

PANDIT LAKHMI CHAND
STATE UNIVERSITY OF PERFORMING AND VISUAL ARTS, ROHTAK
(A State University established under Haryana Act No. 24 of 2014)



FACULTY OF DESIGN
DEPARTMENT OF FASHION DESIGN
MASTER OF FASHION DESIGN
SCHEME OF EXAMINATION AND SYLLABUS
Programme Code: MFD
Duration – 02 Years Full Time
CHOICE BASED CREDIT SYSTEM
ACADEMIC SESSION 2019-20 ONWARDS

SCHEME OF EXAMINATION

SEMESTER-I

Paper Code	Course Title	Course Category	Course Credits	Internal Evaluation	External Evaluation		Total Marks	Duration of Exam
					Practical/ Jury	Theory		
MFD/101	Pattern Design	CORE	06	45	105	-	150	
MFD/102	Term Project-I	CORE	06	45	105	-	150	
MFD/103	Design Illustration	SEC	04	30	70	-	100	
MFD /104	Garment Construction-I	SEC	06	45	105	-	150	
MFD/105	Introduction to World Apparel Industry	DSE	04	30	-	70	100	3 hours
MFD/106	Fundamental of Research	DSE	04	30	70	-	100	
MFD/107	Intellectual Property Rights	DSE	04	30	-	70	100	3 hours
List of Open Elective Courses for Master of Fashion Design Students								
M/OE/111	Urban Design	OE	02	15	-	35	50	2 hours
M/OE/112	Film Appreciation	OE	02	15	-	35	50	2 hours
M/OE/113	Mural-I	OE	02	15	35	-	50	-
Total			32	240	560		800	

- Note:**
1. MFD/101, MFD/102, MFD/103 and MFD/104 are mandatory courses.
 2. Student may choose any 02 out of 03 DSE courses.
 3. Student may choose any 01 out of 03 Open Elective courses listed above.

SEMESTER-II

Paper Code	Course Title	Course Code	Course Credits	Internal Evaluation	External Evaluation		Total Marks	Duration of Exam
					Practical/Jury	Theory		
MFD/201	Advance Pattern Design	CORE	06	45	105	-	150	
MFD/202	Term Project-II	CORE	06	45	105	-	150	
MFD/203	Garment Construction-II	SEC	06	45	105	-	150	
MFD/204	Digital Presentation Techniques	SEC	04	30	70	-	100	
MFD/205	Total Quality Measurement	DSE	04	30	-	70	100	3 hours
MFD/206	Fashion Trends study	DSE	04	30	70	-	100	
MFD/207	Smart Textiles	DSE	04	30	70	-	100	
List of Open Elective Courses for Master of Fashion Design Students								
M/OE/211	Planning for Tourism	OE	2	15	-	35	50	2 hours
M/OE/212	Cinema of the World	OE	2	15	-	35	50	2 hours
M/OE/213	Mural-II	OE	2	15	35	-	50	-
Total			32	240	560		800	

- Note:**
1. MFD/201, MFD/202, MFD/203 and MFD/204 are mandatory courses.
 2. Student may choose any 02 out of 03 DSE courses.
 3. Students may choose any 01 out of 03 Open Elective (OE) Courses listed above.

SEMESTER-III

Paper Code	Course Title	Course Code	Course Credits	Internal Evaluation	External Evaluation		Total Marks	Duration of Exam
					Practical/ Jury	Theory		
MFD/301	Avant Garde Project	CORE	06	45	105	-	150	-
MFD/302	Term Project-3	CORE	06	45	105	-	150	-
MFD/303	Start-ups and Project Development	SEC	06	45	105	-	150	-
MFD/304	Info-graphics and Visual Presentation Techniques	SEC	04	30	70	-	100	-
MFD/305	Industry Internship	SEC	04	30	70	-	100	-
MFD/306	Production Technology	DSE	03	25	-	50	75	2 hours
MFD/307	Research Methodology	DSE	03	25	50	-	75	-
MFD/308	Work Study and Time Management	DSE	03	25	-	50	75	2 hours
Total			32	240	560		800	

- Note:**
1. MFD/301, MFD/302, MFD/303, MFD/304 and MFD/305 are mandatory courses.
 2. Student may choose any 02 out of 03 DSE courses.

SEMESTER-IV

Paper Code	Course Title	Course Code	Course Credits	Internal Evaluation	External Evaluation		Total Marks	Duration of Exam
					Practical/ Jury	Theory		
MFD/401	Design Project/ Dissertation	CORE	32	240	560	-	800	
Total			32	240	560		800	

