

GURU KASHI UNIVERSITY



Master of Science in Fashion Design

Session: 2024-25

Department of Fashion Design

GRADUATE OUTCOMES OF THE PROGRAMME:

The programme imparts to the students an intensive knowledge of the world of fashion, distinct aspects of creativity, sustainability, development of trends, style sensitivity. The course imparts into the scholars' entrepreneurship spirit by incorporating areas of study like factors of manufacture, textiles, and fabrics, economic relevance.

PROGRAMME LEARNING OUTCOMES: After completion of the programme, the learner will be able to

1. Demonstrate advanced proficiency in fashion design, including the ability to create innovative and conceptually strong fashion collections.
2. Apply a deep understanding of fashion aesthetics, garment construction, and patternmaking to develop original and well-crafted designs.
3. Conduct in-depth research into fashion trends, historical influences, and cultural contexts to inform design decisions.
4. Analyze and critically evaluate fashion design theories, concepts, and practices, incorporating scholarly research into design projects.
5. Communicate design concepts and ideas effectively through visual presentations, verbal communication, and written documentation.
6. Prepare professional portfolios and presentations that showcase design work and research findings.

Semester :I							
Sr. No.	Course Code	Course Name	Type of course	L	T	P	No .Of Credits
1	MFD110	Advance Textile Studies	Core	4	0	0	4
2	MFD111	History of Fashion	Core	4	0	0	4
3	MFD112	Advance Pattern Making & Grading	Skill Based	0	0	4	2
4	MFD104	Sketching & Illustration-Lab	Entrepreneurship	0	0	4	2
5	MFD113	Advance Textile Studies-Lab	Compulsory Foundation	0	0	4	2
6	MFD116	Punjabi Compulsory	Multidisciplinary	3	0	0	3
Disciplinary Elective-I)Any one of the following(
7	MFD114	Advance Pattern Making and Construction Techniques	Disciplinary Elective-I	3	0	0	3
8	MFD107	Traditional Indian Embroideries					
Disciplinary Elective-II)Any one of the following(
9	MFD115	Psychology of Fashion	Disciplinary Elective-II	3	0	0	3
10	MFD109	Global Costumes					
Total				17	0	12	23

Semester :II							
Sr.No.	Course Code	Course Name	Type of course	L	T	P	No .Of Credits
1	MFD201	Textile and Apparel Testing	Core	4	0	0	4
2	MFD211	Advance Knitting Technology	Core	4	0	0	4
3	MFD204	Garment ornamentation	Skill Based	0	0	4	2
4	MFD212	Computer Lab	Skill Based	0	0	2	1
5	MFD213	Advance Knitting Technology-Lab	Compulsory Foundation	0	0	4	2
6	MFD214	Fashion Marketing	Elective Foundation	2	0	0	2
7	MFD299	XXXX	MOOC	-	-	-	2
Value Added Courses							
8	MFD206	Merchandising and Management	VAC	2	0	0	2
Disciplinary Elective-III)Any one of the following(
9	MFD215	Advance Draping Methods	Disciplinary Elective-III	0	0	6	3
10	MFD209	Appreciation of Fashion Illustration					
Total				12	0	16	22

Semester :III							
Sr . N o.	Course Code	Course Name	Type of course	L	T	P	No .Of Credit s
1	MFD308	Fashion Entrepreneurship	Core	4	0	0	4
2	MFD309	Apparel Industry, Marketing & Management	Core	4	0	0	4
3	MFD398	Research Proposal	Skill Based	0	0	8	4
4	MFD310	Advance Drafting and Pattern Making Lab	Skill Based	0	0	4	2
5	MFD311	Jewellery Making	VAC	0	0	4	2
6	MFD399	XXXX	MOOC	0	0	0	2
Disciplinary Elective-IV(Any one of the following)							
7	MFD312	Accessories Designing practical	Disciplinary Elective-IV	0	0	6	3
8	MFD313	Boutique Management					
Open Elective Course (For Other Department)							
9	XXXX		IDC	0	0	4	2
Total				8	0	26	23
Open Elective Course							
10	OEC048	Photography	Open Elective	0	0	4	2
11	OEC049	Color Technique					

Semester :IV							
Sr . No.	Course Code	Course Name	Type of course	L	T	P	No .Of Credits
1	MFD401	Dissertation	Research- Based Skills	0	0	0	20
2	MFD402	Reasoning	AEC	1	0	0	1
Total				1	0	0	21

Evaluation Criteria for Theory Courses

A. Continuous Assessment: [25 Marks]

CA1: Surprise Test (Two best out of three) - (10 Marks)

CA2: Assignment(s) (10 Marks)

CA3: Term paper/Quiz/Presentations (05 Marks)

B. Attendance: [5 Marks]

C. Mid Semester Test-1: [30 Marks]

D. End-Term Exam: [40 Marks]

Course Title: Advance Textile Studies**Course Code: MFD110**

L	T	P	Credits
4	0	0	4

SEMESTER-I**Total Hours:60****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall basic textile terminology, such as fiber types (e.g., cotton, silk, polyester) and textile construction methods (e.g., weaving, knitting).
2. Evaluate the cultural and historical significance of textiles in different societies and time periods.
3. Apply knowledge of textile properties to select appropriate fabrics for specific purposes, such as clothing, home furnishings, or industrial applications.
4. Interpret textile labels and symbols related to care instructions and fabric content

Course Content**UNIT I****15 hours**

Introduction to textile fiber& terminology, Classification of fibers based on their source and origin, Primary and secondary properties of textile fibers, Manufacturing and properties (Physical and Chemical) of natural fibers- cotton, linen Silk, wool Manufacturing and properties.

UNIT II**15 hours**

Introduction to Yarn- Classification of yarns, Simple yarns- single, multiply and cord yarns, Novelty yarns- slug, spiral, boucle, grenalelle, nub, chenille, Textured yarns- stretch yarns, bulk yarns, and Blended yarns

UNIT III**15 hours**

Different methods of Yarn spinning (mechanical spinning and chemical spinning) -Wet, Dry and, melt spinning, Weaves, Weaving terminology, Classification of weaves-Plain weave- Rib weave, Basket, Twill (right handed twill, left handed twill,

even & unevenweave), Satin, Sateen, Decorative weaves- Pile, Double cloth weave leno, Swivel, Tapestry, and Dobby And Jacquard weave, Backed Fabrics.

UNIT IV

15 hours

Introduction to fabric construction, Loom its parts & basic operations & classification

Transaction Mode

Lecture, Seminar, Quiz, Question, Group Discussion, Project based Learning, Self-Learning, Cooperative Learning

Suggested Readings

- *Corbman. P. B., 1985 Textiles Fiber to Fabric Gregg, Mc Graw Hill Book.*
- *Phyllis, G. Tortora., 1987. Understanding Textile, 2nd Edition, Mc Millan Co.,USA*
- *Gioello, Debbie Ann., 1982. Understanding fabrics from fibers to finished clothes, Fairchild Publication, New York*
- *Randhawa Dr. Rajwinder K. 2009, Clothing, Textile & their Care, First Edition, Publisher: Pardeep, Jalandhar*

Course Title: HISTORY OF FASHION**Course Code: MFD111**

L	T	P	Credits
4	0	0	4

Total Hours:60**Learning Outcomes:**

After completion of this course, the learner will be able to:

Demonstrate an understanding of the evolution of fashion trends and styles throughout history.

