Masters of Design

MDes (Fashion Design)

2 Years Degree Program

ABOUT THE PROGRAM:

Master of Fashion Design (M Des FD)) combines fashion studies with intensive studio practice. You will refine your own creative vision as you meet the challenge of designing new clothing and accessories for existing fashion brands. Projects will combine conceptualization with textile manipulation, garment prototyping, branding, and image-based storytelling. You will develop a sophisticated understanding of the fashion industry and prepare for an exciting career within it. The program is addressed to candidates who have a first-level degree and/or professional experience in fashion design. It is also open to candidates with a background in other disciplines, if they are motivated by a sound interest in the program's topics and a strong portfolio. Guided by industry professionals and faculty project leaders, you will work with leading companies on practical projects such as creating a proposal for an advertising campaign or helping to develop an innovative, consistent fashion collection from research to realization.

Program Educational Objectives (PEOs)

At the end of the program, the student will be:

PEO 1. Confident young Entrepreneur or Designer with his or her own design house or boutique or Garment manufacturing units.

PEO 2.Garment Industry Professional who will excel in the job responsibility entrusted on him or her.

PEO 3.Confident and comprehensive academician having completed under graduate design program inside India or abroad with strong portfolio.

PEO 4. Freelance Consultant who helps the core and allied industry or individual or organization in a specific design domain with their expertise.

PEO 5. Educator or Trainer in fashion schools or organizations imparting and sharing the knowledge acquired by them.

Program Objectives (POs):

PO 1. To promote an understanding of Fashion and Textile Design in relation to the needs of fashion, contractual furnishings, home textiles, and the business to business textile products.

PO 2. Explore and ideate new designs and solutions to fulfill the evolving needs and aspirations of an individual and the society and produce work of contemporary relevance.

PO 3. Analyze progress of human civilization through study of art, materials, techniques and technologies and their influence through ages.

PO 4. Recognize the need for and have ability to engage in independent and lifelong learning in the context of socio-technological changes.

PO 5.Develop logical and creative thinking for the solutions for Apparel Manufacturing & Merchandising.

PO 6. Create a fashion portfolio of finished art, collections, and work and presentation boards expressing a personal voice and vision.

PO 7. Articulate the history of fashion and costume design in a context of applied research and analysis.

PO 8. Work well together as emerging team players and innovative design thinkers;

PO 9. Understand and implement new technologies relative to design development, material choices, and the manufacture and distribution of fashion

PO10. Adapt their inspired knowledge and abilities to ongoing changes in global fashion and related creative industries;

Masters of Design

Curriculum Component

Sem	Core Course (20)	DSE	GE (2)	PBL (2)	project	Total Credits
I	CC-I (4) CC-II (4) CC-III (4) CC-P1(4) CC-P2(4)	DSE-I (4)		6		**30**
II	CC-I (4) CC-II (4) CC-III (4) CC-P3(3) CC-P4(3)	DSE-II (3)	GE-I (3)	6		**30**
III	CC-I (4) CC-II (4) CC-III (4) CC-P5 (3) CC-P6(3)	DSE-III (3)	GE-II (3)	6		**30**
IV					30	**30**
Total	**56**	**10**	**06**	**18**	**30**	**120**

DSE: Discipline Specific Elective
GE: Generic Elective
PBL: Project Based Learning

SCHEME FOR M.DES

	First Year – Semester First										
Course Code	**Course Title**	**Contact Hours per Week**			**Credits**	**ETE Duration (Hours)**	**Weightage**				
		L	**T**	**P**			MSE	ASG	TA	ATTD	ESE
FD20M101	Introduction to Global fashion Technology	4	-	-	4	3	30	05	05	10	50
FD20M102	Fashion Illustration and Model drawing-I		-	4	4	3	30	05	05	10	50
FD20M103	Design Software: CorelDraw	-	-	8	4	3	30	05	05	10	50
	DSE I	-	-	6	4	3	30	05	05	10	50
FD20M104	Design Project-I	-	-	8	4	3	30	Continuous assessment			50
FD20M105	Design Project-II			8	4	3	30	Continuous assessment			50
FD20M106	Project Based Learning – I	-	-	12	6	2	50 (assessments by panel of Experts)				50
		Total			**30**						

MSE- Mid Sem Exam, ASG- Assignment, TA- Teacher's Assessment, ATTD-Attendance, ESE- End Sem Exam