SYLLABUS

SEMESTER-I

Paper Code	Course Title	Course Category	Course Credits	Internal Evaluation	External Evaluation		Total Marks	Duration of Exam
					Practical/Jury	Theory		
MFD/101	Pattern Design	CORE	06	45	105	-	150	
MFD/102	Term Project-I	CORE	06	45	105	-	150	
MFD/103	Design Illustration	SEC	04	30	70	-	100	
MFD /104	Garment Construction-I	SEC	06	45	105	-	150	
MFD/105	Introduction to World Apparel Industry	DSE	04	30	-	70	100	3 hours
MFD/106	Fundamental of Research	DSE	04	30	70	-	100	
MFD/107	Intellectual Property Rights	DSE	04	30	-	70	100	3 hours
List of Open Elective Courses for Master of Fashion Design Students								
M/OE/111	Urban Design	OE	02	15	-	35	50	2 hours
M/OE/112	Film Appreciation	OE	02	15	-	35	50	2 hours
M/OE/113	Mural-I	OE	02	15	35	-	50	-
Total			32	240	560		800	

- Note:**
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Paper-I : Pattern Design

Paper Code : MFD/101

Course Credits : 06

Course Objective:

- The course includes the pattern making of historical costumes from medieval Indian history. Basis techniques to achieve these costumes might be of draping predominantly but the idea is to explore these through pattern making in a very accomplish way i.e. with all their finishing techniques and traditional fastening methods. While focus would be on patterns but the course will give an deeper insight through the historical journey and end up with contemporary explorations to inspire budding designers.

Course Content:

Unit-1 Mughal Empire

Patterns and test fits of Jama, Pajama, Churidar, Garara, Shalwar, Farshi, Achkan, Sherwani, Choga, Peshwaz

Unit-2 Rajput & Sikh

Patterns and test fits of Angrakhi, pajama and cummerbund, Angia, Kanchli, Kurti, Puthhia, Ghagra-Choli

Unit-3 British Colonial Period

Patterns and test fits of Indo-western style, Frockcoat, dresses and gowns

Unit-4 Contemporary Patterns

Development of 2 ensemble taking inspiration from learnt historic patterns

Suggested Readings:

1. Alkazi. Medieval Indian Costume.
2. Fernald, Mary and Shenton, E. Historic costume and how to make them.
3. Bhatnagar, Parul. Traditional Indian Costume and Textile.

Paper-2 : Term Project-I

Paper Code : MFD/102

Course Credits : 06

Course Objective:

- The course will be the reflection of the student's skills and learning acquired throughout the semester in every aspect of professional studies under fashion Design. Student will develop 2 ensembles starting from concept to construction and accessories to finish it up in professional approach. The project will be held under department Faculty's mentorship and guidance for conceptual as well as technical feasibility and then using the skills the outcome would be a accomplish project of commercial or artistic value.

Course Content:

- Concept development based on research- making of all boards such as Concept, mood, color, Material, Style etc.
- Pattern Making and draping to test fit the required look & silhouette
- Surface development and Embellishment if needed
- Construction of the Garment in department's Labs
- Accessorization
- Professional Documentation & Presentation

Suggested Readings:

- Frings, Gini Stephens. Fashion from concept to consumer.
- Seivewright, Simon and Sorger, Richard. Research and Design for Fashion.

Paper-3 : Design Illustration

Paper Code : MFD/103

Course Credits : 04

Course Objective::

- In the Contemporary as well as earlier fashion scenario the paper drawing of design called fashion Illustrations which is literally the Visual Language of a designer to express their idea to consumer. this course will leads to learn the illustrations through professional approach with understanding the consumer's psychology also. This course would not only give the conceptual understanding but also lots of industry oriented technical inputs related to the illustrations.

Course content:

- Concept Interpretation - Understanding of consumer brief, making doodles, Visual research
- Figure/croqui exploration - Practice of Figures Drawing, Selection of appropriate figure
- Fabric rendering - Detailing of materials, focusing the placements, color concepts
- Technical details - Surface/texture creation, real material/Swatches required, Accessories & trims
- Add-on Specifications - Dimensions, Pattern Details, Silhouette, Season, Category,
- Complete Package - Full assignment of at least 4 Concepts having 5 design representations in each concept with accomplished specifications

Suggested Reading:

1. Ware, Lesley and Papier, Tiki.. How to be a fashion designer.
2. Kiper, Anna. Fashion Illustration: Inspiration and Techniques.
3. Drawber, Martin. Big Book of Fashion Illustration.
4. Lafuente, Maite. Fashion Illustration Techniques.
5. Torre, Rosemary. The Feminine Ideal.
6. Borrelli, Laird. Fashion Illustration Now.

Paper-4 : Garment Construction-1

Paper Code : MFD/104

Course Credits : 06

Course Objective:

- The course emphasizes on the craftsmanship of garment construction business, not only through the professionally commercial endeavors but to satisfy a creative onus of designer to gain aesthetic appreciation in garmenting. The very conventional tailor methods as well as industrial finishing need an amalgamation to make it not only saleable but admirable also. To start with the finishes and fastening techniques in historical costumes it goes a long way to make it 'the master class'.

