

**MASTER
OF
FASHION DESIGN
SEMESTER III**

MASTER OF FASHION DESIGN SEMESTER III
GARMENT PRODUCTION TECHNOLOGY
CORE I - 3T- 1

External: 80 Marks(Theory)

Internal: 20 Marks

Objectives

The standard work on the contents of the subject will explain the student the processes of modern clothing manufacture and will describes the equipments used to carry them out. The topics will give a panoramic views of the day-to-day operation of a clothing factory, including management, design, marketing, finance, purchasing, quality control. Production calculation methods and ergonomics technology. Recent developments as well as established methods will be described and differentiate for cutting sewing and other methods of joining materials and pressing Manual mechanized and automated methods are considered together with the application of computer control to clothing.

UNIT I :

- Introduction to Sewing Industry.
- General Classification of Sewing Industry.
- Technical Classification of Sewing Industry.
- Structure of Garment Manufacturing Technology.

UNIT II :

- Machines used in Different Departments,
- Different types of I.S.M
- Classification of I.S.M
- Symbols of I.S.M.

UNIT III :

- Meaning of Production and Productivity-Process Chart, Time Study, Work Measurement, Work Analysis, Motion Study.
- Measuring Productivity-Types of Productivity Measure, Productivity Measure, Productive Improvement, Measuring Productivity Growth and Decline, Steps in implementing a productivity Measurement.
- Types of Production-Quantity and Non-Quantity Theory(Formulas- Bn.P.T, T.S.P.T, P.E.R.T, Working Configuration, Batch Setting) Assembly Line Theory(Formula, Batch Setting)-5Garment for each Theory.
- Tech-Pack, Thread Consumption and Calculation.

UNIT IV :

- Meaning of Ergonomics, How does it help in Apparel Industry.
- Efficient Material Storage and Handling.
- Practical Work station and Product Design.(Practical Record Book should be Maintained)
- Effective Work Organization. (Practical Record Book should be Maintained)

Internal marks -will be based on assignments related to four units

Industrial Visit – Making a Report on it.

References :

1. Introduction to clothing prod. Mgmt. by A J Chuter (Blackwell series)
2. Garment technology for Fashion designers by Gerry (Cooklin Blackwell)
3. Herold Carr & B.Latham -Technology Of Clothing Manufacture – Blackwell Publishing Ltd – Second Edition
4. A.J. Chuter., " Introduction to Clothing Production Management ", Blackwell Scientific Publications
5. David J. Tyler., " Materials Management in Clothing Production ", Blackwell Scientific Publications
6. Jacob Solinger., " Apparel Manufacturing Handbook ", VanNostrand Reinhold Company (1980).
7. 162. Peyton B .Hudson., " Guide to Apparel Manufacturing ", MEDIAppearl Inc (1989) ISBN: 0 -945116-08-X.
8. Carr.H, Latham. B., " The Technology of Clothing Manufacture ", Blackwell Scientific Publications 1988).

MASTER OF FASHION DESIGN SEMESTER III
RESEARCH DESIGNING & PLANNING
CORE II - 3T-2

External : 80 Marks(Theory)

Internal: 20Marks

UNIT I :

Research Methodology

- Introduction: Meaning & Objectives of research, types of research, basic, applied action, approaches to research, research methods, research process.
- Criteria for good research, common problem, nature and significance of research problems, qualitative & quantitative research methods.
- Selection of Research Topic, selection of research problem, literature review, evaluation of research problem.
- Research design- meaning, concept & features of research design, experimental design, plan of research work.

UNIT II :

Methods & Tools of Research

- Reliability and validity of research tool.
- Qualitative and quantitative studies, Primary & Secondary data collection method.
- Preparing questionnaire and opinionnaire, identification of sources of information, searching and classifying information, organization of data collection.
- Processing & analyzing of data & information, limitation.

UNIT III:

Preparing a research report proposal

- Format of research proposals, finding related literature.
- Individual & Institutional research proposals.
- Format of research report and style of report writing.
- The thesis or dissertation, style of writing, typing the report, reference form, tables, figures, evaluating a research report, summary, references.

UNIT IV :

Applied Statistics

- Descriptive Statistics- Classification of variable.
- Measures of central tendency inter-quartile range & standard deviation.
- Estimation and Hypothesis testing-statistical hypothesis & Null Hypothesis, interval estimation.
- Concept of hypothesis testing & types of error, student 't' test, Chi-Square test, F test.