Analyze the socio-cultural, economic, and political factors that have influenced fashion trends in different historical periods.

Critically evaluate the significance of key fashion designers, movements, and innovations in shaping fashion history.

Apply historical knowledge to interpret and contextualize contemporary fashion trends and practices.

Course Content**UNIT I****13 hours**

Overview of the significance of studying fashion history

Introduction to key terminology and concepts in fashion history

Exploration of primary and secondary sources for studying fashion history

UNIT II**17 hours**

Overview of fashion in ancient civilizations (e.g., Egypt, Greece, Rome)

Examination of clothing, accessories, and textiles in medieval Europe

Analysis of the social, cultural, and religious influences on fashion during these periods

UNIT III**14 hours**

Exploration of Renaissance fashion and the influence of art and trade

Examination of Baroque and Rococo fashion trends and courtly culture

Analysis of the role of monarchy, nobility, and aristocracy in shaping fashion during this era

UNIT IV

16 hours

Overview of major fashion movements and designers in the 20th century (e.g., Art Deco, Coco Chanel, Christian Dior)

Analysis of the impact of global events (e.g., World Wars, economic crises) on fashion

Transaction Mode

Lecture, Seminar, Quiz, Question, Group Discussion, and Project based Learning, Self-Learning, and Cooperative Learning

Suggested Reading

- *"Fashion: The Definitive History of Costume and Style" by DK (2012)*
- *"Fashion: A History from the 18th to the 20th Century" by Taschen (2002)*
- *"The Fashion Book" by Phaidon Editors (1998)*
- *"Fashion Theory: A Reader" edited by Malcolm Barnard (2007)*
- *"The History of Modern Fashion" by Daniel James Cole and Nancy Deihl (2015)*
- *"Fashion: A Very Short Introduction" by Rebecca Arnold (2009)*

Course Name: Advance Pattern Making &Grading**Course Code: MFD112****Total Hours: 30**

L	T	P	Cr
0	0	4	2

Learning Outcomes:

After completion of this course, the learner will be able to:

1. Recall and identify basic pattern making terminology, such as grainline, dart, seam allowance, and notches.
2. Apply knowledge of pattern making principles to create basic patterns for garments, including skirts, blouses, or dresses.
3. Analyze existing garment patterns to understand how they are constructed, graded for different sizes, and modified for design variations.
4. Assess the fit and accuracy of self-drafted patterns on actual garment construction.

UNIT I**9 hours**

Introduction to Advanced Pattern Making: Review of basic pattern making principles, Introduction to advanced pattern manipulation techniques
Discussion on the importance of scalability in fashion design

UNIT II**8 hours**

Advanced Bodice and Sleeve Patterns: Drafting princess seam bodice and variations, Advanced sleeve styles and pattern drafting techniques, Fitting considerations for complex bodice and sleeve designs.

UNIT III**7 hours**

Dress Patterns and Design Manipulation: Advanced pattern drafting techniques for dresses, Design manipulation through dart rotation and slashing, Incorporating style lines and design features into dress patterns

UNIT IV**6 hours**

Grading Fundamentals: Introduction to grading principles and terminology
Understanding size charts and grade rules, Hands-on exercises in basic grading techniques

Transaction Mode

Open talk, Team Teaching, Video Based Teaching, Question, Group Discussion

Suggested Readings:

- *Mullick, LataPrem, 2010 Garment Construction Skills, Kalyani Publishers, New Delhi*

- *Hilde Jaffe and Nurie Relis, 2011 Draping for Fashion Design, Prentice Hall Crawford*
- *Amaden, The Art of Fashion Draping, Fairchild Publishers*

Course Title: Sketching & Illustration Lab

Course Code: MFD104

L	T	P	Cr
0	0	4	2

Total Hours: 30

Learning Outcomes:

After completion of this course, the learner will be able to:

1. Recall and identify basic terminology related to design sketching, such as line weight, perspective, and shading.
2. Interpret design briefs or concepts and translate them into visual sketches.
3. Apply knowledge of sketching techniques to create sketches that accurately represent design concepts and ideas.
4. Assess the effectiveness of design sketches in communicating design ideas, aesthetics, and functionality.

Course Content

UNIT I

8 hours

Fashion figure - 8½, 10 and 12 heads, front, back and ¾ profiles. Face analysis. Figure analysis. Body line reading through different poses

UNIT II

6 hours

Proportion and anatomy for fashion figures, Dynamic poses and movement in fashion illustration, Detailing hands, feet, and facial features, Emphasis on fluidity and elegance in sketches, Detailing hairstyles.

UNIT III

7 hours

Techniques for illustrating different fabrics and textures (silk, denim, lace, etc.) Shading and highlighting to show fabric drape and movement, Incorporating texture into fashion sketches, Creating realistic and stylized fabric effects, Advanced color theory and application in fashion design, Using color to convey mood and style, Techniques in watercolor, markers, and colored pencils for fashion illustration, Digital coloring methods and tools

UNIT IV**8 hours**

Conceptualizing and sketching a fashion collection, Developing themes and mood boards, Sketching cohesive looks and outfits, Exploring various fashion styles and influences, Techniques for rendering metals (gold, silver, platinum, etc.) Texturing and detailing metals, Shading and highlighting techniques, Creating realistic reflections and shine

Transaction Mode

Team Teaching , Video Based Teaching , Question , Group Discussion, Project based Learning.

Suggested Readings:

- *Mullick, LataPrem, 2010 Garment Construction Skills, Kalyani Publishers, New Delhi*
- *Hilde Jaffe and Nurie Relis, 2011 Draping for Fashion Design, Prentice Hall Crawford*
- *Amaden, The Art of Fashion Draping, Fairchild Publishers.*

Course Title: Advance Textile Studies-Lab**Course Code: MFD113**

L	T	P	Cr
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Critically evaluate the performance of textiles in specific applications, considering factors like durability, comfort, and aesthetics.
2. Analyze the environmental and sustainability implications of textile production processes and materials.
3. Demonstrate proficiency in basic textile techniques, such as sewing, knitting, or weaving.
4. Contribute to the advancement of textile knowledge through research, experimentation, and creative expression.

Course Content**UNIT I****7 Hours**

Fiber identification- Visual, burning, Identification of blends Identification of weaves.

UNIT II**8 Hours**

Identification of types of yarn, Fabric count

UNIT III**7 Hours**

Evaluation of crimp and twist in yarn, Evaluation of color fastness to washing, ironing, crocking, perspiration and sunlight

UNIT IV**8 Hours**

Types of bleaches and its effect on fabric, Visit to a Textile industry

Transaction Mode

Open Talk, Video Based Teaching, Question, Group Discussion, Team Teaching.