Course Content:

- Finishing techniques - Needle Craft, thread fastenings items, decorative finishes, functional finishes
- Small Detailing - Creative Necklines, Pockets(patch, slash, double, welt, Flap, in seam, front hip)
- Add –on detailing explorations - Laces, braids, elastic ,hook& loop buttons, Velcro, seam binding & tape, eyelets, tack buttons, zipper, rivets, snaps
- Component Detailing - Yokes, Collars, cuffs, Plackets, Fastener Openings
- 2 Historical Garments - Ensemble with learnt techniques of finishing and construction

Suggested Readings:

1. Couch, Peg. Garment Construction : A complete course on making clothing for fit and fashion .
2. Edna, Callahan M. and Barry, Edith. Garment Construction..
3. Hirsch, Getchen. Gertie's new book for better Sewing: A modern guide to couture-style sewing using basic vintage techniques.
4. McWilliams, Laurie Pat and Torres, Constance N. Keep it Sew Simple: Garment Construction & Tailoring.
5. Chappel, Foxand Dorsey, Colleen. Illustrated Guide to Sewing: Couture Techniques.
6. Haynes, Christine. The complete photo guide to clothing construction.

Paper-5 : Introduction to world Apparel Industry

Paper Code : MFD/105

Course Credits : 04

Course Objective:

- The objectives of the course to be learn various aspects of world's apparel industry, understanding the key elements of supply chain of apparel industry and its market. It looks at the key clothing manufacturing regions of the world, basics of logistics, the role of agents and potential communication issues.

Course Content:

- Introduction to globalization: Understanding of various perspectives of globalization, international trade, global trade, measuring level of trade, measuring level of development: developing countries, developed country, newly developed countries and least developed countries, and structure of textile complex through various case studies.
- Consumer consumption and well-being: Understanding the nature of apparel choices through various case studies.
- Textile and apparel supply matrix: Understanding classification of product, textile and fabric finishing mills, apparel manufacturing, technology development and low cost labor paradox, trade issues in textile & Apparel.
- Developing a sustainable supply chain: Understanding the challenges of sustainability of corporate supply chain.
- Global Supply chain: Understanding of global sourcing, sourcing option for apparel, factors impacting sourcing decisions, and fast fashion leaders.
- Trading barriers and regulation: Understanding evolution of trades and regulations

Suggested Readings:

1. Ha-Brookshire, Jung. Global Sourcing in the Textile and Apparel Industry.
2. The Global Textile and Clothing Industry: Technological Advances and Future Challenges.
3. Tobler-Rohr, Marion I. Handbook of Sustainable Textile Production.
4. Audet, Denis and Safadi, Raed. A New World Map in Textiles and Clothing: Adjusting to Change.
5. Yang, Yongzheng. The End of Textiles Quotas: A Case Study of the Impact on Bangladesh.
6. Karpova, Elena; Kunz, Grace I. and Garner, Myrna B. Going Global: The Textile and Apparel Industry.

Paper-6 : Fundamentals of Research

Paper Code : MFD/106

Course Credits : 04

Course Objective:

- The objective of this course is to equip students to use the correct research techniques and language in projects and dissertation. To conduct research study, formulate research questions, design research plan, use appropriate research methods and tools, analyze data and present research

Course Content:

- Introduction to research methodology: To understand the basic terms of research like meaning of research, objective of research, motivation in research, types of research, research process, criteria of good research, problems encountered by researchers.
- Defining the research problem: To understand the process of selection of research problem, necessity of defining the problem and technique involved in defining a problem.
- Research Design: Introduction to meaning of research design, need for research design, important concepts relating to research design, different research designs, basic principles of experimental designs and developing a research plan
- Measurement and Scaling Techniques: Understanding of measurement in research, measurement scales, sources of error in measurement, tests of sound measurement, techniques of developing measurement tools scaling, meaning of scaling scale, classification bases, important scaling techniques, scale construction techniques
- Methods of Data Collection: Learn methods of collection of primary data, observation method, interview method, collection of data through questionnaires, collection of data through schedules, difference between questionnaires and schedules some other methods of data collection, collection of secondary data
- Methods of data analysis

Suggested Readings:

- Kothari, C.R. Research Methodology.
- Igwenagu, Chinelo. Fundamentals of Research Methodology and Data Collection.
- Ahuja, Ram. Research Methods.

Paper-7 : Intellectual Property Rights

Paper Code : MFD/107

Course Credits : 04

Course Objective:

- The objective of this course is to understand the various strategies to manage different aspects of design. Build skills to represent designer brand, project management process and giving form to business strategies.

Course Content:

- Introduction: understand the foundation of design management and its importance through learning the design management timeline.
- Managing the design Strategies: Understand to manage design by learning skills to identifying opportunities for design, understanding the audience and market, interpreting client and customers' needs, establish the design strategies, promoting and selling the design strategies, planning for long term growth.
- Managing the design process: Giving form to business strategies, increasing awareness with design, expressing the brand through design, initiating design project, design methods, and competitive advantage through design.
- Managing the design implementation: learning about project management process, project management in practice, social and environmental responsibilities, design policies, procedures and guidelines, and translating global design into local design.