Internal marks -will be based on assignments related to four units

References :

1. B.D. John, A.L. Brown and R.R. Cocking, 1999. "How People Learn: brain, mind, experience and school". Washington, DC: National Academy Press.
2. A.R. Fraenkel, N.E. Wallen, 2008. "How to Design and Evaluate Research in Education", *ih Ed.* Boston: McGraw-Hill.
3. K.E. David, 2009. Curriculum Development for Medical Education:..A *Six-Step Approach*, 2nd Ed. The John Hopkins University Press. ISBN 0-8018-9367-4.
4. N. Peter, 2009. "Leadership: Theory and Practice." *3rd Ed* Thousand Oaks: Sage Publications.
5. G. Bordage, B. Dawson, 2003. Experimental study design and grant writing in eight steps and 28 questions. *Medical Education*, 37(4): 376-385.

MASTER OF FASHION DESIGN SEMESTER III
ELECTIVE I –FILM & THEATER COSTUME
3T-3(a)

External: 80 Marks(Theory)

Internal: 20 Marks

Objectives

The objective of this course is to provide an in-depth introduction to the theory & practice of costume design. The contents will trace the historical development of theatre costume from the ancient to the modern times which will help students to develop an understanding of character and script analysis, theatrical composition, collaboration with directors and actors including the various aspects of costuming including accessories, trims and the role of makeup in character building.

UNIT I :

- Costume Design as differentiated from Fashion Design
- Development of Costume Design from Ancient times to Present day
- Role of Costumes in Movies/Theater/ Television
- Design Process in Costume

UNIT II :

- Use of Trimmings and Decorations in Costume Development
- Accessories used in Film and Theaters and their significance
- Study of Makeup and its role in character development
- Types of Stage and methods of staging a Play

UNIT III :

Costume design for films : Analysis of movies/television serials made in different genres.

- Action: West Side Story
- Historical/Epics: Utsav, Gandhi, Elizabeth & Gladiator, Mahabharat (T.V. Serial)
- Drama: Memoirs of a Geisha, The Social Network, Rangeela, Haider, Balika Vadhu (T.V. Serial)
- Science Fiction/Fantasy: The Fifth Element, Alice in Wonderland (2010)

UNIT IV :

Costume design for theatre - Analysis and Costuming of Famous Classical and Contemporary plays made in different genres.

- Classical English Plays-
Tennessee Williams – A Street Car Named Desire
Arthur Miller- Death of a Salesman
Berthold Brecht- Three Penny Opera
- Classical Sanskrit Plays-
Kalidas- Shakuntla
- Contemporary Marathi Play
Mahesh Elkunchwar- Wada Chirebandi
- Contemporary Hindi Plays
Mohan Rakesh- Aadhe Adhure
Habib Tanveer- Charandas Chor
- Contemporary English Plays
Harold Pinter- The Birthday Party
Modern Adaptation of Shakespeare

References:

1. Illustrating Fashion by Kathryn Mckelvey (Blackwell Series)
2. Fashion Design, drawing by Elisabetta Drudi Batsford and presentation.
3. Fashion Kaleidoscope by Meher Castelino (Rupa and company)
4. Indian Fashion by Hindol Sengupta. (Pearson Education)

MASTER OF FASHION DESIGN SEMESTER III
ELECTIVE II – FASHION ACCESSORIES
3T-3(b)

External: 80 Marks(Theory)

Internal: 20 Marks

Objectives:

- To impart knowledge of fashion Accessories
- To provide opportunity and to design and to develop fashion accessories

UNIT I :

Fashion accessories- Introduction, definition. History, Classification and types of Fashion accessories.Importance of Fashion accessories How To Choose The Right Fashion Accessories How To Use Accessories With Outfits Types Of Accessories For Men and Women

UNIT II :

Accessory types- detail study of types of Head gears, Foot wear, Bows, neckties and belts, Hand bags, Gloves, Scarves, Stoles, Shawls,Eyewear, handkerchief types of hosiery for men and women.

- History of Sandals
- History of Women's Shoes
- Masks in Fashion
- Men's Hosiery
- Muffs
- Pointed Shoes
- Shoes
- Sneakers
- Sport Shoes
- Sunglasses
- Turban
- Umbrellas and Parasols
- Veils
- Watches and Fashion
- Women's Stockings and Fashion

UNIT III :

Detail study of following accessory

- Belts and Buckles
- Beret
- Brooches and Pins
- Canes and Walking Sticks
- Children's Shoes
- Codpiece
- Crowns and Tiaras
- Cuff Links and Studs

Materials and processes-leather, straw, fur, wood. Materials required. Material sourcing. Design development & production.