Suggested Reading:

- *Rustarm; J. Mehta, "Masterpieces of Indian Textiles", (1970), D.B. Taraporevala Sons & Co., Pvt. Ltd.*
- *Joyee Storey, the Thames and Hudson- Manual of Textile Printing. ' (1974), Thames and Hudson – London.*

Course Title: Punjabi Compulsory**Course Code: MFD116**

L	T	P	Cr
3	0	0	3

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. To enhance proficiency in reading, writing, and speaking Punjabi.
2. To critically analyze and interpret Punjabi literary works.
3. To understand the historical and cultural contexts of Punjabi literature.
4. To engage with contemporary issues in Punjabi culture and society.

UNIT I

8 Hours

ਉੱਚ ਪੱਧਰੀ ਪੰਜਾਬੀ ਵਿਆਕਰਣ ਅਤੇ ਭਾਸ਼ਾ ਵਿਗਿਆਨ

ਵਿਸ਼ੇ: ਵਿਆਕਰਣ ਅਤੇ ਰੂਪ-ਬੋਧ

ਧੁਨੀ ਅਤੇ ਧੁਨਿ-ਵਿਗਿਆਨ

ਅਰਥਕ ਰਚਨਾਵਾਂ

ਉੱਚ ਪੱਧਰੀ ਰਚਨਾ ਅਤੇ ਨਿਬੰਧ ਲੇਖਨ

ਪਾਠ: "ਪੰਜਾਬੀ ਵਿਆਕਰਣ ਅਤੇ ਰਚਨਾ" ਡਾ. ਹਰਭਜਨ ਸਿੰਘ ਦੁਆਰਾ

ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਵਿਗਿਆਨ 'ਤੇ ਚੁਣੇ ਹੋਏ ਅਕਾਦਮਿਕ ਲੇਖ

ਕਲਾਸੀਕਲ ਪੰਜਾਬੀ ਸਾਹਿਤ

UNIT II

8 Hours

ਵਿਸ਼ੇ: ਮੱਧਕਾਲੀਨ ਪੰਜਾਬੀ ਕਵਿਤਾ: ਭਕਤੀ ਅਤੇ ਸੁਫੀ ਪ੍ਰੰਪਰਾਵਾਂ

ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ ਦੇ ਕੰਮ

ਪਾਠ: "ਜਪੁਜੀ ਸਾਹਿਬ"

"ਸਿਧ ਗੋਸ਼ਟ"

ਸ਼ੇਖ ਫਰੀਦ ਦੀਆਂ ਬਾਣੀਆਂ

ਬਾਬਾ ਬੁੱਲ੍ਹੇਸ਼ਾਹ ਦੀ ਕਵਿਤਾ

UNIT III

7 Hours

ਆਧੁਨਿਕ ਪੰਜਾਬੀ ਸਾਹਿਤ

ਵਿਸ਼ੇ: 20ਵੀਂ ਸਦੀ ਦੀ ਪੰਜਾਬੀ ਕਹਾਣੀ

ਨਾਵਲ ਅਤੇ ਲੰਮੀ ਕਹਾਣੀ

ਸਮਕਾਲੀ ਪੰਜਾਬੀ ਕਵਿਤਾ

ਪਾਠ: "ਪਿੰਜਰ" (ਅਮ੍ਰਿਤਾ ਪ੍ਰੀਤਮ)

"ਛਿੰਜ" (ਸ.ਰ. ਦਰਸ਼ਨ)

"ਕੂੜੀ ਕਾਘਜ਼ ਦੀ" (ਨਾਨਕ ਸਿੰਘ)

"ਚੀਮਾ" (ਸੁਹਿੰਦਰ ਸਿੰਘ)

UNIT IV

7 Hours

ਪੰਜਾਬੀ ਸੰਸਕ੍ਰਿਤੀ ਅਤੇ ਸਮਾਜ

ਵਿਸ਼ੇ: ਪੰਜਾਬੀ ਲੋਕ-ਸਾਹਿਤ ਅਤੇ ਲੋਕ-ਗਾਇਕੀ

ਪੰਜਾਬੀ ਰਵਾਇਤੀ ਕਲਾ ਅਤੇ ਸੱਭਿਆਚਾਰ

ਸਮਕਾਲੀ ਪੰਜਾਬੀ ਸਮਾਜਿਕ ਮਸਲੇ

ਪਾਠ: "ਪੰਜਾਬੀ ਲੋਕ-ਸਾਹਿਤ" (ਰਘੁਬੀਰ ਸਿੰਘ)

"ਪੰਜਾਬੀ ਸੱਭਿਆਚਾਰ ਦੇ ਪਹਿਲੂ" (ਸੁਖਦੇਵ ਸਿੰਘ)

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

Suggested Readings:

- Keshar Dr. K.S., *Punjab Kabh*, Edition 2012
- Dugal N .S & Jasvir Kaur ,*Punjabi Grammar & Essay writing*, 13th Edition: 2013

Course Title: Advance Pattern Making and Construction Techniques

Course Code: MFD114

L	T	P	Cr
0	0	4	2

Total Hours: 30

Learning Outcomes:

After completion of this course, the learner will be able to:

1. Recall and identify basic pattern making terminology, such as grainline, dart, seam allowance, and notches.
2. Apply knowledge of pattern making principles to create basic patterns for garments, including skirts, blouses, or dresses.
3. Analyze existing garment patterns to understand how they are constructed,

graded for different sizes, and modified for design variations.

4. Assess the fit and accuracy of self-drafted patterns on actual garment construction.

Course Content

UNIT I

10hours

Tools, Equipment and Terminology of Pattern making, Style reading- Interpretation of style lines, Scope, importance and methods of developing patterns, Flat pattern.

UNIT II

6hours

Drafting, Slash and spread, Pivot, Draping

UNIT III

5 hours

Basics of commercial paper pattern, Pattern Envelope, Pattern markings

UNIT IV

9 hours

Pattern layout planning and fabric estimation and instruction sheet. Handling of special fabrics- Preparation, cutting and sewing. Linings, Interlinings, facings and inter facings.

Transaction Mode

Quiz, Video Based Teaching, Question, Group Discussion, Open Talk

Suggested Reading:

- *JanaceBubonia, 1996 Apparel Production Terms & Process*
- *Ruth E. Glock, 1999Apparel Manufacturing-Sewn Product Analysis, Grace Publisher Prentice.*
- *Peyton B, Hudson, 1996 Guide to Apparel Manufacturing Publisher Blackwell.*

Course Name: Traditional Indian Embroideries**Course Code: MFD107**

L	T	P	Cr
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Identify and describe the key stitches, patterns, and motifs associated with the chosen embroidery style.
2. Prepare fabric for embroidery by understanding appropriate fabric selection, washing, and prepping techniques.
3. Develop the ability to critically evaluate one's own work and make improvements based on feedback and self-assessment.
4. Demonstrate an understanding of the history and cultural significance of the chosen Indian embroidery technique

Course Content**UNIT I****8 hours**

Samples for Traditional Embroideries:Kantha embroidery (West Bengal)

Chikankari embroidery (Uttar Pradesh), Phulkari embroidery (Punjab)

Zardozi embroidery (Uttar Pradesh), Kasuti embroidery (Karnataka)

Mirror work embroidery (Gujarat and Rajasthan), Kashmiri embroidery (Jammu and Kashmir), Banjara embroidery (Rajasthan), Kutch embroidery (Gujarat)

Lambani embroidery (Karnataka)

UNIT II**3 hours**

Understanding different stitches (running stitch, chain stitch, satin stitch, etc.)