Suggested Readings:

1. Best, Kathryn. Design Management: Managing Design Strategy, Process and Implementation.
2. Osterwalder, Alexander and Pigneur, Yves. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers.
3. Handbook of Design Management.
4. Lam, Busayawan and Holland, Ray. Managing Strategic Design.
5. Strategic Marketing: A Practical Approach.
6. Cleland, David I. and Ireland, Lewis. Project Management.
7. Holston, Dave. The Strategic Designer: Tools & Techniques for Managing the Design Process.
8. Skinner, Kristin and Merholz, Peter. Org Design for Design Orgs: Building and Managing In-House Design Teams.

Paper-8 : Design Thinking (Open Elective)

Paper Code :M/OE/114

Course Credits : 02

Course Objective:

- To inculcate the ability to ‘think design’ by nurturing basic potential of ideation.
- To be able to understand the ‘Design Process’ in the light of Visualization as a fundamental process towards conceptualization.
- To inculcate the basic design attitudes and skills which are required for a design professional
- To develop perceptual ability in order to develop creative thinking.
- To be able to apply lateral thinking methods in design ideation and visualization.

Course Content:

- Creativity in design(Cognitive Approach)
- Human Thinking (need of creative thinking), Instinct and intuition against Reason and judgment, Limits of conventional thinking
- Theories of creativity : Creativity enhancement technique ‘SCAMPER’(Guilfordian psychometric model) which is – Substitute, Combine, Alter, Modify, Put to another use
- The seven ‘I’s of Creativity as described by Jane Piirto Inspiration, Imagery, Imagination, Intuition, Insight, Incubation and Improvisation
- Theory of Visual Perception. (Rudolf Arnheim’s theories) 1), Visual Cognition 2), Gestalt theory of perceptual organization
- Lateral thinking & visual thinking Free association Automatic writing, poetry.
- Lateral Thinking Edward de bono- theory of 6 thinking hats.
- Taxonomy of visual Elements of visual design and its perceptual aesthetic origination
- Design visualization and Intro. to ideation Mind Mapping Visualization
- “Visual Analogy” Image and its meaning Metaphorical thinking (in text and visual creation)
- Creative imagery Generation Mental imagery to exteriorized image
- Creative imagery generation Emotional / narrative/ content
- Intro. To conceptualization Concept Development
- Intro. To conceptualization Thematic approach

Suggested Readings:

1. IDEO. The Art of Innovation: Lessons in Creativity from IDEO.
2. Design Thinking Research: Studying Co-Creation in Practice.
3. The Designful Company: How to Build a Culture of Nonstop Innovation.
4. Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation.
5. The Achievement Habit: Stop Wishing, Start Doing, and Take Command of Your Life.
6. Design Thinking: Understand – Improve – Apply.
7. Solving Problems with Design Thinking: Ten Stories of What Works.
8. Design Thinking: Understanding How Designers Think and Work.

SEMESTER-II

Paper Code	Course Title	Course Code	Course Credits	Internal Evaluation	External Evaluation		Total Marks	Duration of Exam
					Practical/Jury	Theory		
MFD/201	Advance Pattern Design	CORE	06	45	105	-	150	
MFD/202	Term Project-II	CORE	06	45	105	-	150	
MFD/203	Garment Construction-II	SEC	06	45	105	-	150	
MFD/204	Digital Presentation Techniques	SEC	04	30	70	-	100	
MFD/205	Total Quality Measurement	DSE	04	30	-	70	100	3 hours
MFD/206	Fashion Trends study	DSE	04	30	70	-	100	
MFD/207	Smart Textiles	DSE	04	30	70	-	100	
List of Open Elective Courses for Master of Fashion Design Students								
M/OE/211	Planning for Tourism	OE	2	15	-	35	50	2 hours
M/OE/212	Cinema of the World	OE	2	15	-	35	50	2 hours
M/OE/213	Mural-II	OE	2	15	35	-	50	-
Total			32	240	560		800	

- Note:**
1. MFD/201, MFD/202, MFD/203 and MFD/204 are mandatory courses.
 2. Student may choose any 02 out of 03 DSE courses.
 3. Students may choose any 01 out of 03 Open Elective (OE) Courses listed above.

Paper-1 : Advanced Pattern Design

Paper Code : MFD/201

Course Credits : 06

Course Objective:

- This course would give a sense of experimenting with the patterns in a different manner where functionality is secondary achieving shape is priority. Sometimes a particular shape and structure is required to acquire in the concept where wearability is not important but the structural acquisition is, in that case it is important to know the techniques of experimental pattern craft. A high end fashion also requires the kind of uniqueness that creative pattern making can provide. It is a totally experimental and exploration based course which can end up with a whole new creation sometimes while working.

Course Content:

- 3 D shape creation on garments : Particular 3D shape to placed on body keeping the fit constant
- All over texture creation through pattern : Various 3D textures created through calculative techniques
- Deconstruction of ready garment : Taking a already stitched garment and reshaping it through a new dimension of pattern taking the previous component of garment and turning it for new usability and looks
- Introduction to TR pattern Techniques : Replicating some of the patterns created by the masters of the craft worldwide
- Creating silhouette based on any inspirational shape :Taking any inspirational shape and try to replicate it on garment with pattern making.