Trends and Marketing- Fashion trends and marketing of accessories. Study of any 4 accessory designers. (two Indian and two international)

UNIT IV :

An introduction to jewellery making:- Various types of jewellery, materials used for making jewellery, metals and stones, History of jewellery Egypt, Sumerians, Greek, Rome and Indian jewellery.

Jewellery- Jewellery Design and production, Types of Jewellery – precious, costume, bridge. Traditional Indian jeweler – temple, kundan, minakari, thewa, filigree, terracotta. History of Necklaces and Pendants □ Earrings, □ Bracelets rings, hair ornaments.

Costume Jewelry

Reference:

1. Claire Billcocks," Century of Bags", Chartwell Books, New Jersey 1997
2. John Peacock, " Fashion Accessories- Men", Thames and Hudson, London, 1996
3. John Peacock, " The complete 20th Century Source Book", Thames and Hudson, London, 2000
4. Malolow Blahnik- Co Collin Mac dolw, " Shoes -Fashion and Fantasies", Thames and Hudson, 1989

MASTER OF FASHION DESIGN SEMESTER III
Foundation Advance pattern making 3T-4(a)
or

MASTER OF FASHION DESIGN SEMESTER III
CORE III -FASHION MARKETING
3T-4(b)

External: 80 Marks

Internal: 20 Marks

Objectives:

- 1 To enable students to select design and draft patterns for various garment based on body measurements.
- 2 To gain experience in handling of different fabrics and advanced construction techniques.
- 3 To develop understanding of the relation of the pattern and garment to the body measurement.

Content – Theory

Unit –I:

1. Tools and equipment used for pattern marking and clothing construction. Varieties and special attachment.

Common problems causes and remedies.

2. Importance of body measurement, how to take body measurements for different type of garment, taking and comparing measurements.

UNIT – II:

1. Working with patterns -

Reading pattern envelope understanding pattern markings, Pattern marking – methods of making patterns.

(i) Drafting (ii) Draping (ii) Flat Patterns (iv) Use of commercial patterns.

Pattern alteration, lengthening and shortening patterns, making bust, shoulder, crotch length alteration,

increasing and decreasing waistline and hipline, neckline and sleeve alteration.

2. Costing-

a) Method of costing

b) Element cost for fabric

c) Calculating cost for a fabric

d) Methods of project evaluation

UNIT-III:

1. Pattern Making-

a) Production Scheduling

b) Garment Assembly- Assembly Operation, Computer Technology used in Garment Industry, Power Sewing Machine & Programmable Sewing Machine and Finishing.

UNIT – IV:

1. Basic Stitches- Hand Stitches-tacking stitches. Working making up stitches-Quick slip stitch. Overcast stitch. Lockstitch, finishing touches interfacings and linings.
2. Variation of Quilting.
3. Importance of Jewellery Making in Fashion Design.
4. Wire Working Techniques & Finding.

OR
CORE III -FASHION MARKETING
3T-4(b)

External: 80 Marks(Theory)

Internal: 20 Marks

Objectives

Right from the basic terms of fashion marketing its process involved methods to carry out the various tasks of promotion to forecasting the trends as well as setting up a brand or label will be taught systematically targeting the current National and International fashion market. Emphasis in teaching will be given on the principals, detailing, management and planning for the tools of the marketing, which will enable the students to adopt a suitable policy when they enter this vast and every changing field. The various topics covers the fashion business in logical sequence with complete and realistic information. Students will learn the complete process of fashion business operation with an added advantage of absorbing the contents for later use.

UNIT I :

- Meaning and classification of marketing, fashion marketing, fashion market size and structure, marketing environment –micro marketing environment, macro marketing environment. Trends in marketing management.
- Marketing research –definition scope and importance of market research in new
- price policies. Functions of pricing. Factor influencing price decisions. Methods of setting prices. International pricing policy, export pricing.

UNIT II :

- Marketing function – definition and classification product planning and development importance of fashion products, nature of fashion products. The fashion industry and new product development product mix and range planning. Product line policies. Fashion and related life cycles.

UNIT III :

Fashion advertising and preparation of advertising for apparel market. Advertising media used in apparel marketing. Advertising department, advertising agencies. A survey on analysis of

customers fashion preference & international advertising.

