

**MASTER OF FASHION DESIGN**  
**SEMESTER- IV**  
**RETAIL MANAGEMENT & MECHANDISING**  
**4MFDT-1**

**Theory: 80 Marks**

**Term work: 20 Marks**

**UNIT I**

- Organizational structure of export house, buying house and domestic companies.
- Buyer classification and buying network in export.
- Retail organization structure, buying and selling, line and staff Function, Role and Responsibility of retail fashion buyer.
- Customer identification and role of buyer.

**UNIT II**

- Retail Fashion Promotion
- Marketing channels
- Planning and direction ,Fashion advertising, classification of retail advertising: IT application for retailing, electronic data exchange Relationship marketing

**UNIT III**

**Visual Merchandizing**

- Introduction - The Scope of Displays, Display Composition:, Interior and Exterior Displays, Creativity in Display, Seasonal Displays
- Elements and Principles of Design, Mannequins. Props & Merchandise, Lights
- Careers in Visual Merchandising
- Fashion forecasting: trend analysis, merchandising planning
- Range development, Fashion calendar, Role and responsibilities of Merchandiser.

**UNIT IV**

- Time Flow management: Order Execution-Sampling to packaging time management, time estimation at every stage of order execution, maintain time scheduling chart, Case study to understand time scheduling
- Vendor Management: Vendor Relations, Vendor Matrix Vendor Partnership.
- Brands and Labels
- Purchase term: Discount, Purchase, Order, Payment Terms
- Sourcing and Global sourcing

**Sessionals-studying the Retail industry and making a detail report on it**

## References:

1. "Fashion Marketing" By Essey Mike, Publisher Blackwell.
2. "Consumer Behavior in Fashion" By Soloman, Michale R, Publisher Pearson.
3. "Fashion Marketing and Merchandising" By Mary, Publisher Goodheart-Willcox
4. "Fashion Marketing and Merchandising" By Pooja Chatley, Publisher Kalyani Publisher

**MASTER OF FASHION DESIGN**  
**SEMESTER- IV**  
**COSTUME DESIGNING**  
**4MFDT-2**

**Theory : 80 Marks**

**Term Work: 20Marks**

**UNIT I**

- Designing on themes like culture, environment, monuments, seasons etc.
- Illustrating dresses made on innovative themes.
- Appreciation of any five Indian fashion Designers
- Collection and illustration of the work of these Indian designers
- Brief history on the work of these designers.

**UNIT II**

- The famous and celebrated designs of these designers
- The shows, studios, and expertise of these designers.
- Designing Clothes line for Kids wear using different themes and fabrics.
- Designing clothesline for Women wear using different themes, fabrics, and surface ornamentations.

**UNIT III**

- Different Presentation Techniques- its forms and purpose.
- Collage work- collage on the dress, collage in the background, its effective use.
- Swatch board- and the use of swatches on the surface texture of the dresses illustrated
- Front and back illustration- use and different illusion effects.
- Client board and its effective use in designing dresses for a particular client.
- Stylization of fashion figures, stylization of dresses.
- Textural effects- effect of silk, velvet, net, chiffon, satin, brocade, etc.

**UNIT IV**

- Survey board, mood board and theme board.
- Designing embroidery patterns from different sources like objects, photographs, nature, greeting cards, posters, surroundings etc.
- Creating embroidery patterns designed from different sources
- Sequin work
- Lurex work
- Lace and ribbon work
- Decorations and trimmings

**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- IV**  
**COSTUME DESIGNING**  
**4MFDP-1**

**Practical-50**

**Term work-50**

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- Illustrating dresses made on innovative themes.
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- Collection and illustration of the work of these Indian designers
- Brief history on the work of these designers.
- The famous and celebrated designs of these designers
- The shows, studios, and expertise of these designers.
- Designing Clothes line for Kids wear using different themes and fabrics.
- Designing clothesline for Women wear using different themes, fabrics, and surface ornamentations.
  
- Different Presentation Techniques- its forms and purpose.
- Collage work- collage on the dress, collage in the background, its effective use.
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**MASTER OF FASHION DESIGN**  
**SEMESTER -IV**  
**RESEARCH PROJECT AND INTERNSHIP**  
**4MFDT-3**

**Project Report : 100Marks**

**Viva : 50 Marks**

**Seminar-50 term work**

**Internship : 50 Marks**

**Research Project :**

Individual preparation of theme based project accompanied by garments and project / portfolio book .

Power point presentation based on project

**Viva-Voce-50 Marks Viva will be taken by external examiner appointed by University**

**Internship : 50 Marks**

- 1 month internship in the Garment Industry, Working on Designing and Finally Forming a survey report on the industry, its type, its working, its departments and personnel, jobs undertaken, references, Observations, Precautions, etc.
- The report should have a detailed information about the industry the student joined for entrepreneurship, the type of industry(public sector/ private/ partnership), the names of directors, the departments of the industry, its personnel, their working , the jobs being undertaken at the industry, the products being manufactured, the marketing of the products, the raw material being used, the clients, etc.
- The report should also include the work done by the student during his/ her training, specifying what all new was learned during this period..
- The report should be accompanied by the training certificate from the industry.
- It should be signed by the student.

## **SEMINAR-50 term work**

To learn how effectively and efficiently work within a design team.

To understand the importance of the design team concept in the workplace.

Demonstrate ability to use current technologies applicable to the Fashion and apparel industries.

Demonstrate skills necessary for collaborative work during group projects in order to solve a design problem.

Develop networking skills and obtain career information and educational guidance from leading industry professional

- Management Skills in the FashionRetail Industry
- Teachers cover negotiation skills, particularly useful in the buying world.Students will explore how to get the best deal for themselves and their business, leadership styles, coaching and feedback.
- The unit is interactive featuring activity based on learning with less focus on ‘classroom’ style; delegates will get the opportunity to practice their new skills in a safe learning environment.

# **TEACHERS QUALIFICATION NORMS FOR MASTER IN FASHION DESIGN & MASTER IN FASHION TECHNOLOGY**

## **FOR CORE SUBJECTS**

1. Master s degree in Textile & Clothing/Fashion Design /Fashion Technology/Marketing& Merchandising/MBA in Design Management  
with minimum 55% as per UGC norms

## **FOR ALLIED SUBJECTS-**

2. Fashion Illustration-MFA in Drawing & Painting

with minimum 55% as per UGC norms

- 3 E Fashion—MCA/MCS

with minimum 55% as per UGC norms