-	60	4	20	80	100
		FTD8009P	Flat Pattern Design (Practical)	-	-	P	120	4	20	80	100
		FTD8010P	Fabric Study and Its Applications (Practical)	-	-	P	120	4	20	80	100
	GEC	FTD8100P	Computer Application (Practical)	-	-	P	120	4	20	80	100
		FTD8101P	Hair Accessories Designing (Practical)								
		FTD8102P	Saree Draping Techniques (Practical)								
		FTD8103P	Footwear Designing (Practical)								
	Total Credits							24			
III Level-9 & NHEQF Level 6.5	DCC	FTD9011T	Costumes of North India (Theory)	L	T	-	30	2	20	80	100
		FTD9012P	Computer Aided Designing (Practical)	-	-	P	120	4	20	80	100
	DSE-1	FTD9104T	Garment Industry Departments (Theory)	L	T	-	60	4	20	80	100
		FTD9105T	Application of Textiles in Fashion (Theory)								
		FTD9106T	Textile Finishes (Theory)								

III Level-9 & NHEQF Level 6.5		FTD9107T	Traditional Embroidered Textiles of India (Theory)								
	DSE-2	FTD9108P	Designing of kid's clothing (Practical)	-	-	P	120	4	20	80	100
		FTD9109P	Fabric identification Methods (Practical)								
		FTD9110P	Women's Suit Designing (Practical)								
		FTD9111P	Apparel Construction (Practical)								
		FTD9112P	Craft Project (Practical)								
	DSE-3	FTD9113T	East Indian Traditional Costume (Theory)	L	T	-	30	2	20	80	100
		FTD9114T	Fabric Production Methods (Theory)								
		FTD9115T	Textiles and Handicraft export (Theory)								
	GEC	FTD9116P	Advanced Draping Technique (Practical)	-	-	P	120	4	20	80	100
		FTD9117P	Bag Designing (Practical)								
		FTD9118T	Dyeing Methods (Theory)								
		FTD9119T	Indian Textile Industry- Before and after Independence (Theory)								
							24				
IV Level-9 & NHEQF Level 6.5	DCC	FTD9013P	Jewellery Designing (Practical)	-	-	P	120	4	20	80	100
	DSE-4	FTD9120T	Research Methodology (Theory)	L	T	-	60	4	20	80	100
		FTD9121T	Fashion Retail (Theory)								
		FTD9122T	Costumes of Western India (Theory)								
		FTD9123T	Costumes of South India (Theory)								
		FTD9124T	History of Fashion (Theory)								
	DSE-5	FTD9125P	Fashion Communication (Practical)	-	-	P	120	4	20	80	100
		FTD9126P	Advanced Fashion Illustration (Practical)								
		FTD9127P	Application of Elements and Principals of Design (Practical)								
DSE-6	FTD9128P	Surface Ornamentation (Practical)	-	-	P	120	4	20	80	100	

		FTD9129P	Fashion Styling and Promotion (Practical)								
		FTD9130P	Printing Techniques (Practical)								
		FTD9131S	Internship/ Special Project (one month)	L	-	P	120	4	20	80	100
	DSE-7	FTD9132T	GI tag in Textiles (Theory)	L	T	-	60	4	20	80	100
		FTD9133T	High Fashion (Theory)								
	DSE-8	FTD9134T	Handwoven textiles of India(Theory)	L	T	-	60	4	20	80	100
		FTD9135T	Indian Sarees (Theory)								
								24			

M.A.- Fashion Technology & Designing	
First Semester	
Subject- Fashion: Design & Development (Theory)	
Code of the Course	FTD8000T
Title of the Course	Fashion: Design & Development (Theory)
Qualification Level of the Course	NHEQF Level 6.00
Credit of the course	4
Type of the course	Discipline Centric Compulsory (DCC) Course in Fashion Designing and Technology
Delivery type of the Course	60 H, 40 Lectures for content delivery and 10 hours for tutorials, class activity, case study and 10 hours for formative Diagnostic Assessment.
Prerequisites	Undergraduate Degree in any other subject with basic foundation certificate or diploma course in fashion/ costume / apparel / textile and likewise subjects
Co-requisites	None
Objectives of the course	<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.
Learning 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.
Syllabus	
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,