Fashion sales promotional programme for apparel marketing, communication and promotion, personal selling, point of purchase, sales promotion objectives, consumer sales promotion.

UNIT IV :

Global market and its participants in international marketing – Importance, growth and benefits – international market place- goods and services multinational corporations banks and insures trading companies – implications for marketing management- GATT. Present export and import details.

Internal marks -will be based on assignments related to four units

REFERENCE

1. Marketing, R.S.N. Pillai and Bagavathi, S. Chand & Co ltd Newdelhi – 1987.
2. Marketing Principle and methods by Philip C.F and Duneon D.T, Irwin publications.
3. Principles of Marketing by Backman T.N. Maynard H.H and Davidson W.R, Ronald Press Company New York 1970.
4. Fashion Marketing by John Fayer Weather. International Marketing by V.K.Kirpalani.

MASTER OF FASHION DESIGN SEMESTER III
CORE I - PRACTICAL -GARMENT PRODUCTION TECHNOLOGY
3P- 1

External: 80 Marks

Internal: 20 Marks

- Creation of the following theme based garments.
- Designing and constructing Quilted garment of current trend
- Designing and constructing Women's garment(with Smocking)of current trend
- Designing and constructing Men's garment of current trend
- Designing and constructing garment for a French / American Style with Architecture theme
- Designing and constructing garment for a women on collage theme
- . Forecast (colour, texture, fabric, silhouette and surface ornamentation).
- Tech Pack of five garments with detailing –Seams, Stitches, Machines and Coloring of Garment

MASTER OF FASHION DESIGN SEMESTER III
ELECTIVE I SESSIONAL-FILM & THEATER COSTUME
3S-1(a)

Internal : 50 Marks

Objectives

Designers can easily see the proportion, fit, balance and style lines of a design, exactly as it will look on the bodice is the prime purpose of teaching draping the budding designers. Working with costumes/garment on actual materials will give them a greater inspiration and a better indication to the flow and performance of a fabric. Students will also be highlighted over the principles applicable to the development of draped costumes/garments towards accurate and professional production

To enable the students to take up costume for the movie, theater and advertisement industry.

- Introduction to evolution of theater costume with examples of Greek Theatre costume.
- Study of selected theatre costumes around the world- Greek, Roman, India, Egyptian, Elizabethan Theatre, Halian Theatre, Chinese Theatre, 19th Century Theatre, Japanese Theater.
- Sketch and colour: Costume, Mask, Footwear's, Accessories and Jewelry of the following

theatres. Greek, Egypt, Roman, China, Japanese and 19th century. (One Each)

- The difference in theater costume from that of everyday costume/ Fashion costume.
- Study and preparation of any one variety of theatre costume based on Movie or book.

Draping of the following garments on dress form :

- Shift dress in denim.
- Corset dress in silk and chiffon
- Empire dress in velvet
- Jacket in leather
- Cocktail dress in suede

**MASTER OF FASHION DESIGN SEMESTER III
ELECTIVE II – SESSIONAL- FASHION ACCESSORIES
3S-1(b)**

Internal : 50 Marks

Objective

- To teach the students the art of accessory designing so that they can complement their garment designs with appropriate accessories.
- Sketching and rendering of headgear, hand wear, foot wear and hand bags three each and Construction of any one.
- Sketching and rendering of belts, gloves and construction of any one
- Sketching of Indian jewellery- Mughal Jewellery, Thewa, Kundan Jewellery, Temple Jewellery
- Sketching of accessories on women and men's croqui (2 each)
- Designing and making any 5 Fashion accessory from the following- Head gears, Foot wear, Bows, neckties and belts, Hand bags, Gloves, Scarves, Stoles, Shawls, handkerchief
- Designing of jewellery on the basis of a selective theme:-
- traditional style jewellery, ethnic style jewellery, contemporary style jewellery, fusion of any above styles.
- Material exploration- Develop a set of jewellery with any material and a set of eco friendly material
- Jewellery designing based on theme. (with Concept Board)

MASTER OF FASHION DESIGN SEMESTER III
SEMINAR-CRAFT SURVEY AND DOCUMENTATION
3P-2

External : 50 Marks
Internal : 25 Marks

Objectives

To explore, experience and experiment the different arts and craft globally. To appreciate the skill goes into making an art and craft product related to fashion such as textiles garment, accessories etc. To understand the techniques of painted printed dyed and embroidered articles supporting fashion. detailed documentation of particular art and craft will help students to make a fashion product or a create a line of fashion.