	First Year – Semester Second										
Course Code	**Course Title**	**Contact Hours per Week**			**Credits**	**ETE Duration (Hours)**	**Weightage**				
		L	**T**	**P**			MSE	ASG	TA	ATTD	ESE
FD20M201	Introduction to Pattern Making & Draping	4	-	-	4	3	30	05	05	10	50
FD20M202	Principles of fashion marketing	-	-	6	4	3	30	05	05	10	50
FD20M203	Design software: Illustrator	-	-	8	4	3	30	05	05	10	50
	DSE II	-	-	6	3	3	30	05	05	10	50
	GE – I	4	-		3	3	30	05	05	10	50
FD20M209	Design Project-III	-	-	6	3	2	Continuous assessment				50
FD20M210	Design Project-IV			6	3	2	Continuous assessment				50
FD20M201	Internship			12	6	2	50 (assessments by panel of Experts)				50
		Total			**30**						

MSE- Mid Semester Exam, ASG- Assignment, TA- Teacher's Assessment, ATTD-Attendance, ESE- End Sem Exam

	Second Year – Semester Third										
Course Code	**Course Title**	**Contact Hours per Week**			**Credits**	**ETE Duration (Hours)**	**Weightage**				
		L	**T**	**P**			MSE	ASG	TA	ATTD	ESE
FD20M301	Pattern making and Garment construction		-	4	4	3	30	05	05	10	50
FD20M302	Apparel Merchandising	4	-		4	3	30	05	05	10	50
FD20M303	Technical Study - III	1	-	8	4	3	30	05	05	10	50
	DSE III		-	6	3	2					
	GE – II	3	-	-	3	3	30	05	05	10	50
FD20M304	Design Project-V	-	-	6	3	3	30	Continuous assessment			50
FD20M305	Design Project–IV (Stage Presentation)	-	-	6	3	3	30	Continuous assessment			
FD20M302	Project based Learning- III	-	-	12	6	2	50 (assessments by panel of Experts)				
Total					**30**						

MSE- Mid Sem Exam, ASG- Assignment, TA- Teacher's Assessment, ATTD-Attendance, ESE-End Sem Exam

	Second Year – Semester fourth										
Course Code	**Course Title**	**Contact Hours per Week**			**Credits**	**ETE Duration (Hours)**	**Weightage**				
		L	**T**	**P**			MSE	ASG	TA	ATTD	ESE
FD20M401	Post Graduation Internship and Dissertation		-	60	30		50	100	50	50	200
		Total			30						

MSE- Mid Semester Exam, ASG- Assignment, TA- Teacher's Assessment, ATTD-Attendance, ESE-End Sem Exam

Discipline Specific Electives Tracks

SN	Code	Semester	Track-01
Track 01 (Textile Science)			
1.	FD20M104	I	Fabric study-I
2.	FD20M204	II	Fabric study-II
3.	FD20M304	III	Fabric study-III
Track 02 (Research Methodology)			
1.	FD20M105	I	Research Methodology-I
2.	FD20M205	II	Research Methodology-II
3.	FD20M305	III	Research Methodology-III

Semester – I

Code	Core Name	Total Lecture:60
FD20M101	**Introduction to Global fashion Technology** **4-0-0-4**	
Learning Objectives	This course is an overview of today's global fashion & textile industry. It introduces the process of how the fashion business works from concept to the consumer. It provides an overview of fashion design, production, distribution, and merchandising and will give an understanding of the fashion industry as a whole.	
Pre-requisite	Nil.	

UNIT	CONTENT	HOURS
I	**Introduction to fashion** Meaning and importance of fashion; Terminology; components of fashion; Intangibles of fashion; principles of fashion: misconceptions about fashion	10
II	**Fashion Development** Descriptors/Topics Fashion life cycle; predicting the movement of fashion; fashion adaptation; fashion consumers; fashion leaders and followers	10
III	**Global Fashion Markets** Markets in USA, European markets, Middle East, South East Asian Markets	15
IV	**The Textile Industry** Introduction to textiles, major segments of the textile industry, market planning for apparels, Primary and secondary sources of fabric buying and selling of finished fabric	10
V	**Fashion Development** Fashion life cycle; predicting the movement of fashion; fashion adaptation; fashion consumers; fashion leaders and followers	15

Course Outcomes	
At the end of the course the students should be able to:	
CO1	Create images of apparel, shoes and accessories
CO2	Interpret fashion advertisements, campaigns, magazines and other fashion media
CO3	Emphasize on drawing methods, such as proportion, colour, texture and composition
CO4	Learn the importance of quality control in apparel industry
CO5	Create compositions and sketched using design principles and fundamentals

Text Books	Apparel merchandising – The line starts here, Rosenau and Wilson, Fairchild publications,2001
Reference Books	**1.** Elements of Fashion and Apparel Design, G. J. Sumath, New Age International, 2007 2. Start Up Your Fashion Label, Aarthi Gunnupuri, Collins; 1st edition

Code	Core Name	Total Lecture:60
FD20M102	**Fashion Illustration and Model drawing**	**4– 0 –0- 4**
Learning Objectives	Course Objective: Advanced Fashion Courses are required in Fashion designing to teach students to create images of apparel, shoes and accessories for fashion advertisements, campaigns, magazines and other fashion media. Course emphasizes drawing methods, such as proportion, color, texture and composition	
Pre-requisite	Nil.	

