

MASTER OF FASHION DESIGN
SEMESTER- III
GARMENT PRODUCTION TECHNIQUE
3MFDT- 1

Theory: 80 Marks

Term work: 20 Marks

OBJECTIVES

In this subject student will be made fully aware of different quality standards and their maintenance during manufacturing processes for the total quality concept

UNIT I

- Introduction to sewing Industry-
- Classification of Sewing Industry.
- Difference between Ready to Wear, Ready Made Garment Industry, Tailoring and Boutique.
- Types of Clothing- Apparel, Non-Apparel.Innerwear, Outerwear.
- Waist wear.Upper wear.
- Structure of Garment Manufacturing Unit.-
- Process Departments.
- Co-ordination Departments.

UNIT II

- Apparel Machine Engineering
- Types of Sewing machines-
- Difference between Domestic Sewing Machine (D.S.M) and Industrial Sewing Machine (I.S.M).
- Classification of I.S.M.
- Symbols of I.S.M.
- Machines used in each Department-
- Machines used in- Stores Department.
- Machines used in-Cutting Department.
- Machines used in-Packing Department.

UNIT III

- Apparel Manufacturing Technology.
- Types of Production- Batch Systems,Piece Systems,Unit Synchro Systems
- Pre-Production Planning-Different types of operators, Supervisor Training.
- Productivity- Work Study, Time Study. Work Measurement,Work Analysis.
- Motion Study, Total Standard Process Time.,Process Chart- (Batch Setting)
- Athletic Shirt.
- U Neck Men's T-Shirt.
- Tee Shirt.
- Brief.
- Ladies Brief.

UNIT IV

- Definition of Quality-
What is Quality?
- Importance of Quality Control.
- Principal of T.Q.M-
- Quality control at each stage of Production.
Quality standards- ISO, etc.
- Quality from design to dispatch.
Classification of Defects-
Stitching defects. Seam defects
- Accepted Quality Level (4.25 and 4.0 Systems).

Sessional- Industrial Visits.-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).
9. James R.Evans & William M.Lidsay, The Management and Control of Quality, (Edition), South-Western (Thomson Learning), 2002
10. Feigenbaum.A.V. "Total Quality Management, McGraw-Hill, 1991.
11. Oakland.J.S. "Total Quality Management Butterworth – Hcinemann Ltd., Oxford. 1989.

MASTER OF FASHION DESIGN
SEMESTER- III
GARMENT PRODUCTION TECHNIQUE
(GARMENT CONSTRUCTION)
3MFDP-1

Practical : 50 Marks

Term work: 50 Marks

- Custom Draping
- Basic Shift
- Empire designs
- Variations in designs
- Dartless shapes
- Loose fitting shapes
- Oriental and Asian garments:
- Kimono, harem pants, obi, abaya, caftan.
- Making of theme and concept based garments.
- These garments would from their concept development work.
- understanding of finishing of garment Creation of Prototype – sample cutting, garment finishing, garment inspection, garment costing.

Term Work :

- Creation of any 3 garments based on the following :-
- Haute Couture garment
- Theme based garments.
- Concept based garments
- Study of fashion forecast, market survey, interpretation
- Designing of costumes of varied themes, silhouettes, fabrics, surface ornamentation etc. based on the forecast study.
- Creating full scale patterns of these self designed costumes.
- Construction of any 5 innovative garments for all age groups, for different themes, occasions, seasons (Fall Winter, Fall Spring, and Fall Autumn).
- After cutting and sewing of the garment, student will also be taught quality control check, finishing and packaging of the garment.

References:

1. Advanced drafting and draping by Manmeet Sodhia Kalyani Publishers
2. The art of fashion draping by Connie Amaden Crawford Fairchild
3. Dress Fitting by Natalie Bray Blackwell Science
4. Mary Mathews , 'Practical clothing construction' Thomson &co.,madras,1974.
5. Cock V., 'Dress Making Simplified' Black science, 1987
6. Patric taylor J., Marti shoben M, 'grading for the fashion Industry' Stanley Thomas(publishers)Ltd.1990
7. Cartis Irving E., 'Fundamentals principles of pattern making for misses and women's garments'New York FIT 1987
8. Handrod Jack ., 'Profesional pattern grading for women's,men's and children's apparel',redendo bench plycon press,1980

MASTER OF FASHION DESIGN
SEMESTER- III
FASHION MARKETING
3MFDT-2

Theory: 80 Marks

Term work: 20 Marks

Objectives-

Students will learn about all aspects of fashion retail including store management, customer service, visual merchandising, buying, technology, IT and marketing through a blend of work: Understanding fashion retails and communication:

Students work on understanding the principles of fashion retail an export as well as developing critical observation skills. Teachers help them develop research and writing skills, and give you insights into the many roles in the fashion retail and export industry. Students also gain a grasp of the language and terms used both within

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 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.-Exhibition ,Fashion shows, Fashion PR

UNIT III

- Marketing research –definition scope and importance of market research in new
- product development. Pricing polices and strategies for apparel products. Importance of price policies. Functions of pricing. Factor influencing price decisions. Methods of -selling prices. International pricing policy, export pricing.
- Management skills-Concept principals & characteristics