- Student are required to travel to a place and stay with artisans and explore designing/ making of the art or craft from them and develop an end product with them.
- The product should necessarily be a garment, Fashion accessory, a drape or an article or object related to fashion only.
- One complete product of the craft is compulsory individually.
- List down the challenges related to the craft.
- Selection of the Product Category (any one)
 - Apparel
 - Corporate Gifts or Stationary
 - Accessories
 - Home/ corporate Decor
- Students contribution in Product Identification & Development in terms of,
 - Motif Development
 - Print Development
 - Color Variations
 - Fabric Development
 - Design Development
- Interpretation of ideas on paper.
 - Pencil sketches
 - Color Sketches
- Approval from the concerned Faculty.
- Approval from the Artisans regarding the changes. (through Internet)
- Production (will be done at the actual location with the Artisan)
 - Implementation and application of the Products in Fashion.
- **A portfolio will be prepared and presented by each student based on the following outline :**

- 1) Introduction
- 2) Place of origin of the craft
- 3) Historical background
- 4) Current scenario
- 5) Production process, raw materials, tools, labour & artisans)
- 6) Costing & packaging of articles of the craft(minimum 5)
- 7) Marketing & Advertising
- 8) Designers work on the selected craft
- 9) Details of the crafted product & cost sheet
- 10) Photograph of the crafted product
- 11) Cost sheet

ASSIGNMENTS FOR INTERNAL ASSESMENT

Application of Indian Traditional Crafts for making Women's apparel, accessories, stationary, life style products etc.

Students are expected to make 2 women's apparel products such as dresses, waist coats, tops, jackets, skirts, Indian ethnic etc.

The examinee will be assessed by external on following-

- **Final Craft product**
- **PPT will be on the process of product development**
- **Final Portfolio**

**MASTER
OF
FASHION DESIGN
SEMESTER IV**

MASTER OF FASHION DESIGN SEMESTER IV
CORE I-CONCEPTUAL DESIGN DEVELOPMENT
4T-1

External: 80 Marks(Theory)

Internal: 20 Marks

Objectives

The inclusion of this subjects will enable students to know about the life and forte of India, International. Modern, Era of world war one and two, age of Haute Couture and Belle Époque fashion ear designer with their fashion style and looks. The topics “line development” will provide students knowledge of actual creation of garments on ramp and runway with a single theme taking inspiration of the fashion era designers. The various boards will teach theme expression of their creation.

UNIT I :

- Study of designer : Rohit Bal, Rohit Khosla, Rituberi, J.J. Vallaya, Manish Malhotra, Sabyasachi Mukherjee with their life and forte.
- Illustrating dresses made on innovative theme.

UNIT II :

- Study of International designers – Dolce and Gabbana, Donna Koren, , Zandra Rhode, Ralph Lauren, Karl Lagerfield, Issey Miyake, Alexander Mc Queen, Giorgio Armani, Versace & John Galliano.
- Study of looks – Punk, Gothic, Peasant, Metal, Hippie, Disco, Bohemian, Harem, Oriental, Boro, London, Biker & Artdeco.

UNIT III :

- Study of Haute Couture and Belle Epoque designers :- Nina Ricci Charles Fedric Worth, Paul Pioret, Cristobel Balenciaga and Joha Redfern.
- Study of Boards ; Inspiration, Mood, story, Client, Swatch, Embellishment, Survey & theme board.

UNIT IV :

- Designing of embroidery Khaka and its variation with repeat system of design.
- Creation of kids line, women’s line & men’s line .
- Designing on themes line culture, environment, monument and season.
- Different presentation techniques.

Internal marks -will be based on assignments related to four units

References:

- Illustrating Fashion by Kathryn Mckelvey (Blackwell Series)
- Fashion Design, drawing by Elisabetta Drudi Batsford and presentation.
- Fashion Kaleidoscope by Meher Castelino (Rupa and company)
- Indian Fashion by Hindol Sengupta. (Pearson Education)

MASTER OF FASHION DESIGN SEMESTER IV
CORE II- VISUAL MERCHANDISING
4T-2

External: 80 Marks(Theory)

Internal: 20

OBJECTIVES

To sensitize /orient the textile and clothing SME's to the concept of visual merchandising

To provide the basic working tools and skills related to visual merchandising

UNIT I :

Retail merchandising

- Merchandiser-Meaning, Role and Responsibility of Merchandiser, six rights of Merchandising, Types of Merchandising ,Difference between Marketing and Merchandiser.
- Fashion Purchase, Buying Patterns, Buying Cycle.
- Types of Retail organization Structure, Line and Staff Function.
- Role of a Retail Merchandiser.