UNIT	CONTENT	HOURS
I	Human Anatomy Draping details.	15
II	Shades and stroke techniques The element of design lines, shapes and silhouettes.	10
III	The principle of design.	10
IV	Face features. Various type of croqui stylization.	10
V	Importance of textures in stylization	15

Course Outcomes	
At the end of the course the students should be able to:	
CO1	Create images of apparel, shoes and accessories
CO2	Interpret fashion advertisements, campaigns, magazines and other fashion media
CO3	Emphasize on drawing methods, such as proportion, colour, texture and composition
CO4	Learn the importance of quality control in apparel industry
CO5	Create compositions and sketched using design principles and fundamentals

Text Books	Apparel merchandising – The line starts here, Rosenau and Wilson, Fairchild publications,2001
Reference Books	Elements of Fashion and Apparel Design, G. J. Sumath, **New Age International, 2007** The Art of Dressing Curves: The Best-Kept Secrets of a Fashion Stylist, Susan Moses, Harper Design; Illustrated edition

Code	Core Name	Total Lecture:60
FD20M103	**Design software: Corel Draw**	**4– 0 –0- 4**
Learning Objectives	The student will learn to open the CorelDRAW program, create a new document, and save the document. The student will work through creating a sample report cover as an exercise, then create a simple original report cover including an image from a symbol font, a title in artistic text, and a block of student information in paragraph text as well as a simple page border	
Pre-requisite	Nil.	

UNIT	CONTENT	HOURS
I	Identifying tools in the toolbox and use several common tools to create a half-page flyer for a party invitation.	15
II	Using color: They will learn about color usage and discover several ways to apply color to an object and/or its outline. Suggested topics for discussion include reflective vs. direct color and how this relates to RGB and CMYK colors and screen vs. printed colors.	10
III	Drawing and editing objects/Creating a greeting card Basics of using vector graphics and node editing for graphics and text, while creating a side-fold greeting card for an event of their choice	10
IV	Using photographs in a motivational poster Students will learn to combine vector and bitmap images as they create a standard page (letter/A4) motivational poster	10
V	Internal Assessment: Slideshow presentation Students will explore how to add 3D effects to text and objects. They will use Callouts and Connectors for creating charts, the Ellipse tool to draw pie shapes and Table and Paragraph formatting tools for layout. At the end they will create a short slideshow that includes charts, graphs and 3D bitmap effects. Suggested topics for discussion include finding and evaluating the effectiveness of existing slideshow presentations.	15

Course Outcomes

At the end of the course the students should be able to:

CO1	Apply existing knowledge to generate new ideas, products, or processes.
CO2	Create original works as a means of personal or group expression.
CO3	Use models and simulations to explore complex systems and issues
CO4	Identify trends and forecast possibilities
CO5	Create digital portfolio

Text Books	Corel Draw Training Guide Paperback – 1 January 2018 by Satish Jain (Author) CorelDRAW 2018 in Simple Steps Paperback – 1 January 2018 Corel Draw X8: The Official Guide Paperback – 18 June 2018 by Garry David Bouton
Reference Books	

Code	DSE I	Total Lecture:60
FD20M104	Fabric study	0-0-8-4
Learning Objectives	To identify the different fabrics available in the market. To identify learn the drafting, cutting and stitching of children garment. To impart knowledge regarding the origin and development of textiles. To make the students aware of the basic textile design concepts and fashion theories. To help students understand the various dyeing and printing techniques. Toenable students to creatively design and produce various articles and products using these techniques	
Pre-requisites	Nil	
UNIT		Hours
I	Introduction: a) Classification of textile fibres according to their nature and origin, b) essential and desirable properties of textile fibres, c) staple fibre and continuous filaments, d) comparision of natural and man made fibres.	15
II	Natural fibres: a) Vegetable (bast, leaf and seed fibres), b) animals (wool and silk) and c) mineral (glass, asbestos and metallic fibres). d) cotton: concept of varieties; definition of grading, distinctive properties and end uses, e) jute:- varieties, distinctive properties and end uses, f) flax and pineapple fibres:- brief introduction and uses, g) protein fibres:- wool:- classification, distinctive properties and end uses, silk:- classification, distinctive properties and end uses	10
III	Man-made fibres: a) Classification, b) regenerated fibres-acetate, viscose & diverse forms of viscose, cuprammonium, alginate. - general properties, end uses, c) synthetic fibres:- principles of polycondensation with reference to polyesters, polyamides and polyurethanes, principles of poly addition with reference to acrylics, polyolefins, polyvinyl chlorides and co-polymers,	10
IV	Main features of the production of some important manmade fibres-viz., viscose, cellulose-acetate, polyamides, polyesters, polypropylene and poly acrylic fibres, l) concept of quenching operation and finish application, m) concept of micro denier fibre and aramid fibers.	10
V	Texturing: Introduction, purpose, bulked and textured yarns, methods of texturing thermoplastic and non-thermoplastic yarns, basic principles, feed material characteristics- study of twist-set-detwist, false twist, edge crimp, stuffer box crimp; knit de-knit techniques of texturing and the techniques of modified stretch yarn;, properties and uses of textured and bulked yarns.	15
CO1	Identification of fibres	
CO2	Methods of yarn and Fabric construction	
CO3	Differentiating blends, union fabrics	
CO4	Use of natural dyes for environmental well being	
CO5	Colouring and surface decoration of textiles	
Text Books:	1. Manmade Fibres by R.W. Moncrieff,	

