

M.Sc. Fashion Designing & Merchandising (semester-II)

Session (2023-2024)

Subject- Pattern Development & Draping (Practical)

Practical: 2 x 3 pds/ week

Time: 3 hrs.

Objectives:

- To understand the draping aspects of pattern making.
- To apply the knowledge of draping in developing patterns and designs by draping

Credits : 0-0-3

Max. Marks: 75

| MONTH WISE DIVISION | SYLLABUS UNITISATION |
|---------------------|--|
| January & February | <p style="text-align: center;">Unit :1</p> <ol style="list-style-type: none">1. Block with waist dart2. Block with Armhole and Waist dart3. Dart less Block <p>Draping of Sleeve</p> <ol style="list-style-type: none">4. Basic sleeve <p style="text-align: center;">Unit: 2</p> <p>Draping of Collars</p> <ol style="list-style-type: none">1. Convertible collar2. Mandarin collar |

| | |
|---------------------|--|
| <p>March</p> | <p style="text-align: center;">Unit :2</p> <p>Draping of Collars</p> <ol style="list-style-type: none"> 3. Notched collar 4. Shawl collar <p>Draping of Torso block using following features:</p> <ol style="list-style-type: none"> 1. Fish dart 2. Princess line |
| <p>April</p> | <p style="text-align: center;">Unit :2</p> <p>Draping of Bodice with following features:</p> <ol style="list-style-type: none"> 3. Stylised neckline and armholes 4. Cowl Neckline: Basic or Cowl with yoke <p>Draping of Bodice with following features:</p> <ol style="list-style-type: none"> 5. Turtle neckline 6. Yokes and stylised hemlines. |

M.Sc. Fashion Designing & Merchandising (semester-II)

Session (2023-2024)

Subject- Fashion illustration (Practical)

Practical: 2 x 3 pds/ week

Time: 4 hrs

Objective:

To enable students to draw fashion figures and model figures

Instructions to the examiner:

Credits : 0-0-3

Total Marks - 75

The examiner will set one question from each unit. Questions may have sub-parts.

| MONTH WISE DIVISION | SYLLABUS UNITISATION |
|------------------------------|--|
| January& February | <p style="text-align: center;">Unit -1</p> <ol style="list-style-type: none"> 1. Basic Block Figure- Female. 2. Geometric Fashion model with movable ball joints. 3. Figure Drawing in different postures by soft rendering. 4. Sketching of Facial features – Eye, Ear, Nose. 5. Sketching of Faces & Hair Styles 6. Sketching of hands, Arms, Legs, Feet. |
| March | <p style="text-align: center;">Unit -2</p> <ol style="list-style-type: none"> 7. Basic Block Figure –Male. 8. Geometric Fashion model with movable ball joints. 9. Figure Drawing in different postures. 10. Sketching of Facial features – Eye, Ear, Nose. |
| April | <p style="text-align: center;">Unit -3</p> <p>The following details may be illustrated on Male /Female Figure.</p> <ol style="list-style-type: none"> 11. To illustrate detailing of pleats, tucks, darts, yokes and godets. 12. Detailing of hemlines, edging, pockets, fasteners, trimmings and accessories. |

| | |
|--|--|
| | 13.To illustrate variations in skirts, dresses, trouser, coats, and jackets. |
|--|--|

M.Sc. Fashion Designing & Merchandising (semester-II)

Session (2022-2023)

Subject- Product Development Workshop (Practical)

Instructions to the Examiner:

Construction of any one garment from the list given below.

- Casual wear
- Party wear (Traditional / Western / Fusion)
- Executive wear
- Night wear