UNIT II :

Visual merchandising

- Visual Merchandising- Meaning, Scope, Importance, Scope of Visual Merchandising Display Composition, Store Interior and Exterior.
- Elements and Principles of Design, Explain Merchandise Planning.
- Types of Layout, Types of Fixture, Planogram.
- Symbols used in Visual Merchandising while doing Layout.

UNIT III :

Buying agency merchandising

- Meaning of buying agency merchandiser
- Buying Agency Merchandiser-Types and Features
- Buying Agency Merchandiser-Responsibilities
- Types and Stages of Sourcing.

UNIT IV :

Export merchandising

- Meaning of manufacturer or Export Merchandiser, Functions of export Merchandiser
- Role and Responsibility of export Merchandiser.
- Different types of Samples, Chronological process of export Merchandiser.
- S.O.P (Standard Operating Procedures) of each departments

Internal marks -will be based on assignments related to four units

REFERENCES

1. Visual Merchandising and Display / Edition 5by Martin M. Pegler , Fairchild Publication.
2. Contemporary Visual Merchandising and Environmental Design by JayDiamond, Ellen Diamond in Book
3. Visual Merchandising and Store Design workbook by Greg M. Gorman-ST Publications

Internal

Visual merchandising and Display Basics

- Purpose of Display
- Colour and Texture
- Line and Composition
- Light and Lightings
- Type of Display and Display settings

Display Locations

- Store Exterior
- Window Display
- Store Interior

Display Equipments

- Mannequins
- Alternative to the Mannequins
- Dressing the three dimensional form
- Fixtures
- Visual Merchandising and Dressing Fixtures
- Furniture as props

Visual Merchandising and Display Techniques

- Attention getting devices
- Familiar symbols
- Masking and proscenia
- Sale ideas
- Fashion Accessories
- Graphics and Signage

Visual Merchandising & Planning

- Visual Merchandising and Planning
- Setting up a Display shop
- Store Planning and Design
- Visual Merchandising and Changing face of Retail

RELATED EXPERIENCE

Present a theme based window display for a retail fashion outlet.

**MASTER OF FASHION DESIGN SEMESTER IV
ELECTIVE I –FASHION SHOW MANAGEMENT
4T-3(a)**

Internal : 50 Marks

OBJECTIVES

- To develop managerial and the Fashion presentation skills of the students
- To enable students to take up consultations for fashion shows.

UNIT I :

FASHION SHOW

- Fashion Show sell merchandise, Additional reasons for producing Fashion Shows, Fashion Show's finale
- Fashion Show Categories, Specialized fashion presentations- Departmental show, Trunk show Haute couture shows, Ready to wear shows, Trade shows, Trade association shows, Press shows
Costume co-ordination-theme, trial fit, final fitting by designers ,dress rehearsal , Makeup & styling and Props.

UNIT II :

PLAN

- Targeting the audience
- Developing leadership
- Creating Fashion Show themes
- Finding venue –Light and Sound arrangement
- Timing the show
- Audience management
- Estimating the budget

UNIT III :

PROMOTION AND ADVERTISING

- Promotion
- Publicity
- Press release
- Press photography
- Advertising

- Magazines

Television and Radio

- Direct marketing
- Sponsorship

UNIT IV:

CATWALK AND CHOREOGRAPHY

- Categories of models, Career opportunities for models-(Show room models, Runway models, Catalog models, Advertising models, Body part models), Modeling agencies, Professional versus amateur models, Photographic versus runway models, Training amateur models, Model responsibilities-
- Choreography, Opening the show, Pace, Pivots and Pauses, Mapping, Dancing, Model groups, Finale, Importance of choreography-

REFERENCES

1. Guide To Producing A Fashion Show, second edition, Judith C Everett, Kristen K Swanson, Fairchild Publications, Inc, New York
2. Silent Selling: Best Practices and Effective Strategies in Visual Merchandising, 4th Edition Judith Bell, Kate Ternus

MASTER OF FASHION DESIGN SEMESTER IV
ELECTIVE II -FASHION FORECASTING
4T-3(b)

Internal : 50 Marks

Objectives –

- To enable students knowledge about predict of fashion forecasting & promo style upcoming trends
- To enable students to know the market need and fashion trend changes with the process of organizing and analyzing the information for presenting and implementing the forecast. It integrates traditional and electronic approaches to the process of forecasting at each stage of research, organization, analysis, interpretation, and presentation.