Types of threads and fabrics used, Embellishments (mirrors, beads, sequins, etc.)

UNIT III 9 hours

Floral motifs, Animal motifs, Geometric designs, Religious and cultural symbols

UNIT IV**10 hours**

Indian haute couture, Textile industry

Home décor, Art and craft projects

Transaction Mode

Open Talk, Video Based Teaching, Question, Group Discussion, Team Teaching.

Suggested Reading:

- *Rustarm; J. Mehta, "Masterpieces of Indian Textiles", (1970), D.B. Taraporevala Sons & Co., Pvt. Ltd.*
- *Joyee Storey, the Thames and Hudson- Manual of Textile Printing.' (1974), Thames and Hudson – London.*
- *Abraham T.M., Handicraft of India, Graphics Columbia, New Delhi, 1964, Mulk Raj Anand*

Course Name: Psychology of Fashion

Course Code: MFD115

L	T	P	Cr
3	0	0	3

Total Hours: 45

Learning Outcomes:

After completion of this course, the learner will be able to:

1. Recall and define key physiological terms related to fashion, such as thermoregulation, comfort, and sensory perception.
2. Apply knowledge of clothing materials and designs to suggest suitable clothing choices for different climates or activities.
3. Analyze the impact of fashion trends on body image and self-esteem, considering societal and cultural factors.
4. Assess the effectiveness of different clothing technologies (e.g., moisture-wicking fabrics, thermal insulation) in improving physiological comfort.

Course Content

UNIT I

11 hours

Introduction to Clothing. Understanding clothing, Purpose of clothing: - protection, modesty, attraction etc. Clothing Values, Clothing Culture, men and women clothing and ornamentation, groups, Role and status of clothing. Clothing according to climatic conditions, - Arctic region- African, Asia and Arabs etc.

UNIT II**10 hours**

Modern Clothing-Youth style and fashion, Teddy boy, skins modes, hippies, punks, taste of youth and their life style. Ancient to modern clothing, minis maxis, unisex, fit women, glamorous woman. Casual and formal clothing. Fashion for all, ready to wear fashion, mass marketing of fashion

UNIT III**13 hours**

Selection of clothes: -Clothes for children, middle age, adults, Types of clothes according to human figure, Different materials for different clothes. Colors suitable for different garments. Kids to teenage clothing.

UNIT IV**11 hours**

Planning for clothing needs, Clothes for school, Clothes for parties, Clothes for sports, Clothes for resting Wardrobe Planning. Social and Psychological Aspects of Fashion

Transaction Mode

Open talk, Quiz Video Based, Teaching Question, Group Discussion

Suggested Readings:

- Black A.J. (1985), 'A History of Fashion', USA Orbits Publishing Ltd.
- Rouse E. (1989), 'Understanding Fashion', UK, Blackwell Science.

Course Name: Global Costumes**Course Code: MFD109**

L	T	P	Cr
3	0	0	3

Total Hours: 45**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recognize and identify key terminology related to world costumes, such as attire, drapery, and historical periods.
2. Apply knowledge of historical costume styles and design elements to identify and appreciate different costume traditions.
3. Assess the artistic and aesthetic qualities of costume designs and their representation in historical art and media.
4. Innovate and experiment with costume design elements and materials to

create unique and visually compelling costume concepts.

Course Content

UNIT I 14 hours

Babylonian Costumes, Persian Costumes, Egyptian Costumes

UNIT II 13hours

Greek period, Roman Period, Byzantine Period

UNIT III 17 hours

Victorian Period, French Revolution

UNIT IV 16hours

Renaissance Costumes, 20th Century Fashions Students to prepare power point presentation/ seminar / poster presentation or window display on Any one of the above.

Transaction Mode

Open talk, Quiz, Video Based Teaching, Question, Group Discussion, Team Teaching

Suggested Readings:

- *Bradley, Carolyn G., Western World Costume, 1955, British Commonwealth.*
- *The Victoria and Albert Museum's Textile Collection British Textiles from 1850 to 1900*

SEMESTER-II**Course Name: Textile & Apparel Testing****Course Code: MFD201**

L	T	P	Cr
4	0	0	4

Total Hours:60**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. List common testing standards and methods used in the textile and apparel industry.
2. Describe the principles behind various testing methods, such as the Martindale abrasion test or the AATCC colorfastness tests.
3. Analyze test results and make recommendations for product improvements or quality control measures.
4. Assess the cost-effectiveness of different testing strategies and recommend the most efficient approach for a given situation.

Course Content**UNIT I****18hours**

Identification of fabric samples (warp and weft direction), Different types of weaves/ weaving designs – plain, satin, sateen, twill, jacquard, Bird's eye, basket, ribbed, crepe, pile, lappet, dobby, triaxle, Properties and uses of Each of the weaves.

UNIT II**14 hours**

Essential properties of fabric, Comparative studies of the woven and knitted fabrics- construction and advantages of Each.

UNIT III**13 hours**

Elementary idea of machinery used in woven, knitted and non-wovenfabrics., Uses of non-woven.

UNIT IV**15 hours**

Decorative fabric construction- braiding, netting, lace., Analyses of fabricsamples- file work.

Transaction Mode

Open talk, Quiz, Video Based Teaching, Question, Group Discussion, Project based Learning.

Suggested Readings:

- *Corbman., P. B., 1985 Textiles Fibre to Fabric Gregg, Mc Graw Hill Book.*
- *Phyllis, G. Tortora., 1987. Understanding Textile 2nd Edition, Mc Millan Co., USA*
- *Gioello, Debbie Ann., 1982. Understanding fabrics from fibers to finished clothes, Fairchild Publication, New York*

Course Name: Advance Knitting Technology

Course Code: MFD211

L	T	P	Cr
4	0	0	4

Total Hours: 60

Learning Outcomes:

After completion of this course, the learner will be able to:

1. List the basic components of knitting machines and their functions.
2. Summarize the factors that influence knitting quality, including tension, stitch formation, and yarn characteristics.
3. Apply knowledge of knitting machine settings to set up and operate knitting machines for specific knitting tasks.
4. Analyze different types of knit fabrics and structures, identifying their characteristics and potential applications in the textile industry.

Course Content**UNIT I****16 hours**

Knitted garments-introduction, Difference between woven and knitted structures, Classification of knitted garments Weft knitted fabrics- plain, rib, purl, etc.

UNIT II 14 hours

Warp knitted fabrics- tricot, kitten Rachel, crochet, Milanese knit, and Simplex
Other knitted constructions- jacquard, pile, fleece, high pile, terry knit, velour knit.