	<p>Computerized, Animal, Abstract, Numerical, Alphabetical, Nursery</p> <ul style="list-style-type: none"> ● Fashion Cycle – Fashion Leaders/ Followers/ Innovators/ Motivators/ Victims ● Theories of Fashion Adoption – Trickle Down, Trickle Up, Trickle Across (18hrs.)
UNIT -II	<p>Theories of Clothing Origin</p> <ul style="list-style-type: none"> ● Modesty Theory ● Immodesty Theory ● Adornment Theory ● Protection Theory (6 hrs.)
UNIT-III	<p>Unit III: Clothing Functions</p> <ul style="list-style-type: none"> ● 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 (12 hrs.)
UNIT-IV	<p>Unit IV: Understand Basic Design Concepts</p> <ul style="list-style-type: none"> ● 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 (12 hrs.)
UNIT-V	<p>Unit V: Skills required for Apparel Design & Development Process:</p> <ul style="list-style-type: none"> ● Fashion Forecasting ● Design Development ● Sourcing of Resources ● Development of a Sample Garment ● Preparation of Specification Sheet ● Preparation of Cost Sheet

	<ul style="list-style-type: none"> Quality Control (12 hrs.)
Text Books	<ul style="list-style-type: none"> 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.
Reference Books	<ul style="list-style-type: none"> 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
Suggested E-resources	<ul style="list-style-type: none"> International Journal of Clothing Science and Technology https://www.emeraldinsight.com/loi/ijest 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

M.A.- Fashion Technology & Designing	
First Semester	
Subject- Indian And Global Fashion (Theory)	
Code of the Course	FTD8001T
Title of the Course	Indian And Global Fashion (Theory)
Qualification Level of the Course	NHEQF Level 6.00
Credit of the course	4
Type of the course	Discipline Centric Compulsory (DCC) Course in Fashion Designing and Technology
Delivery type of the Course	60 H, 40Lectures for content delivery and 10 hours for tutorials, class activity, case study and 10 hours for formative Diagnostic Assessment.
Prerequisites	Undergraduate Degree in any other subject with basic foundation certificate or diploma course in fashion/ costume / apparel / textile and likewise subjects
Co-requisites	None

Objectives of the course	<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.
Learning 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.
Syllabus	
UNIT-I	Indian Fashion Industry: <ul style="list-style-type: none"> • Meaning, Role, Importance at National and Global Level • Power loom Industry • Handloom Industry • Apparel Industry • Fashion Industry (12 hrs.)
UNIT -II	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 (12 hrs.)
UNIT-III	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 (12 hrs.)
UNIT-IV	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 (12 hrs.)
UNIT-V	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 (12 hrs.)
Text Books	<ul style="list-style-type: none"> • 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
Reference Books	<ul style="list-style-type: none"> • 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
Suggested E-resources	<ul style="list-style-type: none"> • 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

M.A- Fashion Technology & Designing	
First Semester	
Subject- Quality control in garment industry (Theory)	
Code of the Course	FTD8002T
Title of the Course	Quality control in garment industry (Theory)
Qualification Level of the Course	NHEQF Level 6.00
Credit of the course	4
Type of the course	Discipline Centric Compulsory (DCC) Course in Fashion Designing and Technology
Delivery type of the Course	60 H, 40 Lectures for content delivery and 10 hours for tutorials, class activity, case study and 10 hours for formative Diagnostic Assessment.

Prerequisites	Undergraduate Degree in any other subject with basic foundation certificate or diploma course in fashion/ costume / apparel / textile and likewise subjects
Co-requisites	None
Objectives of the course	<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.
Learning 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.
Syllabus	
UNIT-I	Terminology Garment Quality, Quality Control, Quality Assurance, Quality Inspection, Quality Parameters (6 hrs.)
UNIT -II	Quality Parameters in Sourcing Department Purchasing: purchasing specs, buying by grade, testing and inspection of raw materials (12 hrs.)
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) (18 hrs.)
UNIT-IV	Quality Parameters in Sewing Department Importance of Quality Standards for Sewing Operations, In-Process Quality Inspection (12 hrs.)
UNIT-V	Quality Parameters in Packaging Department Garment Packaging – Defects, Workmanship, Size, Neatness, Cleanliness, Stains, Pressing (12 hrs.)
Text Books	<ul style="list-style-type: none"> • 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

	<ul style="list-style-type: none"> • 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
Reference Books	<ul style="list-style-type: none"> • 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
Suggested E-resources	<ul style="list-style-type: none"> • 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