Suggested Readings:

1. **Gilewska, Teresa. Pattern-drafting for Fashion: Advanced.**
2. **Lo, Dennic Chunman. Pattern Making : Portfolio Skills.**
3. **The Fashion Designer's Directory of Shape and Style: Over 600 Mix-and-Match Elements for Creative Clothing Design**
4. **Shato, Singo. TR Cutting School.**
5. **Bunka. Pattern Magic.**

Paper-2 : Term Project-II

Paper Code : MFD/202

Course Credits : 06

Course Objective:

- The course will be the reflection of the student's skills and learning acquired throughout the semester in every aspect of professional studies under fashion Design. Student will develop 2 ensembles starting from concept to construction and accessories to finish it up in professional approach. The project will be held under department Faculty's mentorship and guidance for conceptual as well as technical feasibility and then using the skills the outcome would be a accomplish project of commercial or artistic value.

Course Content:

- Concept development based on research- making of all boards such as Concept, mood, color, Material, Style etc.
- Pattern Making and draping to test fit the required look & silhouette
- Surface development and Embellishment if needed
- Construction of the Garment in department's Labs
- Accessory within the looks
- Professional Documentation & Presentation

Suggested Readings:

1. Frings, Gini Stephens. Fashion from concept to consumer.
2. Seivewright, Simon and Sorger, Richard. Research and Design for Fashion.
3. Fashion Design: Process, Innovation and Practice. 2nd ed.
4. Damon, Casmira. Fashion Design Process.
5. Cloude, Armelle and Praqun, Valerie. Collection Process.
6. Aspelund, Karl. The Design Process.
7. Hunter, Victoria. The Ultimate Fashion Study Guide :The Design Process.
8. Seivewright, Simon. Basic Fashion Design 01: Research and Design.

Paper-3 : Garment Construction -II

Paper Code : MFD/203

Course Credits : 06

Course Objective:

- To go hand in hand with the pattern making of experimentation the construction skills also need to advance accordingly as finishing and acquiring shapes of desire is not easy to stitch, so in this course the technique used by modern day master of construction craft would be introduced and the purpose is to keep the pace set with the experimental pattern design.

Course Content:

- Lining and interlining
- Padding and Quilting
- Exploring added fullness
- Stitching draped component to patterned shape
- Contouring
- Inside out finishes
- Ease as a detail
- Managing the 3D shape
- Surface texture through hand needle

Suggested Readings:

1. Couch, Peg. Garment Construction :A Complete course on making clothing for fit and fashion.
2. Edna, Callahan M. and Barry, Edith. Garment Construction .
3. Hirsch, Getchen. Gertie's new book for better Sewing: A modern guide to couture-style sewing using basic vintage techniques.
4. McWilliams, Laurie Pat and Torres, Constance N. Keep it Sew Simple: Garment Construction & Tailoring.
5. Chappel, Fox and Dorsey, Colleen. Illustrated Guide to Sewing: Couture Techniques.
6. Haynes, Christine. The complete photo guide to Clothing Construction .

Paper-4 : Digital Presentation Techniques

Paper Code : MFD/204

Course Credits : 04

Course Content:

- To understand the various application of Adobe illustrator and Adobe Flash
- To understand the software to develop the portfolio digitally as per the industry requirement
- To able to create digital fashion illustration and flat sketches to fulfill industry requirement

Course Content:

- Understanding of workspace: Workspace overview, manage windows and panels, control panel overview, and about screen modes.
- Introduction to tool: Tools panel overview, work with the Tools panel, tool galleries, drawing tool gallery.
- Drawing: About vector graphics, about paths, about direction lines and direction points, drawing modes, draw simple lines and shapes, perspective drawing, create 2D and 3D objects, and Map artwork to a 2D and 3D object
- Edit artwork using Image Trace
- Draw with the Pen, Curvature, or Pencil tool
- About color: about colors in digital graphics and adjust colors
- Select and arrange objects

Suggested Readings:

1. Respective software manuals (Adobe Photoshop, Corel Trace).
2. Smith ,Christopher. Adobe Creative Cloud :All-in-One For Dummies.
3. Design with Adobe Creative Cloud Classroom in a Book: Basic Projects Using Photoshop, InDesign, Muse, and More.

Paper-5 :Total Quality Measurement

Paper Code : MFD/205

Course Credits : 04

Course Objective:

- This course focuses on both the management of product quality and the management of the process quality for creating project deliverables. It provides exposure to the tools, techniques, and metrics used to ensure that sufficient product and process quality (in apparel industry) is achieved. It includes assignments, which allow participants to learn how to plan quality into a project and determine key metrics to manage project and process quality

Course Content:

- Introduction to Quality
- Inspection of Apparel Product: Raw Material, 4 point & 10 Point inspection system In process Final Inspection
- Textile Testing & Product Evaluation: Introduction to Precision and accuracy of test methods, Atmospheric condition of the testing, Dimensional change in fabric due to laundering, dry- cleaning and pressing.
- Needle Cutting and yarn Severance
- Sew-ability of Fabric: Bow and Skewing, Pilling, Colour fastness
- Trim & Accessory Testing: Yarn, Button, trims
- Care Labelling system: ISO care labels, American care label
- Total Quality Management: 6 Sigma, 7 C's of Quality
- International Standards in Apparel Industry: Environment, labour, Stand Work Condition

Suggested Readings:

1. Juran, Joseph. Quality Management.
2. Kumar, Senthil. An introduction to Apparel Quality.
3. Mehta, Pradeep V. Managing Quality in Apparel Industry.