UNIT I :

- The Fashion Forecasting Process
- Introducing Innovation
- The Direction of Fashion Change
- Cultural Indicators

Demand forecasting

Search any 5 types of present latest garment style

Observe & study future forecasting any one garment with detailing of silhouette, color, design ,texture, fabric Surface ornamentation etc.

UNIT II :

- 1) Selection theme based forecasting
 - Research theme
 - Use & Explain keywords
 - Work on Indian market (casual, formal, party, leisure)
 - Inspiration board
 - Mood board
 - Work on textures
 - Collect swatches & prepare the swatch board
 - Design development sheets
 - Final sheets

UNIT III :

Costume Designing evaluation

small costume collection with your class examine ,your family, neighbors, markets
Examine them for construction methods and design details

- _ These designs can be used as inspiration for forecasting project Costing range
- _ Make final sketches

UNIT IV :

- Colour Forecasting
Make Pantone color chart using color schemes
Make unique color combination with prints sample
Analyzes long term forecasting color
- Textile Forecasting
- The Look: Design Concepts and Style Directions

ASSIGNMENT-

Submission on Present trends in forecasting of men's & women 's wear

Colour

Style

Fabric

Print

Ornamentations

Graphics

REFERENCES

1. Fashion Forecasting, 2nd Edition, Research, Analysis, and Presentation, Evelyn L. Brannon, Berg Publishers..
2. Creative Fashion Presentations, Polly Guerin, Fairchild Publication.

MASTER OF FASHION DESIGN SEMESTER IV

Foundation Advance Draping 4T-4(a)

External : 80 Marks

Internal : 20 Marks

Objectives:

1. To teach students in detail the principles of draping fabric on the dress form for pattern making.
2. To develop an understanding to design in three dimension with the understanding of design/ pattern.
3. To apply art principles of design in creating dreams designing and selecting suitable fabric particular design.

UNIT-I:

1 Fashion Illustration-

Aspect of fashion, good fashion illustration, design research and sources of ideas-films, T.V., painting, historic costume etc. Changes and development in fashion.

2 Fashion Drawing-

Basic figure drawing basic for men, women and children, anatomy, facial features movements and basic garment shapes. Quick sketching and interpretation of appeared design. Finished drawing.

UNIT –II:

1. Fashion Drawing-Study of shaping devices gathers pleats darts, yokes, pockets cowls, princess line,

sleeves collars etc.

2. Fashion accessories shoes headgear hand back neck wears, other accessories. Advertising and Sales

promotion-Brand standard, labeling, Fashion Show, Exhibition, Display etc.

UNIT – III:

1. Preparation of adhesive dress form. Equipment needed, grain, preparation of fabric for draping, draping steps.
2. Seam allowances marking and tracing. Making basic front and back skirt sleeve bodice block by draping on the dress form.
3. Draping on the dress form – dart manipulation, pleats, darts, tucks and gathers. Neckline variation, armhole variation, waistline variation. The princess waist, yokes, basic cowls and variation.

UNIT-IV:

1. Skirts Flared, Gored skirt, hip yoke skirt, Assymetrical Skirt.
2. Draping of collars- mandrin collar, Band collars, convertible collar, peterpan collar, shawl collar.
3. Draping sleeves- raglan sleeve, kimonos sleeve.

Practical :

1. Sketches with various patterns and styles in garment on basic croguls for men, women and children, skirt/
blouse frocks, swim suit, height wear sports wear, summer wear, salver kameez.
2. Creating and constructing new styles in following garment by draping method.
(i) Skirts (ii) Blouse or Top (iii) Midriff Pattern (iv) Evening Dress (v) Salwer Kameez.