	2. Textile Chemistry, Vol. I, by R.H. Peters, 3. Dyeing and Chemical Technology of Textile Fibres by E.R. Trotman, 4. Handbook of Fiber Science and Technology, Vol. IV, Fiber Chemistry by M. Lewin and E.M. Peare, 5. Man-made Fibres Science and Technology, Vol. 1,2,3, by H.F. Mark, S.M. Atlas and E. Cernia, 6. Polyester Fibres Chemistry and Technology by H. Ludwig, Textbook of Polymer Science by F.W. Billmeyer.
Ref Books:	1. Stephen H.Unger, Controlling Technology : Ethics and the Responsible 2. Deborah G. Johnson, Ethical Issues in Engineering , Prentice Hall, Englewood Cliffs, New Jersey, 1991. 3. 3. A.N.Tripathi, Human Values in the Engineering Profession, Monograph published by IIM, Calcutta, 1996.

Code	**DSE – II**	**Total Lecture:60**
FD20M105	**RESEARCH METHODOLOGY**	**0-0-8-4**
Learning Objectives	To understand the concept of research, types of research design, methods of sampling, types of hypothesis, study of literature	
Pre-requisites	Nil	
UNIT	**CONTENT**	**HOURS**
I	Introduction to Research: Meaning, Definition, Objective and Process Research Design: Meaning, Types - Historical, Descriptive, Exploratory and Experimental	15
II	Research Problem: Necessity of Defined Problem, Problem Formulation, Understanding of Problem, Review of Literature	10
III	Hypothesis: Types, Formulation of Hypothesis, Feasibility, Preparation and Presentation of Research Proposal	10
IV	Sources of Data: Primary and Secondary, Validation of Data Data Collection Methods: Questionnaire Designing, Construction Sampling	10
V	Design & Techniques – Probability Sampling and Non Probability Sampling Scaling Techniques: Meaning & Types	15
CO1	Understand **research** terminology	
CO2	Be aware of the ethical principles of **research**, ethical challenges and approval processes.	
CO3	Describe quantitative, qualitative and mixed **methods** approaches to **research**.	
CO4	Identify the components of a literature review process.	

CO5	Critically analyze published **research**.
Text Books:	1. R.I Levin and D.S. Rubin, 'Statistics for Management', 7 th Edn., Pearson Education New Delhi. 2. N.K. Malhotra, 'Marketing Research–An Applied Orientation', 4 th Edn., Pearson Education New Delhi. 3. Donald Cooper, 'Business Research Methods', Tata McGraw Hill, New Delhi. 4. Sadhu Singh, 'Research Methodology in Social Sciences', Himalaya Publishers.
Ref Books:	1. Darren George & Paul Mallery, 'SPSS for Windows Step by Step', Pearson Education New Delhi. 2.C.R.Kothari, 'Research Methodology Methods & Techniques', 2 nd Edn., New Age International Publishers.

SEMESTER – II

Code	Core Name	Total Lecture:60
FD20M201	**INTRODUCTION TO PATTERN MAKING & DRAPING 4–0-0-4**	
Learning Objectives	To create images of apparel, shoes and accessories for fashion advertisements, campaigns, magazines and other fashion media. Course emphasizes drawing methods, such as proportion, color, texture and composition	
Pre-requisite	Nil.	