Emphasis should be given to the pattern development, placements on the fabric, design features and finishing of the garment

| MONTH WISE DIVISION | SYLLABUS UNITISATION |
|-------------------------------|--|
| January & February | <ul style="list-style-type: none"> ❖ THEME: PARTY WEAR ❖ Theme Board ❖ Mood Board ❖ Colour Board ❖ Swatch Board ❖ Specs Sheet ❖ Final Design Sheet ❖ Specification Sheet ❖ Measuring Sheet ❖ Drafting Sheet ❖ Layout Sheet |

| | |
|--------------|---|
| | <ul style="list-style-type: none"> ❖ Pattern Sheet ❖ Photo Shoot ❖ Construction of Party Wear |
| March | <ul style="list-style-type: none"> ❖ THEME: Casual WEAR ❖ Swatch Board ❖ Specs Sheet ❖ Final Design Sheet ❖ Specification Sheet ❖ Measuring Sheet ❖ Drafting Sheet ❖ Layout Sheet ❖ Pattern Sheet ❖ Photo Shoot ❖ Construction of Casual wear |
| April | <ul style="list-style-type: none"> THEME: Night WEAR ❖ Theme Board ❖ Mood Board ❖ Colour Board ❖ Swatch Board ❖ Specs Sheet ❖ Final Design Sheet |

| | |
|------------|--|
| | <ul style="list-style-type: none"> ❖ Specification Sheet ❖ Measuring Sheet ❖ Drafting Sheet ❖ Layout Sheet ❖ Pattern Sheet ❖ |
| May | <p style="text-align: center;">THEME: Night WEAR</p> <ul style="list-style-type: none"> ❖ Construction of Night wear ❖ Photo Shoot |

M.Sc. Fashion Designing & Merchandising (semester-II)

Session (2023-2024)

Subject- Computer Aided Designing (Practical)

Practical: 2 x 3 pds/ week

75

Time: 3 hrs

Objectives:

To enable students to learn the application of pattern making software

Instructions for the Examiner:

- The examiner will set one question covering the whole syllabus. The question will have subparts

Pattern Making (Using any Software)

- Introduction
- Notches and Darts
- Pleats, Tucks, yokes, Godets
- Dart manipulation

Marker Making

- Marker Making and piece plotting of various product types and printing on A4 sheets.

Credits : 0-0-3

Max. Marks -

| MONTH WISE DIVISION | SYLLABUS UNITISATION |
|---|--|
| <p align="center">January & February</p> | <p>Project 1:</p> <p>Pattern</p> <ul style="list-style-type: none"> 1 Child bodice block and sleeve Block. 1. Adult Bodice Block and Sleeve Block (Male and Female) 2. Sleeves (Dolman sleeve, Magyar sleeve, puff sleeve) |
| <p align="center">March</p> | <p>Project 1:</p> <p>Pattern</p> <ul style="list-style-type: none"> 1. Collars (cape collar, convertible collar, Mandarin collar) 2. Skirts (basic skirt, circular) |
| <p align="center">April</p> | <p>Project 1:</p> <p>Pattern</p> <ul style="list-style-type: none"> 3. Skirts (Pleated skirt, yoke skirt) 4. Grading of Adult Bodice Block 5. Grading of Sleeve |
| | |

M.Sc. Fashion Designing & Merchandising (semester-II)

Session (2023-2024)

Subject- Fashion Merchandising Marketing (Theory)

Credits : 4-0-0
Max. Marks –

Theory: 4 pds/ week
100

Time: 3 hrs

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four

Sections (A-D). Questions may be subdivided into parts (not exceeding four).

Candidates are

required to attempt five questions, selecting at least one question from each Section.

The fifth

question may be attempted from any Section.

| MONTH WISE DIVISION | SYLLABUS UNITISATION |
|-------------------------------|---|
| January & February | <p style="text-align: center;">Unit-1</p> <ol style="list-style-type: none">1. Fashion terminology: Fashion , Fad, Classic, Style, Trends, Apparel, High Fashion, Mass, Fashion, Boutique, Couture , Couturier, Taste, Silhouette2. Theories of fashion Adoption3. Fashion Cycle: Stages of Fashion Cycle, length of cycle, broken fashion cycle. Accelerating and Retarding Factors.4. Fashion Forecasting: Trend Analysis, Merchandize planning. <p style="text-align: center;">Unit-II</p> <ol style="list-style-type: none">5.Fashion Business: Introduction, Scope, Forms of Business Organization.6.Fashion Merchandising: Introduction, role and responsibility of Merchandiser.7.Range Development: Product and range development on the basis of fashion calendar, |