Paper-6 : Fashion Trends study

Paper Code : MFD/206

Course Credits : 04

Course Objectives:

- To develop an understanding about the different season and collection Range.
- To develop an understanding about the statistical tools used to do forecasting.
- To do the data analysis techniques in Fashion forecasting.

Course content :

- Introduction to Forecasting
- Types of Forecasting
- Trend Analysis
- Seasonality and cyclic behaviour
- The Ratio to Moving Average Method
- Exponential Smoothing Method
- Index Number
- Using the Computer, Using Microsoft Excel in Forecasting and Time Series
- Using MINITAB in forecasting and time series
- Coding and decoding of data
- Identify key drivers of trend
- Case Studies : Forecasting

Suggested Readings:

1. Brannon, Evelyn L. Fashion Forecasting.
2. Aczel, Amir D and Joshi, Rohit. Complete Business Statistics. New York: McGraw-Hill.
3. Makridakis, Spyros ; Wheelwright, Steven C. and Hyndman, Rob J. Forecasting methods and applications.
4. Mckelvey, Kathryn. Fashion Forecasting. New York: Wiley- Blackwell.

Paper-7 : Smart Textiles

Paper Code : MFD/207

Course Credits : 04

Course Objective:

- The objective of this course is to introduce the students with the various technological developments in the field of smart textile and develop ideas to integrate smart textiles in their design concept to enhance the functionality and user experience.

Course Content:

- Introduction to smart textile
- Precision fabric production in Industry
- Strain and angular sensing fabric for human motion analysis
- Integrated non-light-emissive animatable textile displays
- Haptics in smart textile
- Textile antennas and electronic integration
- Energy harvesting smart textiles
- Smart textile for smart clothes and wearable- user experience design perspective
- Designing active costume for professional stages
- Smart textile and smart personnel protective equipment
- Textile integrated wearable technology for sports and medical application
- Future possibilities of smart textile.

Suggested Readings:

1. Kettley, Sarah. Designing with Smart Textiles.
2. Active Coatings for Smart Textiles.
3. Handbook of Smart Textiles.
4. Smart Textiles for Designers: Inventing the Future of Fabrics.
5. Smart Textiles and Their Applications.
6. Smart Textiles: Fundamentals, Design, and Interaction.
7. Multidisciplinary Know-How for Smart-Textiles Developers.
8. Advanced Textiles for Health and Well-being .

Paper-8 : Design Philosophy and Critique (Open Elective)

Paper Code :M/OE/214

Course Credits : 02

Course Objective:

- The objective of the course is to understand the various design philosophy and how these theories evolve with time. The focus of the study will be on challenges and problem of design.

Course content:

- What is design: Understanding the terminologies related to design, ontological issue, design activity, profession and practice, expression and Eros of design.
- Design Process: To learn about the challenges of design, the epistemological problems, pre-structure and problems of design.
- Introduction to Modernism: Understanding the origin of modernism, its reinterpretation and linkage and discussing failure of modernism.
- The concept of function: Understanding indeterminacy of function, evolutionary theories of functionality, objection to the evolutionary theory, novelty, design and epistemological problems.
- Function, form and Aesthetics: Discussing can form follow function, function and aesthetic value, good and bad taste in design.
- Applied Ethics and Design.

Suggested Readings:

1. The Design Philosophy Reader.
2. Parsons, Glenn. The Philosophy of Design.
3. Fry, Tony. A new design philosophy.
4. Redström, Johan. Making Design Theory.
5. Soto, Drew De. Know Your Onions: Graphic Design.
6. Advancements in the Philosophy of Design.
7. Norman, Don. The Design of Everyday Things.
8. Lidwell, William. Universal Principles of Design.

SEMESTER-III

Paper Code	Course Title	Course Code	Course Credits	Internal Evaluation	External Evaluation		Total Marks	Duration of Exam
					Practical/ Jury	Theory		
MFD/301	Avant Garde Project	CORE	06	45	105	-	150	-
MFD/302	Term Project-3	CORE	06	45	105	-	150	-
MFD/303	Start-ups and Project Development	SEC	06	45	105	-	150	-
MFD/304	Info-graphics and Visual Presentation Techniques	SEC	04	30	70	-	100	-
MFD/305	Industry Internship	SEC	04	30	70	-	100	-
MFD/306	Production Technology	DSE	03	25	-	50	75	2 hours
MFD/307	Research Methodology	DSE	03	25	50	-	75	-
MFD/308	Work Study and Time Management	DSE	03	25	-	50	75	2 hours
Total			32	240	560		800	

- Note: 1. MFD/301, MFD/302, MFD/303, MFD/304 and MFD/305 are mandatory courses.**
2. Student may choose any 02 out of 03 DSE courses.