UNIT	CONTENT	HOURS
I	Overview and Importance of pattern making.	15
II	Drafting of Collars Collars -Introduction, Collar terms and classifications Flat Peter Pan collar, Flat sailor‟s collar, Roll Peter pan collar, Shawl collar, Mandarin collar Gents shirt collar	10
III	Torso draft Combined bodice and skirt to produce torso draft; Torso Front and Torso Back	10
IV	Dresses without waistline seams Close fitting dress block (Sheath silhouette), Semi fitted dress block (Shift silhouette); Straight line dress block (Box fitting silhouette)	10
V	Dart manipulation Other forms of suppression dart folds, dart tucks, gathers, pleats, flares etc.; Development of styles through dart manipulation-Connecting darts to create seam lines; Style developments	15

Course Outcomes	
At the end of the course the students should be able to:	
CO1	To acquaint students with the requisite knowledge of process to sketch a garment
CO2	To impart advanced technical skills in pattern making
CO3	To acquaint students with knowledge in designing for special categories.
CO4	To provide an insight into technological aspects of apparel manufacturing.
CO5	To familiarize students with various tools &equipments used in apparel production.
Text Books	

Reference Books	**1.** Elements of Fashion and Apparel Design, G. J. Sumath, **New Age International, 2007** 2. Chuter. A. J." Introduction to clothing production management", Blackwell publishing, 2 nd Edition, 1995. 3. Gerry Cooklin, "Introduction to Clothing Manufacturers", Blackwell publishing, 2nd Edition, 2006. 4. Harold Carr & Barbara Latham, "The Technology of Clothing Manufacture", Blackwell publishing, 4th edition, 2008.

Code	**Core Name**	**Total Lecture:60**
FD20M202	**PRINCIPLES OF FASHION MARKETING**	**4 -0- 0- 4**
Learning Objectives	At the completion of this subject, students should be able to: 1. Explain the impact of fashion 2. Distinguish differences among fashion marketing concepts 3. Explain the importance of targeting the consumer 4. Apply branding and image to fashion marketing 5. Understand the influence of counterfeit fashions on the industries	
Pre-requisite	Nil.	

UNIT	**CONTENT**	**HOURS**
I	Introduction, Meaning. Nature, functions, importance, marketing environment, Definitions of Marketing, Concept of Marketing. Marketing Mix, Segmentation , Targeting, Positioning, Analysis of consumer markets and buyer behavior	15
II	Product Mix, Product Life Cycle, New Product Development, . Pricing Objectives & Pricing Methods, Distribution Channels: Types, Levels, Development, Promotion Mix	10
III	The Buying Season: Marketing Fashions to Retailers Distinguish between centralized and decentralized buying practices • Apply centralized buying characteristics to marketing efforts • Apply centralized buying characteristics to decentralized buying practices • Explain attributes of international fashion weeks	10
IV	Targeting the Fashion Consumer Produce a fashion company's target market diagram including its primary, secondary, and tertiary levels • Explain differences and similarities among generations • Apply fashion marketing concepts to each generation	10
V	Cross-Channel Shopping Explain the concept of cross-channel shopping Examine the implications of crosschannel shopping in relation to a company's marketing efforts	15

Course Outcomes	
At the end of the course the students should be able to:	
CO1	Learn the importance of marketing environment

CO2	Define the concept of marketing
CO3	Understand the consumer buying behaviour and pattern
CO4	Define the roles and responsibilities of merchandiser
CO5	Understand the concept of retail management
Text Books	
Reference Books	Elements of Fashion and Apparel Design, G. J. Sumath, **New Age International, 2007** The Art of Dressing Curves: The Best-Kept Secrets of a Fashion Stylist, Susan Moses, Harper Design; Illustrated edition

Code	**Core Name**	**Total Lecture:60**
FD20M203	**INTERNSHIP**	**0-0-8-4**
Learning Objectives	➢ To study working environment of an industry. ➢ To understand the various departmental processes and their inter relation within the organization. ➢ To learn the basic techniques of visual/graphic documentation and presentation. To professionally document and present the information gathered during the fieldwork/ industry internship by using different tools.	
Pre-requisite	Nil.	
	CONTENT	**HOURS**
	➢ Interpretation of industry project brief ➢ Report writing ➢ Techniques of visual/ graphic documentation ➢ Interpretation of data & its representation ➢ Selection of appropriate method for presentation for effective communication	40

Course Outcomes	
At the end of the course the students should be able to:	
CO1	Understand the structure of apparel industry
CO2	Create and develop professional software and hardware skills
CO3	Understand working culture of the industry
CO4	Design and innovate 2D-3D ideas into products
CO5	Understand the acceptable skills for acquiring job in the industry

Subject Code	**DSE-III**	**Total Lecture:60**

FD20M204	**FABRIC STUDY - II**	**0-0-6-3**
Learning Objectives	To study the science of fibres, farming process, processing, blending, fabric making, printing and dying.	
Pre Requisites	Nil	