UNIT III**15 hours**

Fully cut knitted garments- knit type, uses fully fashioned knitted garments- knit type, Uses Integral knitted garments- knit types, uses Cut stitch shaped knitted, garments. – Knit Type, uses, processes involved Seam and stitches used in knitting.

UNIT IV**15 hours**

Machinery used for knitted garments- Flat bed, two-bar warp knitting machine, circular Jacquard knitting machine, circular pile knitting machine. Quality control, Defects in knitted fabrics, Industrial visit.

Transaction Mode

Open talk, Quiz, Video Based Teaching, Question, Group Discussion.

Suggested Readings:

- *Kalyani KVP Singh, 1997 Knitting Technology*
- *Bernard P. Corbman, 2000 Textiles- fiber to fabric, McGraw- Hill.*

Course Name: Garment Ornamentation**Course Code: MFD204**

L	T	P	Cr
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. List the key principles of surface ornamentation, such as pattern repetition and color coordination.
2. Interpret design sketches and patterns to understand how they can be translated into surface ornamentation techniques.
3. Analyze existing textile designs and decorative elements to understand the use of surface ornamentation techniques.

Course Content: Computer Lab**Course Code: MFD212**

L	T	P	Cr.
0	0	2	1

Total Hours: 15**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall and identify key computer hardware components, such as CPU, RAM, and storage devices.
2. Demonstrate proficiency in using common software applications, such as word processors or web browsers.
3. Analyze and troubleshoot common computer hardware and software issues.
4. Assess the security risks and measures associated with computer usage, including data protection and online safety.

Course Content**15 hours**

Generating Charts/Graphs in Microsoft Excel, Power Point Presentation, Creating a new document with templates & Wizard, Word basics, Thesis Writing Formats & Scientific editing tools. Style Formats (MLA & APA).Using Words Drawing Features, Inserting Tables – (Adding, deleting, modifying rows and columns - merging & splitting cells), Using formulas in tables, Converting text to table and vice-versa, Mail Merge tool. Managing Workbooks, Working with Worksheets

Transaction mode

Quiz, Project Based Learning, Video Based Teaching, Group Discussions, Open Talk

Suggested Readings

- Leon & Leon, "Introduction to Computers", Vikas Publishing House, NewDelhi
- Saxena S., "MS Office Xp for Everyone", Vikas Publishing House, New Delhi,2007
- June Jamrich Parsons, "Computer Concepts", Thomson Learning, 7th Edition,Bombay
- White, "Data Communications & Computer Network", Thomson Learning,

Bombay

- Comer, "Computer networks and Internet", Pearson Education, 4

Course Name: Advance Knitting Technology-Lab

Course Code: MFD213

L	T	P	Cr
0	0	4	2

Total Hours:30

Learning Outcomes:

After completion of this course, the learner will be able to:

1. Apply advanced knitting techniques to create complex and intricate knitted fabrics.
2. Analyze the characteristics and properties of various knitted structures.
3. Evaluate the suitability of different yarns and fibers for specific knitting applications.
4. Implement quality control measures to ensure the production of high-quality knitted products.

Course Content

UNIT I

8 hours

Introduction to complex stitch structures and patterns

Techniques for creating cables, lace, and other decorative elements in knitted fabrics

UNIT II

7 hours

Properties of different types of yarns and fibers used in knitting

Factors influencing yarn selection for specific knitting applications

UNIT III

8 hours

Analysis of knitted fabric characteristics, including stretch, drape, and thickness

Identification and classification of various knitted structures

UNIT IV

7 hours

Project: Design and produce a knitted product using advanced knitting techniques

Project planning, execution, and documentation

Transaction Mode

Open talk, Quiz, Video Based Teaching, Question, Group Discussion.

Suggested Readings:

- *Kalyani KVP Singh, 1997 Knitting Technology*

- *Bernard P. Corbman, 2000 Textiles- fiber to fabric, McGraw- Hill.*

Course Title: Fashion Marketing

Course Code: MFD214

L	T	P	Cr
2	0	0	2

Total Hours: 45

Learning Outcomes:

After completion of this course, the learner will be able to:

1. Memorize the names and characteristics of common marketing tools and channels used in the fashion industry.
2. Interpret fashion market trends, consumer preferences, and the impact of social and cultural factors on fashion marketing.
3. Apply knowledge of fashion marketing strategies to develop marketing plans and campaigns for fashion brands.
4. Assess the success of fashion marketing campaigns in terms of achieving brand awareness, sales goals, and consumer loyalty.

Course Content

UNIT I

9 Hours

Define Marketing and its application to the Fashion industry. Explain target market and describe in terms of fashion market. Demographics and psychographics.

UNIT II

12 Hours

Describe Marketing policies according to: Fashion cycle. Quality of product, Price of product. Depth and breadth of brand.

UNIT III

13 Hours

Demographics, psychographics and global impacts. Marketing Policies, Planning and Preparation, Strategies & terminology.

UNIT IV**11 Hours**

Fashion visual merchandising, Element and function of visual merchandising
Store exterior, Role of merchandising in fashion industry.

Transaction Mode

Open talk, Video Based Teaching, Question, Group Discussion, Project Based Learning

Suggested Readings:

- *Pooja Chately, 2005 Fashion Merchandising & Marketing, Publisher Kalyani Publisher.*
- *Dickerson, 2007 Fashion from Concept to Consumer Publisher Pearson*

Course Title: Merchandising & Management**Course Code: MFD206**

L	T	P	Cr
2	0	0	2

Total Hours: 15**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Memorize important historical developments and trends in retail and fashion management.
2. Apply retail math principles to calculate metrics like gross margin, sell-through rate, and return on investment.
3. Analyze sales data and financial reports to identify patterns and trends, and make informed merchandising decisions.
4. Innovate and propose new retail concepts or store experiences that cater to changing consumer preferences and industry trends.

Course Contents**UNIT I****3 hours**

Introduction to boutique management, Skills required to set up a boutique, Identifying target market and customer, Choice of location and space management.

UNIT II**4 hours**

Infrastructure requirement, Staffing-selection of generalists and specialists, Material, sourcing (trims and fabric), Fashion accessories in boutique

UNIT III**3 hours**

Boutique interior-visual merchandising and store layout, Customer relationship Management

UNIT IV**5 hours**

Boutique marketing tools and promotional kit, Book keeping for boutique and maintaining stock, Project finance, cash control and cash flow analysis, Managing and start up the Boutique Business, Boutique visit, Boutique project report.