References:

1. Drake Micholas, Fashion Illustration today.
2. Koijiro Kamagai Children Fashion Illustration Dec. 1990.
3. Koijiro Kamagai, Fashion Illustratin @ L. Expressing Texture 1988
4. Hllihouse M.S. and Mansfield E.A. Dress Design- Draping and Flat Pattern London U.S.A. Haughton Meffin Co.

or
MASTER OF FASHION DESIGN SEMESTER IV
CORE III -MAKEUP & STYLING
4T-4(b)

External : 80 Marks

Internal : 20 Marks

UNIT I :

- Makeup Tools / Categories of Cosmetics
- Creating a Flawless Base
- Perfecting Foundation, working with Different Product Textures
- Contouring Techniques / Shading & Highlighting
- Camouflage Makeup Techniques, Waterproof Makeup
- Bridal Makeup Looks / Techniques for Day, Evening & Studio
- Eye / Cheek / Lip Makeup Techniques

UNIT II :

- Fashion & Glamour Makeup Techniques
- Fashion Catwalk Looks, Smoky Eyes, Nude Look, Retro Looks, Eyelash
- Theatre Makeup Techniques-Character Makeup, eg Clown, Opera, Horror, Fantasy Face Painting, Body Art, Henna Art ,Creating Wounds, Burns, Scars , Wrinkles etc
- Fashion Hairstyling Techniques- Creating Up-do Hairstyles, Bunning, Plaits etc

UNIT III :

Styling

- 20th century men's /women's style
- Vintage style
- Classic style
- Explain style detailing

UNIT IV .:

- Explain the themes, stories and write overall review
- Styling according to personality
- Change style according to human figure, occupation, income, society
 - Specification
 - Tribal women / men
 - Middle class
 - High Class
 - As consultant of designer

INTERNAL 20 MARKS

- Use magazine picture & insert images to create presentation Make P.P.T
- Select any 3 National & 3 International designer's collection showcased during past fashion show. Collect pictures or videos for the same

MASTER OF FASHION DESIGN SEMESTER IV
CORE I –(PRACTICAL)
CONCEPTUAL DESIGN DEVELOPMENT
4P-1

External : 80 Marks Practical

Internal : 20 Marks

Developing and constructing the following knockoffs :

- Designer line of a selected designer.
- Indian traditional designer
- Era of Belle Epoque
- Era of World war
- Modern Designer
- Preparation of Khaka of embroidery
- Style Lines variations on the Bodice.
- Midriff Yoke 5 variations
- Cowls- Front, Back, Armhole.
- Application of cowls in lower garments

MODULE 1

- Design ,develop and assemble the Designer line of a selected designer.
Casual wear and estimate the cost

MODULE 2

- Design ,develop and assemble the Formal wear (Modern Designer)
with created pattern and estimate the cost

MODULE 3

- Design ,develop and assemble the couture Party wear(Era of Belle Epoque)
with created couture pattern and estimate the cost

MODULE 4

- Design, develop and assemble the Ethnic wear(Indian traditional designer)
with created pattern and estimate the cost

MASTER OF FASHION DESIGN SEMESTER IV
RESEARCH PROJECT
4P-2

External : 125 Marks(Project 75 + viva 25 internship 25)

The Research Project will be made and presented with the following outline.

Chapter 1 – Introduction(Aims, Objectives, Need & Scope of the study)

Chapter 2 – Review of Literature

Chapter 3 – Methodology

- Inspiration Board
- Mood Board
- Client board

Design Development Process – Garment – 1,2,3 & 4

- Illustration Sheet
- Selected design (colour illustration with details)
- Garment Flats
- Swatch Board
- Garment details
- Cost Sheet
- Story Board
- Photograph
- Embellishment Board

Chapter 4 – Result and discussion with Interpretation

References & Webliography

INTERNSHIP

- One month internship in the Garment Industry, EOU textile mill , textile and garment printing unit, cottage industry, boutique, studio or production unit of a fashion designer, a retail outlet for garment or a brand of a garment or a brand of a garment and embroidery unit.
- The organization can be government, Semi government, Government Limited, public sector or a private firm.
- Detailed report of the internship along with organizations working nature, different departments its personnel , job undertaken, reference, observation, precaution, the products being manufactured, marketing, raw material and clients etc.
- The report should also include the work done by the student during her internship with special emphasis on skills learnt during the period
- The report should be accompanied with photographs and a certificate from the head of the organization.

MASTER OF FASHION DESIGN SEMESTER IV
Research Seminar
4S-2

Internal : 50

The student will give seminar on current researches related to different areas of Fashion.

The students are expected to research and find suitable topics for the seminar. These will be presented to and approved by the department faculty. Only token guidance will be provided to the students to ensure that it remains primarily each student's own piece of work. The selection of topics must be guided by current trends in theory, research and application of appropriate design and technology. The student will be expected to collect the material, analyze and organize the information and present a critical review of the topic before the faculty for evaluation. The presentations will be followed by discussions. Subsequent to this, the student is expected to submit a final report on the seminar topic along with references.