UNIT	CONTENT	HOURS
I	Staple fibre Spinning (brief idea): Introduction, raw material, ginning, opening, cleaning, blending, equalizing, drafting, yarn formation, different systems of spinning	15
II	Introductory concept of Ginning: Cotton ginning and bailing-object of ginning, different methods and their limitations, description of modern ginning machine, ginning performance on yarn quality, impurities	15
III	Opening and Cleaning: Opening and cleaning: Introduction, the need for opening and cleaning, type of opening and degree of opening, impurities to be eliminated. Blending: The purpose of blending, selection of blend constituents, measures of blending, blending procedures- merits and demerits.	15
IV	Blow Room: a) Introduction, basic operations in the blow room, opening, cleaning, dust removal, even feed of material to card, blow room line as a sequence of machinesneed for various types of machines	05
V	Carding: a) Introduction, object of carding, operating principle, various actions in carding; different types of design (cotton card, woolen card, worsted card, jute card). b) Operating regions of the card, feed of material, requirements, material or flock feeding, single chute and double chute flock feeding; feed device- conventional and unconventional systems,	10

COURSE OUTCOMES

At the end of the course the students should be able to:

CO 1	Identification of fibres
CO 2	Methods of yarn and Fabric construction
CO 3	Differentiating blends, union fabrics
CO 4	Use of natural dyes for environmental well being
CO 5	Coloring and surface decoration of textiles
Text Books	1. Principles of Textile Testing – J.E. Booth, Newness Butterworth, London 2. Textile Testing and Analysis – Billie J. Collier and Helen E. Epps, Prentice Hall, New Jersey. 3. Textile Testing – John H. Skinkle, Brooklyn, New York 4. Handbook of Textile Testing and Quality Control – Groover and Hamby 5. An Introduction to Quality Control for Apparel Industry – Pradip V. Mehta, Marcel Dekker, New York
Reference Books	1.Textile Objective measurement Automation in Garment Manufacture – George Stylios – Ellis Horwood Ltd, England.

	2. Knitted Clothing Technology – Brackenbury Terry, Blackwell Science Ltd. 8. Textile Testing & Quality Control Standards like – BIS, BS, ASTM, ISO, AATCC, etc.

Subject Code	**DSE-IV**	**Total Lecture:60**
FD0M204	**RESEARCH METHODOOLOGY - II**	**0-0-6-3**
Learning Objectives	Students should be able to identify the overall process of designing a research study from its inception to its report. ... Students should know the primary characteristics of quantitative research and qualitative research. 6. Students should be able to identify a research problem stated in a study. Students should be able to identify the overall process of designing a research study from its inception to its report.Students should know the primary characteristics of quantitative research and qualitative research. 6. Students should be able to identify a research problem stated in a study	
Pre Requisites	Nil	

UNIT	**CONTENT**	**HOURS**
I	Foundations of Research: Meaning, Objectives, Motivation, Utility. Concept of theory, empiricism, deductive and inductive theory. Characteristics of scientific method – Understanding the language of research – Concept, Construct, Definition, Variable. Research Process	15
II	Problem Identification & Formulation – Research Question – Investigation Question – Measurement Issues – Hypothesis – Qualities of a good Hypothesis –Null Hypothesis & Alternative Hypothesis. Hypothesis Testing – Logic & Importance	10
III	Research Design: Concept and Importance in Research – Features of a good research design – Exploratory Research Design – concept, types and uses, Descriptive Research Designs – concept, types and uses. Experimental Design: Concept of Independent & Dependent variables.	10
IV	Qualitative and Quantitative Research: Qualitative research – Quantitative research – Concept of measurement, causality, generalization, replication. Merging the two approaches.	10
V	Sampling: Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Non Response. Characteristics of a good sample. Probability Sample – Simple Random Sample, Systematic Sample, Stratified Random Sample & Multi-stage sampling. Determining size of the sample – Practical considerations in sampling and sample size	15

COURSE OUTCOMES

At the end of the course the students should be able to:

CO 1	Understand research terminology
CO 2	Be aware of the ethical principles of research, ethical challenges and approval processes.
CO 3	Describe quantitative, qualitative and mixed methods approaches to research.

CO 4	Identify the components of a literature review process.
CO 5	Critically analyze published research.
Text Books	1. Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition 2. Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press. 3. Research Methodology – C.R.Kothari
Reference Books	

SEMESTER – III

Code	Core Name	Total Lecture:60
FD20M301	**PATTERN MAKING AND GARMENT CONSTRUCTION 0-0-4-3**	
Learning Objectives	1. Ability to recognize and use various tools and equipments as per requirement4 2. Understand to relate measurements to the particular component 3. Create a measurement chart as required for pattern making 4. Draft and Construct patterns of various component as per the Design	
Pre-requisite	Nil.	