| | |
|--------------|---|
| | market research. |
| March | <p style="text-align: center;">Unit-III</p> <p>8.Understanding Marketing and Marketing Process: Nature and scope</p> <p>9.Strategic Planning in the Markets: The fashion markets and the marketing environment.</p> <p>10.Market Research: Consumer market and behaviour of consumers.</p> <p>11.International and Domestic Fashion Markets: Haute Couture, Prêt – a- Porter, Mass production.</p> <p>12.Fashion Markets of World: Italy, Paris, India.</p> |
| April | <p style="text-align: center;">Unit – V</p> <p>13.Advertising - Role and types of Advertising.</p> <p style="padding-left: 40px;">14. Sales Promotion: Techniques, Promotional stores.</p> <p style="padding-left: 40px;">15.Fashion Photography – Design Studios.</p> <p>16.Collection Shows, Fashion Shows, Publicity</p> |

M.Sc. Fashion Designing & Merchandising (semester-II)

Session (2023-2024)

Subject- Research Methodology (Theory)

Credits : 2-0-1

Total Marks: 75

Time for Paper: 3 Hrs

Theory:-50 Mark

Internal:- 25 Marks

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four

Sections (A-D). Questions may be subdivided into parts (not exceeding four).

Candidates are

required to attempt five questions, selecting at least one question from each Section.

The fifth

question may be attempted from any Section.

Objective: To introduce the importance of research

To prepare the students for research projects

To devise a research project

| MONTH WISE DIVISION | SYLLABUS UNITISATION |
|------------------------------|--|
| January& February | 1. Meaning, objectives and Types of Research 2. First phase of Research process: Formulating the research problem and Development of hypothesis. 3.Review of Literature SECTION-B 4. Preparing the Research Design: Exploratory, Descriptive, Diagnosis, Experimentation. |
| March | 5. Sampling Design: Deliberate Sampling, Simple Random Sampling, Stratified Sampling, Cluster Sampling. |

| | |
|--------------|--|
| | 6. Collection of data SECTION–C 7. Measurements and Scaling Techniques- Nominal, Ordinal, Interval and Ratio. 8. Processing and analysis of data: Coding and tabulation. |
| April | SECTION–D 9. Introduction of measures of central Tendency: Mean, Median and mode, Percentage, Chisquare, z-test, t-test. 10. To Plan a layout of research project. |

M.Sc. Fashion Designing & Merchandising (semester-IV)

Session (2022-2023)

Subject- : Portfolio Development (Practical)

Instructions to the Examiner: The examiner will set one theme based question. Emphasis should be given to the theme, design features and presentation.

Instructions to the Faculty: The art portfolio is an expression of a graduating student's creativity, design/ ability, technical expertise, illustration and presentation skills. It should exhibit the student's inclination towards the particular segment of the industry by identifying the target customers, design requirements and pricing. It should ideally comprise of 30-35 sheets keeping the following points in mind.

Uniform Format: It is important to keep all the sheets of the same size to maintain visual continuity. Sheets should be grouped separately and systematically either horizontally or vertically. This ensures uniformity of presentation. The presentation of the portfolio depends on the contents and also on layouts. The end result should look very neat and professional.

| | |
|--------------------------------|-----------------------------|
| MONTH WISE DIVISION | SYLLABUS UNITISATION |
|--------------------------------|-----------------------------|

| | |
|------------------------------|--|
| <p>January& February</p> | <p style="text-align: center;">THEME-1</p> <p><u>The Portfolio must include:</u> • Curriculum Vita</p> <ul style="list-style-type: none"> • Page of Contents • Theme of the project • Mood board, Story Board, Ideation Board, Colour Palette and Fabric Chart. • Thumbnails. • There should be inclusion of designs for Male/ Female/ Kids. • Flat working drawings, specification sheets showing technical strength are vitally important. Line planning, Fabric Indications, Fabric Consumption detailed measurement charts etc are all essential. These are to be used in conjunction with croquies. • The Collection is to be based on innovative fabric combinations, surface texture and ornamentation. It is very important that the designs and embroidery motifs be original. |
| <p>March</p> | <p style="text-align: center;">THEME-2</p> <p><u>The Portfolio must include:</u> • Curriculum Vita</p> <ul style="list-style-type: none"> • Page of Contents • Theme of the project • Mood board, Story Board, Ideation Board, Colour Palette and Fabric Chart. • Thumbnails. • There should be inclusion of designs for Male/ Female/ Kids. • Flat working drawings, specification sheets showing technical strength are vitally important. Line planning, Fabric Indications, Fabric Consumption detailed |