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.:

References:

1. Fashion marketing & merchandising by Pooja Chatley (Kalyani Publishers)
2. Fashion Marketing by Mike Essay (Blackwell Series)
3. Fashion Buying by Helen Goworek (Blackwell Series)
4. Solomon M, Rabolt N (2002) Consumer Behavior: in Fashion Prentice Hall
5. Underhill P (2000) Why We Buy: The Science of Shopping Texere
6. East R (1997) Consumer Behavior Prentice Hall Europe
7. Falk P, Campbell C (1997) The Shopping Experience Sage Publications London
8. Bell J, Ternus K (2002) Silent Selling: Best practices and effective strategies in visual merchandising

MASTER OF FASHION DESIGN
SEMESTER- III
FILM & THEATER COSTUME
3MFDT-3

Theory : 80 Marks

Term Work: 20Marks

Objectives :

Study of Film & TV Costume Design provides a comprehensive view of a field with its own distinct tradition and creative challenges. It offers students a chance to explore those qualities that make film and television an exceptional choice for the designer. The development of a broad frame of cinematic reference, the interaction with working professionals, and the opportunity to make practical and creative decisions within the time frame of a production, will provide the student with the knowledge and skill necessary to launch a career in the global entertainment field.

Theatre Costume specialization prepares the exceptional student to enter the rigorous field of costuming for theatre, film, television, video, and spectacle.

UNIT I:

- **COSTUME DESIGN**
History of Fashion and Dress
- Costume Design of film & Theater
- From ancient time to present time by studying films & Theaters (European, Indian, American)
- Designing a collection-Different characters of film

UNIT II

- **TYPES OF DESIGN**
- **TRIMMININGS AND DECORATION**
- **FASHION ACCESSORIES IN FILM & THEATER**
Footwear -Design and product development
- Handbags
- Design and product development
- Hats
- Design and product development

UNIT III

Film Costume Design

Study of Film Costume Design and their analysis ,Students would see the film and make a report of it as well as illustrate garments in their reports.

- Analysis of films such as Mughale Azam ,Pakeeza,Utsav,Ashoka,Gandhi,Rudali,Devdas,
- Jodha Akbar, Amrapali ,Elezabeth,Memores of Ghiesa,SevenSamorize, Titanic,Gladiator

TV Costume Design

- Study of Tv Costume Design and their analysis-Ramayan, Mahabharat, Tipu Sultan, Jhansi ki Rani ,Balika Badhu ,Sri Krishna,Studying the costumes of popular channels on TV
- Film & TV Make up

UNIT IV

Theatre Costume Design

- In this unit students are to understand Theatre Costume as an intense, concentrated program designed to encompass the many aspects of costuming from the legitimate stage to television, film, and video. The student studies costume crafts, costume design, costume construction, wardrobing, rendering, script analysis, breakdown, and the history of costume and décor.The Analysis of Famous Plays such as Romeo & Juliet, Hamlet, Juliet Ceaser, King Henery the IVth,Pigmalian by George Bernard Shaw, Shakespeare s plays Tughlak by Girish Karnad,Janata Raja, Ashad ka ek din by Mohan Rakesh,Shakuntala
- Study of Stage make up of different characters

Sessionals-demonstrations of different type of makeup of film ,theater & TV

**Making a portfolio of collection of different costumes used in
film ,theater & TV**

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
RESEARCH METHODOLOGY & STATISTICS
3MFDT-4

Theory : 80 Marks

Term Work: 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 & Sources of error.

UNIT-III: Preparing a research proposal

Format of research proposals; finding related literature, Individual & Institutional research proposals, submitting research proposal to funding agencies.

The Research Report/Report writing

Style manuals, format of research report, The thesis or dissertation, style of writing, typing the report, reference form, pagination, tables, figures, evaluating a research report, summary, references.

UNIT-IV : Applied Statistics

Descriptive Statistics: Classification of variable, measures of central tendency interquatile range, variance, standard deviation, Properties of sample variance and standard deviation, Graphic representation of data.

Estimation and Hypothesis testing: Null Hypothesis, confidence level, Point, & interval estimation, concept of hypothesis testing & types of error, Student 't' test, Chi-Square test, F test (NOVA)

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
CRAFT SURVEY AND DOCUMENTATION
3MFDTW-2

Termwork : 50 Marks

- Students would travel to a place and stay with artisans and explore designing of the craft from them and develop an end product with them.
- Different themes picked from various sources (magazines, books, films, nature, surroundings, handicrafts, paintings, etc.) and presented using different presentation skills and mediums.
- A portfolio will be prepared by each student, in which he / she shall display his collection of themes, using different presentation skills.
- Each theme will be accompanied by a line of costumes designed using that particular theme as an inspiration.
- Different mediums and presentation skills should be used.
- The portfolio should have atleast 12 lines of costumes.
- To justify the theme of the dress, the theme could be seen in the colour of the dress/ silhouette of the dress/ surface texture of the dress/ surface ornamentation of the dress/ accessories accompanying the dress.

References :

1. Fashion from concept to consumer by Dickerson Pearson.