Transaction Mode

Open talk, Quiz Video Based, Teaching Question, Group Discussion

Suggested Readings:

- *Helen Joseph- Armstrong, Draping for Apparel Design, Oct. 1999 Publisher: Fairchild Books& Visual.*
- *Connie Amaden – Crawford, The Art of Fashion Draping, 2nd edition (Oct. 1995) Publisher: Fairchild Books, K Visual.*

Course Name: Advance Draping Methods**Course Code: MFD215**

L	T	P	Cr
0	0	6	3

Total Hours: 45**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall the basic principles of draping, including the use of dress forms, pins, and fabric manipulation techniques.
2. Apply the knowledge of draping in developing patterns and designs.
3. Interpret and discuss the importance of grainlines and fabric grain in draping.
4. Recognize pattern making principles to create design variations

Course Content**UNIT I****10 hours**

Overview of draping as a technique in fashion design

History and significance of draping in garment construction
 Introduction to dress forms and essential tools for draping
 Basic draping techniques: pinning, smoothing, and shaping fabric on a dress form

UNIT II**12 hours**

Exploration of advanced draping techniques for creating complex garment shapes
 Techniques for adding gathers, pleats, and other fabric manipulations to drapery
 Understanding the relationship between fabric grain and draping

UNIT III**13 hours**

Considerations for draping garments to fit different body shapes and sizes
 Techniques for adjusting and modifying draped designs for various body proportions
 Understanding garment ease and drape for optimal fit and comfort

UNIT IV**10 hours**

Exploring creative draping techniques for design experimentation and innovation
 Techniques for draping asymmetrical and avant-garde garment designs
 Integrating draping with other design processes (e.g., sketching, pattern making)

Transaction Mode

Open talk, Quiz Video Based, Teaching Question, Group Discussion

Suggested Readings:

- *Helen Joseph- Armstrong, Draping for Apparel Design, Oct. 1999 Publisher: Fairchild Books& Visual.*
- *Connie Amaden – Crawford, The Art of Fashion Draping, 2nd edition (Oct. 1995) Publisher:Fairchild Books, K Visual.*

Course Title: Appreciation of Fashion Illustration

Course Code: MFD209

L	T	P	Cr
0	0	6	3

Total Hours: 45

Learning Outcomes:

After completion of this course, the learner will be able to:

1. Recall basic terminology related to fashion illustration, such as croquis, line of action, and rendering.
2. Interpret the historical and cultural context of fashion illustration and its evolving role in the fashion world.
3. Demonstrate proficiency in using different drawing materials and tools for fashion illustration.
4. Generate original fashion illustrations that showcase creativity and mastery of illustration techniques.

Course Content

UNIT-I **12 hours**

Introduction to Fashion Illustration: Definition, significance, and historical overview, Evolution of Fashion Illustration: From early sketches to modern digital art, Styles in Fashion Illustration: Analyzing different artistic approaches and aesthetics, creating a mood board of fashion illustrations and presenting findings.

UNIT II **11 hours**

Creating a fashion illustration using preferred rendering technique, Gesture Drawing: Practicing quick sketches to capture movement and poses, Introduction to Rendering: Understanding light, shadow, and texture in fashion illustration, Traditional Rendering Techniques: Exploring pencil, ink, and watercolour techniques.

UNIT III **10 hours**

Fashion Illustration Trends: Current themes and styles in the industry, Collaborative Projects: Collaborating with fashion design students or local designers to create illustrations for fashion collections, runway shows, or promotional materials, fostering teamwork and industry connections.

UNIT IV **12 hours**

Designing and illustration of head gears, Designing and illustration of bags and belts using various mediums like leather, cane, pearls, beads, wires, velvet, net, etc. Designing and illustrating footwear of all types Designing and illustrating bows and ties on varied dresses Illustrating hair styles.

Transaction Mode

Quiz, Video Based Teaching, Question , Group Discussion , Team Teaching , Project Based Learning

Suggested Readings:

- *Sengupta., Hindol., 2005. Indian Fashion, Pearson Education, New Delhi*
- *Jain, Payal. 2004 Fashion Studies: An Introduction, Har Anand Publication.*

SEMESTER-III**Course Title: Fashion Entrepreneurship****Course Code: MFD308**

L	T	P	Cr
4	0	0	4

Total Hours: 60**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Examine historical and current fashion and design influences and their relationship to designers, producers and retailers to make business, forecasting, and design decisions.
2. Analyze ethical, sustainable and innovative leadership practices in the domestic and global fashion industry.
3. Integrate principles of product development, buying and supply chain management to make strategic decisions in the manufacturing, wholesale and retail sectors of the fashion industry.
4. Apply professional sales and customer service techniques to sell and/or promote products through all channels of distribution.

Course Content**UNIT I****11 hours**

Overview of entrepreneurship in the fashion industry
 Exploration of entrepreneurial mindset, creativity, and innovation
 Introduction to fashion business models and startup strategies

UNIT II**10 hours**

Conducting market research and trend analysis in the fashion industry
 Understanding consumer behavior and segmentation
 Identifying target markets and niche opportunities

UNIT III**11 hours**

Developing a brand identity and positioning strategy
 Creating effective marketing campaigns and communication strategies
 Utilizing digital marketing tools and social media platforms

UNIT IV 13 hours

Financial planning and budgeting for fashion start-ups
 Understanding revenue streams, pricing strategies, and profitability

Exploring funding options, including bootstrapping, crowd funding, and venture capital

Transaction Mode

Open talk, Quiz Video Based, Teaching Question, Group Discussion

Suggested Readings

- *"The Fashion Business: Theory, Practice, Image"* by Nicola Whitehead (2017)
- *"Fashion Marketing: Theory, Principles & Practice"* by Marianne Bickle (2012)
- *"The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly"* by David Meerman Scott (2020)
- *"The Fashion Entrepreneur: Starting Your Own Fashion Business"* by Sandra Burke (2014)

Course Title: APPAREL INDUSTRY, MARKETING & MANAGEMENT

Course Code: MFT301

L	T	P	Cr
4	0	0	4

Total Hours: 60

Learning Outcome:

After completion of this course, the learner will be able to:

1. Impart awareness of quality parameters required for apparel quality products
2. Recognize the importance of labels, it making as well as it connectivity with consumers.
3. Acquaint students with working atmosphere of fashion industry as well as apparel industry
4. Get knowledge about importance of packaging related with fashion industry.

Course Content

UNIT I

15 Hours

Introduction to Fashion Industry, Indian and Global Fashion Market
Levels of fashion industry- couture, ready to wear, mass production.
Organizational set-up of fashion industry the different departments, personnel and their jobs
Career in fashion industry

UNIT II

14Hours

Introduction to Marketing
Nature and Scope of Marketing

The Marketing Concept Market Segmentation, Targeting and Positioning,
Strategic Marketing
Fashion market and marketing environment, Fashion marketing planning,
Market research

UNIT III

16 hours

User's buying behaviour
Marketing communication.
Management- Concepts, Principles & Characteristics. Advertising
Sales promotion techniques
Exhibitions & sales, fashion shows (concept and presentation skills,
publicity Campaigns.)

UNIT IV

15 hours

Retailing- department stores, apparel specialty stores, discount retailing,
Franchise retailing, malls, direct selling, internet selling, and catalogue
selling.

Transaction Mode

- Quiz , Video Based Teaching , Question , Group Discussion ,Team Teaching
,Project Based Learning

Suggested Reading:

- JanaceBubonia ,1996 *Apparel Production Terms & Process*
- Ruth E. Glock ,1999 *Apparel manufacturing-Sewn Product Analysis*, Grace
Publisher Prentice.