Paper-1 : Avant Garde Project

Paper Code : MFD/301

Course Credits : 06

Course Objective:

- Avant-Garde are people or works that are experimental or innovative, it pushes the boundaries of what is accepted as the norms or the status quo. Avant-Garde spanned generations of notable designers who reshaped the way people perceive and wear clothes. This characterized as progressive and forward thinking, the once eye-brow raising Avant-Garde fashion style is now a days a phenomenon of acceptance and respect as it take lot of intellect and innovation. So this course would focus on the technological and functional innovation and experimentation introduced by a fashion professional in the garment.

Course Content:

- History of Avant-Garde
 - Designers, musicians, artists, writers and thinkers
 - { Artists-Pablo Picasso, Henri Matisse, Andy Warhol, Jackson Pollock)
 - Architects- Le Corbusier, Norman Foster, Frank Lloyd Wright, Louis Kahn
 - Musicians-Kraftwerk(German Group), Draft Punk)
 - Fashion Designers-Barbara I Gongini, Yohji Yamamoto, Rei Kawatubo, Junja Watanabe, Thierry Mugler, Courregé, Boris Bidjan Saberi, Carroll Christian Poell, Julius and Rick Owens, Vivien Westwood, Paco Rabanne and John Galliano
- Creating Avant-Garde Concept
- Introduction and fixation of technological/innovational design solution
- Execution
- Presentation

Suggested Readings:

1. Theo-Mass, Lexileictous and Gestalten .ed. Otherworldly : Avant-Garde fashion and style.
2. Browne, Alix, ed. Visionaire Fashion 2001.
3. Barbraigongini.com

Paper-2 : Term Project-3

Paper Code : MFD/302

Course Credits : 06

Course Objective:

- The course will be the reflection of the student's skills and learning acquired throughout the semester in every aspect of professional studies under fashion Design. Student will develop 2 ensembles based on Haute Couture Fashion starting from concept to construction and accessories to finish it up in professional approach. The project will be held under department Faculty's mentorship and guidance for conceptual as well as technical feasibility and then using the skills the outcome would be a accomplish project of commercial or artistic value.

Course Content:

- Concept development based on research- making of all boards such as Concept, mood, color, Material, Style etc.
- Pattern Making and draping to test fit the required look & silhouette
- Surface development and Embellishment if needed
- Construction of the Garment in department's Labs
- Accessorization
- Professional Documentation & Presentation

Suggested Readings:

1. Martin, Richard. Haute Couture.
2. Farnault, Hlne. Haute Couture Atelier: The artisan of Fashion.
3. Shaeffer, Claire B. Couture sewing techniques.
4. Bolton, Andrew. Manas x Machina: Fashion in n age of Technology.
5. Goblin, Pamela. Couture Confession: Fashion Legends in their own world.

Paper-3 : Term Project-3

Paper Code : MFD/303

Course Credits : 06

Course Objective:

- To make the students able to choose their professional goal of converting themselves into an entrepreneur in fashion business. Making and developing project of their aspiration to become a successful business professional through their start-ups.

Course Content:

- Self Evaluation
- Time, Scope, Skill required, Money, Mind Clarity
- Client Profile
- Finding market for your product
- Deliverables
- Project risk, Objectives, Stakeholders, Market research
- Team Building and Communication
- Mock Project
- Presentation and Documentation

Suggested Readings:

1. Thiel, Peter and Masters, Blake. Zero to one.
2. Ries, Eric. The Lean startup.
3. Vance , Ashlee; Musk, Elon :Tesla, space X, and the quest for a fantastic future.
4. Blank, Steve and Dorf, Bob. The Startup Owner's Manual.
5. Norris, Dan and Walling , Rob. The 7-day Startup.
6. Jennings, Jason. Think Big, Act Small.
7. Pink, Daniel H. To Sell is Human.

Paper-4 : Infographics and Visual Presentation Techniques

Paper Code : MFD/304

Course Credits : 04

Course Objective:

- The objective of the course is to emphasize the importance of infographics and visual presentation of data so that the user could understand the data in easily.

Course Content:

- Introduction to data visualization and Info graphics
- Tools and Application
- Learning Photoshop
- Learning Corel
- Understanding data: coding and decoding data
- Using appropriate encoding: color, size, typography, lines and shape

Suggested Readings:

1. Knaflic, Cole Nussbaumer. Story telling With Data: A Data Visualization Guide for Business Professionals.
2. Krum, Randy. Cool Info graphics: Effective Communication with Data Visualization and Design.
3. Steele, Julie and Iliinsky, Noah. Designing Data Visualizations: Representing Informational Relationships.
4. Mauldin, Sarah K. C. Data Visualizations and Infographics.