| | |
|-------|--|
| | <p>measurement charts etc are all essential. These are to be used in conjunction with croquies.</p> <ul style="list-style-type: none"> • The Collection is to be based on innovative fabric combinations, surface texture and ornamentation. It is very important that the designs and embroidery motifs be original. |
| April | <p style="text-align: center;">THEME-3</p> <p><u>The Portfolio must include:</u> • Curriculum Vita</p> <ul style="list-style-type: none"> • Page of Contents • Theme of the project • Mood board, Story Board, Ideation Board, Colour Palette and Fabric Chart. • Thumbnails. • There should be inclusion of designs for Male/ Female/ Kids. • Flat working drawings, specification sheets showing technical strength are vitally important. Line planning, Fabric Indications, Fabric Consumption detailed measurement charts etc are all essential. These are to be used in conjunction with croquies. |
| May | <p style="text-align: center;">THEME-3</p> <ul style="list-style-type: none"> • The Collection is to be based on innovative fabric combinations, surface texture and ornamentation. It is very important that the designs and embroidery motifs be original. |

M.Sc. Fashion Designing & Merchandising (semester-IV)

Session (2022-2023)

Subject- Product Development Workshop (Practical)

Instructions to the Examiner:

The Examiner will set one theme based question for construction. The emphasis should be given to design features, pattern development, placements on the fabric and finishing of the garments.

WORKSHOP Instructions to the Faculty: Students to design a line taking inspiration from a theme and construct three garments with at least three accessories for Kids / Male/ Female

| MONTH WISE DIVISION | SYLLABUS UNITISATION |
|-------------------------------|---|
| January & February | <ul style="list-style-type: none">❖ THEME: PARTY WEAR (MALE)❖ Theme Board❖ Mood Board❖ Colour Board❖ Swatch Board❖ Specs Sheet❖ Final Design Sheet❖ Specification Sheet❖ Measuring Sheet❖ Drafting Sheet❖ Layout Sheet |

| | |
|--------------|--|
| | <ul style="list-style-type: none"> ❖ Pattern Sheet ❖ Photo Shoot ❖ Construction of Party Wear |
| March | <ul style="list-style-type: none"> ❖ THEME: Casual WEAR (FEMALE) ❖ Swatch Board ❖ Specs Sheet ❖ Final Design Sheet ❖ Specification Sheet ❖ Measuring Sheet ❖ Drafting Sheet ❖ Layout Sheet ❖ Pattern Sheet ❖ Photo Shoot ❖ Construction of Casual wear |
| April | <p style="text-align: center;">THEME:PARTY WEAR (KIDS)</p> <ul style="list-style-type: none"> ❖ Theme Board ❖ Mood Board ❖ Colour Board ❖ Swatch Board ❖ Specs Sheet ❖ Final Design Sheet ❖ Specification Sheet ❖ Measuring Sheet |

| | |
|------------|--|
| | <ul style="list-style-type: none">❖ Drafting Sheet❖ Layout Sheet❖ Pattern Sheet |
| May | <p>THEME: PARTY WEAR</p> <ul style="list-style-type: none">❖ Construction of Night wear❖ Photo Shoot |

M.Sc. Fashion Designing & Merchandising (semester-IV)

Session (2022-2023)

Subject-: Fashion Merchandising and Retailing (Theory)

Instructions to the examiner:

- Question paper will have 5 units.
- Examiner will set total of 10 questions comprising two questions from each unit
- Students will attempt one question from each unit. Questions can have subparts.
- All questions will carry equal marks.