Course Title: Research Proposal

Course Code: MFD398

L	T	P	Cr.
0	0	8	4

Learning Outcomes

After completion of the course, the learner will be able to

1. Get deep insights to collect, review and analyze the related literature.
2. To apply the knowledge to formulate hypothesis & design research process.
3. Find the research titles which are significant, applicable and researchable.
4. Interpret the findings to design statistical strategies & write references, bibliography and weblibliography.

Course Content

A research proposal contains all the key elements involved in the research process and proposes a detailed information to conduct the research.

The students are supposed to prepare the research proposal of any research area of their choice following these steps:

1. Selection of topic
2. Significance of the research area
3. Formulation of hypothesis/Research questions
4. Review of related literature
5. Method & Procedure (Includes sampling & design)
6. Data collection and proposed statistical analysis
7. Delimitations
8. Reference/Bibliography

Evaluation

The students will have to complete the writing process of each topic given above within one week, which will be evaluated at the end of every week. It will consist of 8 marks each. The final proposal shall be of 15 marks, Viva 16 marks and attendance 5 marks.

Transaction Mode

Collaborative learning, Group Discussion, E team Teaching, Activities, Assessments, Collaborative teaching, Peer Teaching, Video Based Teaching, Quiz, Open talk, E team Teaching, Case analysis, Flipped Teaching

Suggested Readings:

- *Jackson, S.L. (2010). Research methods and statistics. Jacksonville University. New Delhi: Cengage Learning.*
- *Best, J.W. & Khan, J.V. (1995), Research in Education. Prentice Hall of India Pvt. Ltd.,New Delhi.*

Course Title:ADVANCE DRAFTING AND PATTERN MAKING LAB**Course Code: MFD310**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes**

On the Completion of the course the students will be able

1. Use basic pattern making principles to create design variables.
2. Apply pattern modify principles to create design variations and construct garments.
3. Explore the knowledge related to different fashion components and to create variety of patterns with regard to sleeves and collars.
4. Acknowledge methods of drafting and pattern making.

Learning Outcomes:

After completion of this course, the learner will be able to:

- Apply knowledge of pattern making principles to create basic patterns for simple garments (e.g., skirts, tops).
- Memorize standard measurements and sizing charts used in pattern making.
- Assess the fit and accuracy of self-drafted patterns on actual garment construction
- Innovate and experiment with pattern manipulation and design variations to create distinctive fashion pieces.

Course Content

UNIT I

7 hours

Introduction to tools and materials, Understanding body measurements, Basic pattern making terminology,
Drafting Basic Blocks: Creating a basic bodice block

UNIT II

8 hours

Basic sleeve block construction: Plain sleeve, Raglan Sleeves, Kimono Sleeves, Dolman Sleeves, Bishop Sleeves, Bell Sleeves, Puff Sleeve
Drafting a skirt block: gathered, novelty gathered, two tied, pleated (knife, box, inverted, sunray, kick), straight, A-line, pegged, tulip, circular, gored, handkerchief

UNIT III

7 hours

Casual and formal wear garments for children: Romper, Frock, Skirt, Night suit, Sundress, Jumpsuit, Trouser, Top, Sharara

UNIT IV

8 hours

Drafting of Women's blouse: variations in blouse,
Trouser: variations in trouser, Variations of Kalidar, Variations in Top, Midi, kaftan, Salwar: Dhota salwar, Tulip salwar, Designer Kurta, frock suit, Sharara, Garara.

Transaction Mode

Team Teaching, Video Based Teaching, Question, Group Discussion, Project based Learning.

Suggested Readings:

- *Mullick, LataPrem, 2010 Garment Construction Skills, Kalyani Publishers, New Delhi.*
- *Hilde Jaffe and Nurie Relis, 2011 Draping for Fashion Design, Prentice Hall Crawford.*
- *Amaden, The Art of Fashion Draping, Fairchild Publishers*
- *Carr Harold & Latham Barbara, 2008 The Technology of Clothing Manufacture, Oxford.*

Course Title: JEWELLERY MAKING**Course Code: MFD311**

L	T	P	Cr.
0	0	4	2

Total Hours: 30**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Demonstrate proficiency in fundamental jewelry-making techniques, including beadwork, wirework, and basic metalwork.
2. Develop creative design skills and the ability to translate design concepts into finished jewelry pieces.
3. Understanding of different materials used in jewelry making and their properties, enabling informed material selection for specific design purposes.
4. Produce finished jewelry pieces that exhibit craftsmanship, attention to detail, and adherence to design principles.

Course Content**UNIT I****7 hours**

Overview of the history and significance of jewelry

Introduction to basic tools, materials, and techniques in jewelry making

Safety guidelines and best practices

UNIT II**8 hours**

Exploration of beadwork techniques such as stringing, weaving, and stitching

Introduction to wire jewelry techniques including wire wrapping and forming

Designing and creating beadwork and wire jewelry pieces

UNIT III**7hours**

Basics of metalworking techniques such as cutting, filing, and shaping metal components

Introduction to soldering for jewelry making

Fabricating metal jewelry pieces using soldering and metalwork techniques

UNIT IV**8hours**

Principles of jewelry design, including balance, proportion, and aesthetics

Techniques for sketching and prototyping jewelry designs

Finishing methods such as polishing, patination, and texturing

Designing and creating an original jewelry piece, demonstrating creativity and craftsmanship

Transaction Mode

- Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggested Readings:

- Corbmann, B.P Textiles : Fibre to fabric' Mcgraw Hill Inc. Singapore 1986
- Grosicki, Z.J. —Watson's Textile Design & Colourl, 7th edition, Wood head Publication.
- Murphy, W.S. —Handbook of weavingl Abhishek publication.

Course Title: Accessories designing

Course Code: MFD210

L	T	P	Cr
0	0	6	3

Total Hours: 45

Learning Outcomes:

After completion of this course, the learner will be able to:

1. Identify different types of accessories components and their functions, such as clasps, jump rings, and earring hooks.
2. Interpret fashion accessories design concepts, such as balance, symmetry, and color harmony, and how they influence the overall aesthetic of a piece.
3. Demonstrate the ability to select appropriate materials and tools for a specific accessories project based on design requirements.
4. Assess the visual and structural aspects of finished accessories pieces, identifying areas for improvement or refinement.

Course Content

UNIT I

12 hours

Fashion accessories: bags, hats, gloves, shoes, belts, neckties, scarves, Jewellery

UNIT II

10 hours

Design and construct jewellery by taking any inspiration. Clay jewellery, stone jewellery, teracotta jewellery, beads jewellery

UNIT III**11 hours**

Design and construct a scarf., Design and construct a head gear.

UNIT IV**12 hours**

Exploration of materials used in accessory design (leather, fabric, metals, etc.)

Transactional mode:

Quiz , Video Based Teaching , Question , Group Discussion ,Team Teaching ,Project Based Learning

Suggested Readings:

- *Haperkol., 2005. Design Accessories, New Delhi*
- *Carel Hooper. 2008 Accessories Studies: An Introduction.*

Course Title: Boutique Management

Course Code: MFD313

L	T	P	Cr
0	0	6	3

Total Hours:45**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Memorize important historical developments and trends in boutique management.
2. Apply retail math principles to calculate metrics like gross margin, sell-through rate, and return on investment specific to boutique operations.
3. Analyze sales data and financial reports to identify patterns and trends, and make informed merchandising decisions tailored to boutique settings.
4. Innovate and propose new boutique concepts or store experiences that cater to changing consumer preferences and industry trends.