Paper-5 : Industry Internship

Paper Code : MFD/305

Course Credits : 04

Course Objective:

- This will bring an exposure to the actual working of the industrial set-up and the motif in this course to be in industry not only to gain exposure but to gain some research database while present at any industry so that they can solve it out may be their dissertation period.

Paper-6 : Production Technology

Paper Code : MFD/306

Course Credits : 03

Course Objective:

- To understand different techniques and product development model used apparel manufacturing

Course Content:

- Introduction to the apparel industry
- Product development in apparel industry: understanding product development model and product development process, product development technology, apparel product standards, specification, quality assurance, and product technical package, product life cycle management and supply chain management, future trends in apparel
- Role of fabric properties in clothing manufacturing process
- Production planning in apparel manufacturing
- Fabric sourcing and selection
- Selecting garment accessories, trims and closures
- Garment sizing, fit and construction
- Fabric spreading, cutting, sewing and sewing
- Quality control and quality assurance
- Garment costing

Suggested Readings:

1. Nayak, Rajkishore and Padhye, Rajiv. Garment Manufacturing Technology.
2. Karthik, T. ;Ganesan, P. and Gopalakrishnan, D. Apparel Manufacturing Technology.
3. Advances in Apparel Production.
4. Colovic, Gordana. Management of Technology Systems in Garment Industry.

Paper-7 : Research Methodology

Paper Code : MFD/307

Course Credits : 03

Course Objective:

- The objective of the course is to enable students to understand the meaning and types of research. It will primarily aid the students in understanding on how to research for various topics, the different methodologies that are there and methodology most suited to their research. The objective is also the students understand what a research proposal is and how to write a research report.

Course Content:

- To understand the Research & various types of research and Research Problems.
- To understand meaning of research problems--- Sources of research problems- criteria /Characteristics of a good research problem-Errors in selecting a research problems.
- Research Methods: Qualitative research. Case studies, historical, studies, Philosophical studies. Quantitative research, Experimental research, Quasi-experimental research, Surveys correlation studies, Action research.
- Developing a research proposal and Hypothesis, bibliography: Format of research proposal meaning and types of Hypothesis. various methods of writing, reporting literature.
- Sampling: Sampling and population techniques sample selection- Characteristics of a good sample errors and methods to reduce
- Tools and Techniques of data collection: Checklist data schedule – observation-opinionnaire- interview-Sociometric techniques-questionnaire- rating scales- interview schedules-Reliability and validity of various tools and technique.
- Research Report: Format of research report Style of writing the report- references and Bibliography.
- Descriptive statistics: Tabulation organization and graphical representation of quantitative data. Central: Mean, Median and Mode –Measures of Variability: Range Q.D;S.D;A.D; and coefficient of variation- Measures of Relative position: Percentiles Ranks.

Suggested Readings:

1. Neuman, W Lawrence. Social research methods: Qualitative and Quantitative.
2. Kothari, C.R. Research Methodology.

Paper-8 : Work Study and Time Management

Paper Code : MFD/308

Course Credits : 03

Course Objectives:

- To learn the various methods to study work productivity and time management and understand the role of various methods to improve productivity.

Course Content:

- Introduction: Understand the basic terminology related to productivity.
- Method analysis.
- Graphically productivity analysis.
- Work methods improvement.
- Measuring productivity : Time study, standard and data system, predetermined time system, work sampling, psychological work measurement, and labor reporting.
- Improving productivity: Introduction to ergonomics, incentive to increase productivity, and alternative methods to increase productivity.

Suggested Readings:

1. Aft, Lawrence S. Work Measurement and Methods Improvement.
2. Akhil, J.K. Apparel Engineering: Industrial Engineering Methods for Apparel Industry.

Paper-9 : Design Colloquium Paper

Paper Code : MFD/309

Course Credits : 02

Course Objective:

- The objective of this course is to make the students aware of the various areas of research that can be undertaken.
- To understand the importance of research and learn to read, write and present a research/seminar/colloquium paper.
- Learn to select the topic for research on interest area to gain new insight into various area related to fashion and design

Course Content:

- Introduction to the meaning of colloquium, and understanding research methodology.
- The white paper that was circulated before (via email), is to be presented in class by the students.
- Discussion of individual topics with mentor related to Fashion (icons, designers, forecasts), Garmenting (pattern making, draping, GC related), Textiles Costume history Art and design, Materials Sustainability, Green design.
- Discuss how to write a colloquium paper.
- Students to discuss with mentors and write their papers.

SEMESTER-IV

Paper Code	Course Title	Course Code	Course Credits	Internal Evaluation	External Evaluation		Total Marks	Duration of Exam
					Practical/ Jury	Theory		
MFD/401	Design Project/ Dissertation	CORE	32	240	560	-	800	
Total			32	240	560		800	

Paper-1 : Design Project/ Dissertation

Paper Code : MFD/401

Course Credits : 32

The student will write a Project/ Dissertation under the supervision of a teacher.