M.A- Fashion Technology & Designing	
First Semester	
Subject- Basics of Apparel Construction (Practical)	
Code of the Course	FTD8003P
Title of the Course	Basics of Apparel Construction (Practical)
Qualification Level of the Course	NHEQF Level 6.00
Credit of the course	4
Type of the course	Discipline Centric Compulsory (DCC) Course in Fashion Designing and Technology
Delivery type of the Course	Practical 120. The student will perform the experiments and submit the record of observations after getting the results
Prerequisites	Undergraduate Degree in any other subject with basic foundation certificate or diploma course in fashion/ costume / apparel / textile and likewise subjects
Co-requisites	None
Objectives of the course	<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.
Learning 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.
Syllabus	
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 (12 hrs.)
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 (18 hrs.)
UNIT-III	Drafting, Adaptation and Construction of the Following Collars Shirt, Sailor's, Cape, Peter Pan (Flat & Raised) and Shawl Collars (10 hrs.)
UNIT-IV	Development of Fashion Garment Draft and Construct Child and Female Apparel (10 hrs.)
UNIT-V	Fashion Exhibition Exhibit Apparel and lifestyle Products (10 hrs.)
Text Books	<ul style="list-style-type: none"> More Dress Pattern Designing, Natalie Bray, Blackwell Series, 2010

	<ul style="list-style-type: none"> • Gerry Cooklin., Garment Technology for Fashion Designers., Book Link, USA. • Sewing for Fashion Design. Nurie. Relis/Gail Strauss-Reston Publishing Co.
Reference Books	<ul style="list-style-type: none"> • 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.
Suggested E-resources	<ul style="list-style-type: none"> • 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

M.A.- Fashion Technology & Designing	
First Semester	
Subject- Surface Ornamentation (Practical)	
Code of the Course	FTD8004P
Title of the Course	Surface Ornamentation (Practical)
Qualification Level of the Course	NHEQF Level 6.00
Credit of the course	4
Type of the course	Discipline Centric Compulsory (DCC) Course in Fashion Designing and Technology
Delivery type of the Course	Practical 120. The student will perform the experiments and submit the record of observations after getting the results
Prerequisites	Undergraduate Degree in any other subject with basic foundation certificate or diploma course in fashion/ costume / apparel / textile and likewise subjects
Co-requisites	None
Objectives of the course	<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.
Learning outcomes	<ul style="list-style-type: none"> • Discover new ideas & designs using various techniques of surface ornamentation.

	<ul style="list-style-type: none"> • Developing new ways of thinking, seeing and creating in product designing & manufacturing. • Perform with confidence while exploring & combining various surface ornamentation techniques.
Syllabus	
UNIT-I	Dyeing & Printing Development of products with various printing techniques such as - Stencil Printing, Block Printing, Batik, Tie and Dye, Hand Painting etc. (12 hrs.)
UNIT -II	Embroidery <ul style="list-style-type: none"> • Product Development using various Hand Embroidery Techniques • Product Development using various Machine Embroidery Techniques (12 hrs.)
UNIT-III	Machine Sewing Techniques Develop Home Furnishing articles using Appliqué, Patch Work, Quilting, different types of Tucks, Pleats etc. (12 hrs.)
UNIT-IV	Fabric Textures Developing self fabric textures using techniques such as Drawn Thread Work, Counted Thread Work etc. (12 hrs.)
UNIT-V	Fabric Texture Yarn crafts Developing Products using various techniques such as Macramé, Crochet etc. (12 hrs.)
Text Books	<ul style="list-style-type: none"> • 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
Reference Books	Readers Digest, Complete Guide to Needle Work, The Readers Digest Association Inc, Pleasantville, New York
Suggested E-resources	<ul style="list-style-type: none"> • 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/

M.A.- Fashion Technology & Designing	
First Semester	
Subject- Draping (Practical)	
Code of the Course	FTD8005P
Title of the Course	Draping (Practical)

Qualification Level of the Course	NHEQF Level 6.00
Credit of the course	4
Type of the course	Discipline Centric Compulsory (DCC) Course in Fashion Designing and Technology
Delivery type of the Course	Practical 120. The student will perform the experiments and submit the record of observations after getting the results
Prerequisites	Undergraduate Degree in any other subject with basic foundation certificate or diploma course in fashion/ costume / apparel / textile and likewise subjects
Co-requisites	None
Objectives of the course	<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.
Learning 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
Syllabus	
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. (6 hrs.)
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 (18 hrs.)
UNIT-III	Skirt Adaptation <ul style="list-style-type: none"> • A-Line • Flared • Panel • Stylized Yoke With Flare, Gathers & Pleats (6 hrs.)
UNIT-IV	Draping Apparels <ul style="list-style-type: none"> • Skirts • Top • One Piece Dress (15 hrs.)
UNIT-V	Creative Draping Draping of creative dress using Newspapers, Waste Products, etc. (15 hrs.)
Text Books	<ul style="list-style-type: none"> • Abling, Bina and Maggio, Kathleen. 2008. Integrating draping, drafting and drawing, Fairchild Books, Inc.