UNIT	CONTENT	HOURS
I	MEASUREMENT 1Method of taking Direct measurements for Garments 1.2 Method of taking Indirect measurements for Garments	15
II	Methods of pattern making: (i) Flat pattern method (ii) Draping method (Give idea through demonstration on dress form) (iii) Drafting method (Drafting of Upper & Lower Block)	10
III	A Line Frock with sailor Collar, Sleeveless.	10
IV	Body Shirt with Plain Sleeves, Square Neckline	10
V	Shirt and Pant with Open collar-open collar, Plain sleeves	15

Course Outcomes	
At the end of the course the students should be able to:	
CO1	To use principles of drafting to make patterns for girls garments
CO2	Proficiency in pattern making for girls garments
CO3	Apply drafting principles to construct girls garment patterns
CO4	Understand different types of paper pattern
CO5	Evaluate the use drafting principles in development of patterns for various girls garment designs
Text Books	
Reference Books	Elements of Fashion and Apparel Design, G. J. Sumath, **New Age International, 2007** Chuter. A. J.” Introduction to clothing production management”, Blackwell publishing, 2 nd Edition, 1995. Gerry Cooklin, “Introduction to Clothing Manufacturers”, Blackwell publishing, 2nd Edition, 2006. Harold Carr & Barbara Latham, “The Technology of Clothing Manufacture”, Blackwell publishing, 4th edition, 2008.

Code	Core Name	Total Lecture:60
FD20M302	**APPAREL MERCHANDISING 0-0-4-3**	
Learning Objectives	This course helps the students to get a preview to develop merchandising skills for apparel products. This course covers the basic knowledge of fashion; textile and apparel industry, Safety Management and introduction to merchandizing	
Pre-requisite	Nil.	

UNIT	CONTENT	HOURS
I	Basics of Apparel Merchandising Introduction, Functions and role of Merchandiser, Merchandising Process, Meaning and Need for quality control in Merchandising process.	15
II	Introduction to Textiles Textile fibers & Yarns - Definition & classification. Woven fabrics - Classification, fabric properties and identification of fabrics types. Knit fabrics – Classification, fabric properties and identification of fabrics types. Textile processing – Introduction to Dying, Printing and Finishing. Care symbols & Labeling	10
III	Workplace Safety Management Practices Health and safety instructions – Importance of sound health, hygiene and good habits. Ill-effects of alcohol, tobacco and drugs.. Occupational health and safety risks. Signage related to health and safety. Personal protective equipments & its use. M	10
IV	Prototype Preparation & Merchandise Plan Pre-Production Management	10
V	Shipment & Documentation Management	15

Course Outcomes

At the end of the course the students should be able to:

CO1	Learn the importance of marketing environment
CO2	Define the concept of marketing
CO3	Understand the consumer buying behaviour and pattern
CO4	Define the roles and responsibilities of merchandiser
CO5	Understand the concept of retail management
Text Books	
Reference Books	1. Gini Stephens Frings (1999). Fashion: From concept to consumer, Prentice-Hill Inc. 2. Kadolph Sara,J (2009). Textiles, Pearson 3. Leila Aitken. Step by step dress making course 4. Fuller, C., & Vassie, L. H. (2004). Health and safety management: principles and best practice. Pearson Education

Code	Core Name DS-V	Total Lecture:60
FD20M304	**FABRIC STUDY-III**	**0-0-4-3**
Learning Objectives	To understand the science of fiber, yarn ad fabrics	
Pre-requisite	**Nil**	

UNIT	CONTENT	HOURS
I	Introduction: a) The fabric, b) methods of fabric formation, c) phases in the formation of fabric by weaving, d) a technical introduction to weaving: basic motions, principal mechanisms of a loom, path of warp through a loom, motion of the healds, sley and shuttle, idea of other loom mechanisms	15
II	Preparatory processes: Introduction, sequence of processes. Single and multiend winding.	10
III	Multi-end Winding/Warping: a) Introduction, b) principal methods of warping, c) warping process,	10
IV	Sizing: a) Introduction, b) sizing process, c) size ingredients, d) factors which affect the properties of sized yarns	10
V	1. Concept of factors governing the pick up of size, 2. Principal machine elements- creel, size box, drying arrangements, head stock, 3. Tension control mechanisms, measuring and marking mechanisms etc., 4. Modern trends in sizing.	15

Course Outcomes

At the end of the course the students should be able to:

CO1	Understand properties of fibres, yarns and fabrics and their relevance in assessing the performance of textiles
CO2	Explore length and its variability measurement, cumulative frequency diagram
CO3	Experiment with yarn properties
CO4	Understand the physical and chemical properties of fiber
CO5	Understand the fundamentals of fiber
Text Books	1. Principles of Weaving by Marks & Robinson, 2. Textiles (The Motivate Series) by A.Wynne, 3. Weaving Conversion of Yarn to Fabric by Lord & Mohammed, 4. Textile Maths Volume III by Booth, 5. Cotton Weaving by Gordeev, Volkov, Blinov & Svyantenko,
Reference Books	1. Handbook of Weaving Preparation by D.S. Verma, 2. Winding – Silver Jubilee Monograph by BTRA, 3. Sizing – Materials, Methods, Machinery by Ajgoankar, Talukdar & Wadekar, 4. Weaving – Machinery, Mechanisms, management by Talukdar, Sriramalu & Ajgoankar