Course Contents**UNIT I****13 hours**

Overview of boutique management and its significance in the fashion industry
Essential skills required to set up and manage a boutique effectively
Identifying target market segments and understanding customer preferences
Importance of location selection and space management for boutique success

UNIT II**10 hours**

Infrastructure requirements for boutique setup and operation

Staffing considerations: selection of generalists and specialists

Material sourcing for boutique inventory (trims, fabric) and incorporating fashion accessories

Managing inventory and stock control in boutique settings

UNIT III

10 hours

Importance of boutique interior design in visual merchandising and store layout

Strategies for effective customer relationship management in boutique environments

UNIT IV

12 hours

Boutique marketing tools and promotional strategies

Bookkeeping practices and stock maintenance specific to boutique operations

Project finance, cash control, and cash flow analysis for boutique businesses

Managing start-up challenges and opportunities in boutique management

Transaction Mode

Open talk, Quiz Video Based, Teaching Question, Group Discussion

Suggested Readings:

- *"Retail Management: A Strategic Approach" by Barry Berman and Joel R. Evans (2018)*
- *"Visual Merchandising: Window and In-Store Displays for Retail" by Tony Morgan (2016)*
- *"Fashion Retailing: From Managing to Merchandising" by Dimitri Koumbis (2018)*

Course Content: Photography

Course Code: OEC048

L	T	P	Cr.
0	0	4	2

Total Hours: 30

Course Outcomes

On the completion of the course the students will be able to

1. Recognize and identify complex anatomical aspects of the human form and its muscular-skeletal system.
2. Know the movement of the muscular-skeletal system.
3. Represent and compose in space, the human figure using measuring techniques.

4. Create figure drawings using the laws of light, clarify and refine the use of various gesture drawing techniques.

Course Content

UNIT I

6 hours

Camera as a Tool: Evolution of camera. Camera technology. Film formats. Camera design, Optical lenses, accessories.

UNIT II

6 hours

Camera Techniques - Observation, Selection of subject: Observing light, light temperature. Selection of subject. Exposures, apertures. Choice of lens, filters. Choice of shot.

UNIT III

6 hours

Know your digital Camera: Camera Parts. Body. Sensor/lenses/digital technology/CPU. Automated and Assisted settings: Shooting modes. Flash Modes. Image enhancement settings. Video mode. Manual Settings.

UNIT IV

12 hours

Automated and Assisted settings: Shooting modes. Flash Modes. Image enhancement settings. Video mode. Manual Settings. Shoot with different Automated modes. Shoot with manual settings. Shoot with different lenses. Shoot with Flash. Shoot with natural light. Shoot with filters. Project Submission: End of the Semester.

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- *Complete Introduction to photography by J. Harris Gable, Illustrated, Read Books*
- *The art of digital photography by John Hedgerow, Dorling Kindersley Ltd*
- *Outdoor photography: Portraits by Cathy Joseph, Illustrated, Bloomsbury Academic*

Course Content: Colour Techniques

Course Code: OEC049

L	T	P	Cr.
0	0	4	2

Total Hours: 30

Course Outcomes

On the completion of the course the students will be able to

1. Work independently and efficiently.

2. Learn about Advance visual and physical control of art used in the application of color concepts.
3. Understand Progress facility with the tools, materials and method inherent to basic painting processes
4. Spread critical thinking and problem solving skills as applies to the use of color.

Course Content

UNIT I

7 hours

Exploring basic texture creation techniques using color variations

Understanding how different brush strokes, blending modes, and layer styles affect texture appearance

UNIT II

8 hours

Techniques for creating textures inspired by natural elements (e.g., wood, stone, fabric)

Case studies and analysis of texture designs in various applications

UNIT III

7 hours

Exploring advanced color techniques to enhance texture realism and visual appeal, Utilizing shading, highlighting, and color gradients to add depth and dimension to textures

UNIT IV

8 hours

Understanding the interplay between light and color in texture design

Techniques for creating metallic, glass, and other complex textures using color variations

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz ,Project Based Learning

Suggested Readings:

- *The Arts Management Handbook: New Directions for Students and Practitioners*
By Meg Brindle, Constance DeVereaux

SEMESTER-IV**Course Content: Dissertation****Course Code: MFD401**

L	T	P	Cr.
-	-	-	20

Learning Outcomes:

After completion of this course, the learner will be able to:

1. Develop advanced research skills, including literature review, data collection, analysis, and interpretation, to investigate a specific research question or problem.
2. Apply critical thinking and analytical skills to evaluate existing literature, theories, and methodologies, and generate new insights or perspectives within the chosen research area.
3. Analyze effective communication skills by presenting research findings and arguments in a clear, coherent, and well-structured dissertation, adhering to academic writing conventions.
4. Plan, manage, and execute an independent research project, demonstrating self-motivation, time management, and organizational skills throughout the dissertation process.

Course Content

The Dissertation course is designed to provide students with comprehensive guidance and support throughout the process of conducting independent research and writing a dissertation. Through this course, students will acquire advanced research skills, develop critical analysis abilities, and effectively communicate their research findings. The course will emphasize the importance of independent project management and provide extensive guidance on research methodologies, data analysis techniques, and academic writing conventions.

Transaction Mode

Field work, Mentoring, Discussion

Course Content: Reasoning**Course Code: MFD402**

L	T	P	Cr.
1	0	0	1

Total Hours: 15**Course Outcomes**

On the completion of the course the students will be able to

Course Content**UNIT I****4 hours**

Overview of reasoning and its importance in decision-making and problem-solving

Different forms of reasoning: deductive, inductive, and adductive reasoning

Principles of critical thinking and logical analysis

UNIT II**3 hours**

Understanding deductive reasoning and its role in logical inference

Introduction to syllogistic reasoning and categorical logic

Techniques for constructing and evaluating deductive arguments

UNIT III**5 hours**

Exploring inductive reasoning and its use in scientific inquiry and everyday decision-making

Types of inductive reasoning: generalization, analogy, causal inference

Evaluating the strength and reliability of inductive arguments

UNIT IV**3 hours**

Developing skills in critical thinking and argument analysis

Identifying logical fallacies and common errors in reasoning

Techniques for constructing sound arguments and rebuttals

Transaction Mode:

Video Based Teaching, Group Discussions, Quiz ,Project Based Learning

Suggested Readings:

- *"A Concise Introduction to Logic" by Patrick J. Hurley (2014)*

- *"Patterns of Inductive Reasoning" by J. A. Evans and M. A. Jørgensen (2011)*
- *"Inductive Reasoning: A Study of Tarka and its Role in Indian Logic" by Asha Rani (2009)*
- *"The Power of Critical Thinking" by Lewis Vaughn (2015)*
- *"The Art of Reasoning: An Introduction to Logic and Critical Thinking" by David Kelley and William Pride (2012)*