| MONTH WISE DIVISION | SYLLABUS UNITISATION |
|---------------------|--|
| January & February | SECTION-A Retail Organisational structure store: Buying, Selling, Line and Staff function, Retailing formats, Role and Responsibility of Retail Fashion Buyer. <ul style="list-style-type: none">• Customer identification, Customer, Planning and role of Buyer. |
| March | SECTION-B <ul style="list-style-type: none">• Retail store chains – National (Ebony, Fab India, Ritu Wears, Shoppers Stop) and International (Tommy Hilfiger, Espirit)• Store Operations. Store merchandise, stores management, Fashion supply changes – store retailing, non-store retailing.• Speciality store: Single line stores, Single Brand Stores and Multiple line Stores. |
| April | SECTION-B <ul style="list-style-type: none">• Departmental Stores• Mass Merchants: Discounters, Off Price Retailing, |

| | |
|------------|--|
| | <p>Outlet Stores</p> <p style="text-align: center;">SECTION-C</p> <ul style="list-style-type: none"> ● Retail Fashion Promotion ● Marketing Channels ● Planning and Direction ● Retail Advertising ● Publicity ● Special Events ● Visual merchandise ● Personal Selling ● Relationship Marketing |
| May | <p style="text-align: center;">SECTION-D</p> <p>Brands and labels Purchase Term: Discount, Purchase Order, Payment Terms.</p> <p>Costing: Cost Price, Selling Price, Backward costing.</p> |

M.Sc. Fashion Designing & Merchandising (semester-IV)

Session (2022-2023)

Subject- Textile Chemistry (Practical)

Practical: 2 x 3 Pds/ Week

**Total Marks: 50
Hrs**

Time for Paper: 3

Instructions to the Examiner: The examiner will set one question from each unit.

MONTH WISE

SYLLABUS UNITISATION

| | |
|------------------------------|---|
| DIVISION | |
| January& February | <p style="text-align: center;">Unit -1</p> <p>Fibre Identification of cotton, wool, Silk, Jute, Nylon, Polyester using the following:</p> <ul style="list-style-type: none"> • Burning • Microscopic • Solubility |
| March | <p style="text-align: center;">Unit -2</p> <p>Fabric Identification on the basis of fabric construction. • Woven • knitted • Non- woven • Fabric analysis on the basis of the thread count using at least three different types of plain weave fabrics.</p> |
| April | <p style="text-align: center;">Unit -2</p> <p>Collection and identification of yarns</p> <ul style="list-style-type: none"> • Simple • Novelty and Textured <p>Collection and identification of fabric Construction techniques • Woven • Non- Woven • Knitted</p> |
| May | <p style="text-align: center;">UNIT-3</p> <p style="text-align: center;">Dyeing of Fabric</p> <ul style="list-style-type: none"> • Cotton with natural dyes and Direct dyes • Wool with acid dyes • Silk with basic dyes |

Note: Students to visit knitting industry/ textile dyeing/ textile testing unit and record the observation to maintain the file.

M.Sc. Fashion Designing & Merchandising (semester-IV)

Session (2022-2023)

Subject- Communication Skills in English

Practical: 6 pds/ week

Total Marks: 75

Time: 3 hrs

Theory: 50

Instructions to the Examiner: The examiner will set one question from each unit.

| MONTH WISE DIVISION | SYLLABUS UNITISATION |
|---------------------|---|
| January& February | <p style="text-align: center;">Unit -1</p> <ul style="list-style-type: none"> ● Introduction to Video Communication and Video Conferencing. ● Application of Video Conferencing in business management and marketing. ● Report Writing: Technical report – style, arrangements, Illustration, main section and appendices, conclusion, list references, table of contents, synopsis, revision. |
| March | <p style="text-align: center;">Unit -2</p> <ul style="list-style-type: none"> ● Modern Forms of Communication: E-mails, fax, Advertisements, tender Notices, auction notices, public notices. |
| April | <p style="text-align: center;">Unit -3</p> <ul style="list-style-type: none"> ● Fashion Terms: Pliable, Psychedelic, Vogue, Beau , Retro, Queen size, Rag Business/ Rag Trade, private label/ private label brand, Merchandise, Art Deco print, Art Nonveau, Print, Dandy. |
| May | <p style="text-align: center;">Unit -4</p> <ul style="list-style-type: none"> ● Resume – Writing and job applications |