Code	Core Name DS-V	Total Lecture:60
FD20M304	**RESEARCH METHODOLGY-III**	**0-0-4-3**
Learning Objectives	To understand the fundamentals of research, its origin and importance in the field of design.	
Pre-requisite	**Nil**	

UNIT	CONTENT	HOURS
I	Introduction to Research Methodology: Meaning of Research, Objectives of Research, Motivations in Research, types of Research, Research Approaches, Significance of Research, Research Methods v/s Methodology, Research and Scientific Methods, Research Process, Criteria of Good Research.	15
II	Defining the Research Problem: Concept and need, Identification of Research problem, defining and delimiting Research problem.	10
III	Research Questions and Hypothesis: Variables and their linkages, characteristics of good Hypothesis. Research question and formulation of hypotheses-directional and non-directional hypotheses, Basis for hypotheses	10
IV	Research design: Meaning, Need, Features of Good Design, Concepts, Types. Basic principles of Experimental Design, various methods of Research. Survey, Philosophical, Historical, Experimental, Causal Comparative, Genetic, Case Studies.	10
V	Tools for Data Collection: Collections of Primary Data, Collection of Data through questionnaire and Schedules, other Observation Interview Methods, Collection of Secondary Data, Selection of appropriate method for data collection	15

Course Outcomes

At the end of the course the students should be able to:

CO1	Write a review paper
CO2	Understand the concept of survey
CO3	Explore the methods of research
CO4	Apply various research designs in their internships
CO5	Analyze data using different analysis techniques
Text Books	1. Best and Kahn, Research Methodology, PHI Limited. 2. Kothari, C.R. Research Methodology (Methods and Techniques), New Age Publisher. Kerlinger, Foundation of Research. 3. Fundamentals of modern statistical methods by Rand R.wilcox.
Reference Books	1. Power Analysis for Experimental research A Practical Guide for the Biological, Medical and social Sciences by R. Barker Bausell, Yi-Fang Li Cambridge University Press. 2. Design of Experience: Statistical Principles of Research Design and Analysis, by Robert O. Kuehl Brooks/cole

SEMESTER 4

Post Graduation Internship and Dissertation

Learning Objectives

This internship is a way for the industry to assess student's performance as their probable employee and an opportunity for students to understand various sectors of the industry so that they can choose the right sector as their career option after the course completion.

The documentation will help students to develop writing and research skills for a acceptable outcome.

1.Introduction Master's project/thesis proposal will include: • Topic: What area of your field are you investigating? • Design question: What is the specific question that you have explored in research and will explore (if not answer) in design? • Project and site (short description)

2.Literature Review/Case Study Analysis Explain your research and your project in more detail with precise description, diagrams, analysis, conclusions. All research must be footnoted correctly. • Research: What is the current theoretical thinking in your area? What resources in other fields that are relevant? How? How does contemporary design address topics similar to yours? Describe the specific design question you will explore in your project and why it is relevant to the field • Graphic analysis of projects that have successfully addressed similar issues (For example Projects 1, 2, 3, etc.) • List of critical points that you have derived from your study of the issue and analyses (these points will be the basis of your design project)

3. Design Project/Proposal • Site • Program • Design options (show how your design is informed by what you found in the literature)

4. Recommendations/Conclusion: What innovation did your design to accomplish? (When you finish your design, you will change this section to describe whether and how it accomplishes the goals that you set up earlier)

Course Outcomes

At the end of the course the students should be able to:

CO1 Hands on training of real time fashion and apparel sector

CO2 Learn various types of departments in an industry

CO3 Understand working culture of apparel industry

CO4 Explore the concepts of fashion designing in current scenario

CO5 Understand the acceptable skills for acquiring job in the industry

Evaluation of final Thesis/ Project:

The project/thesis work is in two/three stages. At the end of the every stages (excluding final stage), the student is required to submit a report of his/her work by a prescribed date to the H.O.D. and present it to an Internal Project/Thesis

Evaluation Committee. After passing of any stage, the subsequent stage of the work is continued in the final semester.

The procedure for submission of M. Des. last stage Project/Thesis and conduct of oral examination are as follows.

- The thesis supervisor(s) shall be satisfied that the work has been completed.

- The supervisor(s) shall forward a list of examiners (comprising of at least two faculty members from the department, in addition to the supervisor(s) and one member from outside the department or an external expert. The final transcripts/provisional degree certificate/final degree certificate will be issued only after receipt of dissertations/reports.

- Evaluation scheme Presentation (15%),

- Problem Identification (30%),

- Time management (15%),

- Thesis/ Design solution (40%)

The final design is presented with suitable documentation of the complete process with conclusions and an executive summary in the form of a report that includes the complete project process, concepts and final design proposal including making of final models / prototypes in appropriate format / medium that best communicate the design.