	<ul style="list-style-type: none"> ● 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
Reference Books	<ul style="list-style-type: none"> ● 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.
Suggested E-resources	<ul style="list-style-type: none"> ● 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/

M.A.- Fashion Technology & Designing	
Second Semester	
Subject- Fashion Merchandising (Theory)	
Code of the Course	FTD8006T
Title of the Course	Fashion Merchandising (Theory)
Qualification Level of the Course	NHEQF Level 6.00
Credit of the course	4
Type of the course	Discipline Centric Compulsory (DCC) Course in Fashion Designing and Technology
Delivery type of the Course	60 H, 40 Lectures for content delivery and 10 hours for tutorials, class activity, case study and 10 hours for formative Diagnostic Assessment.
Prerequisites	Undergraduate Degree in any other subject with basic foundation certificate or diploma course in fashion/ costume / apparel / textile and likewise subjects
Co-requisites	None
Objectives of the course	<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.
Learning outcomes	<ul style="list-style-type: none"> ● Apply the knowledge of merchandising to excel in his/her profession.

	<ul style="list-style-type: none"> • Demonstrate understanding to successfully create visual display's to promote marketing. • Articulate teamwork in the sourcing process. • Implement Standardization requirement in the Production process.
Syllabus	
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	<ul style="list-style-type: none"> • 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
Reference Books	<ul style="list-style-type: none"> • 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)
Suggested E-resources	<ul style="list-style-type: none"> • Journal of Textile Institute (JTI), Taylor and Francis, UK. https://www.tandfonline.com/journals/tjti20

	<ul style="list-style-type: none"> ● 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/
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M.A.- Fashion Technology & Designing	
Second Semester	
Subject- Fashion Accessories (Theory)	
Code of the Course	FTD8007T
Title of the Course	Fashion Accessories (Theory)
Qualification Level of the Course	NHEQF Level 6.00
Credit of the course	4
Type of the course	Discipline Centric Compulsory (DCC) Course in Fashion Designing and Technology
Delivery type of the Course	60 H, 40 Lectures for content delivery and 10 hours for tutorials, class activity, case study and 10 hours for formative Diagnostic Assessment.
Prerequisites	Undergraduate Degree in any other subject with basic foundation certificate or diploma course in fashion/ costume / apparel / textile and likewise subjects
Co-requisites	None
Objectives of the course	<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.
Learning 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.
Syllabus	
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

	<ul style="list-style-type: none"> • 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	<p>Carried Accessories</p> <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	<p>Global Fashion Accessory Industry</p> <ul style="list-style-type: none"> • Top International Fashion Accessory Brands – Origin, Logo & Products (Chanel, Burberry, Armani, Gucci, Dior)
UNIT-V	<p>Indian Fashion Accessory Industry</p> <ul style="list-style-type: none"> • Top Indian Fashion Accessory Brands – Origin, Logo & Products (Chumbak, Baggit, FabIndia, Bata, Voylla)
Text Books	<ul style="list-style-type: none"> • 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
Reference Books	<ul style="list-style-type: none"> • Individuality in clothing selection and personal appearance By Suzanne G Marshall, Prentice hall. • Fashion from concept to consumer By Gini Stephens, Prentice hall
Suggested E-resources	<ul style="list-style-type: none"> • 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/

M.A.- Fashion Technology & Designing	
Second Semester	
Subject- Effective Dressing Skills (Theory)	
Code of the Course	FTD8008T
Title of the Course	Effective Dressing Skills (Theory)
Qualification Level of the Course	NHEQF Level 6.00
Credit of the course	4
Type of the course	Discipline Centric Compulsory (DCC) Course in Fashion Designing and Technology
Delivery type of the Course	60 H, 40 Lectures for content delivery and 10 hours for tutorials, class activity, case study and 10 hours for formative Diagnostic Assessment.
Prerequisites	Undergraduate Degree in any other subject with basic foundation certificate or diploma course in fashion/ costume / apparel / textile and likewise subjects
Co-requisites	None
Objectives of the course	<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
Learning 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.
Syllabus	
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

	<ul style="list-style-type: none"> ● 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	<ul style="list-style-type: none"> ● Navneet Kaur, 2010, Comdex Fashion Design, Dreamtech Press ● Elizabeth Liechty, Steineckert D., Rasband J., 2009, Fitting And Pattern Alteration, Fairchild Publication
Reference Books	<ul style="list-style-type: none"> ● Sturm M, 1973, Guide To Modern Clothing Mcgraw- Hill ● Chata Romano, 2002, Plan Your Wardrobe, New Holland Publication
Suggested E-resources	<ul style="list-style-type: none"> ● 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