

Study Scheme & Syllabus of

Master of Science (Fashion Design)

M.Sc. (Fashion Design)

Batch 2020 onwards



By

Board of Studies (Fashion Technology)

Department of Academics

IKG Punjab Technical University Jalandhar

OUTLINES OF SYLLABI AND COURESE OF M.Sc. (FASHION DESIGN)

(SEMESTER I)

Course Code	Course Title	Load Allocation			Marks Distribution			Credits
		L	T	P	Ext.	Int.	Total	
MSFD101-20	Apparel Production and Management	3	0	0	60	40	100	3
MSFD102-20	Fashion Communication	3	0	0	60	40	100	3
MSFD103-20	Fashion and Sustainability	3	0	0	60	40	100	3
MSFD104-20	Kid's Wear Pattern Making	0	0	6	40	60	100	3
MSFD105-20	Sewing Kid's Wear	0	0	6	40	60	100	3
MSFD106-20	Design Development for Kid's Wear	0	0	6	40	60	100	3
MSFD107-20	Design Development Through Computer - I	0	0	6	40	60	100	3
Total		9	0	24	340	360	700	21

(SEMESTER II)

Course Code	Course Title	Load Allocations			Marks Distribution			Credits
		L	T	P	Int.	Ext.	Total	
MSFD201-20	Retail Marketing & Merchandising	3	0	0	60	40	100	3
MSFD202-20	Knitwear Design Technology	3	0	0	60	40	100	3
MSFD203-20	Men's Wear Pattern Making	0	0	6	40	60	100	3
MSFD204-20	Sewing Men's Wear	0	0	6	40	60	100	3
MSFD205-20	Design Development for Men's Wear	0	0	6	40	60	100	3
MSFD206-20	Design Development Through Computer - II	0	0	6	40	60	100	3
MSFD207-20	Knitwear Design Technology	0	0	6	40	60	100	3
Total		6	0	30	320	380	700	21

(SEMESTER III)

Course Code	Course Title	Load Allocation			Marks Distribution			Credits
		L	T	P	Ext.	Int.	Total	
MSFD301-20	Research Methods	3	0	0	60	40	100	3
MSFD302-20	Statistics	3	0	0	60	40	100	3
MSFD303-20	Design Development for Women's Wear	0	0	6	40	60	100	3
MSFD304-20	Women's Wear Pattern Making	0	0	6	40	60	100	3
MSFD305-20	Sewing Women's Wear	0	0	6	40	60	100	3
MSFD306-20	Industry Based Project	6 Weeks*			00	100	100	5
Total		06	0	18	240	360	600	22

** In summer vacation after 2nd semester*

(SEMESTER IV)

Course Code	Course Title	Load Allocations			Marks Distribution			Credits
		L	T	P	Int.	Ext.	Total	
MSFD401-20	Entrepreneurship Development	3	0	0	60	40	100	3
MSFD402-20	Quality Control and Standardization	3	0	0	60	40	100	3
MSFD403-20	Textile Design Development	0	0	6	40	60	100	3
MSFD404-20	Pattern Development Through Draping	0	0	6	40	60	100	3
MSFD405-20	Dissertation	12			200	100	300 [#]	12
Total		06	12	12	400	300	700	24

#Evaluation criteria as per IKGPTU norms

APPAREL PRODUCTION AND MANAGEMENT (MSFD101-20)

Objectives:

To impart knowledge of Industrial operations

To impart awareness about machines and equipments used in apparel industry

Unit-I

- Introduction to Indian Apparel Industry
- Structure of the Apparel Industry
- Sectors of the Apparel Industry

Unit-II

Organization of an Apparel Industry the Design Department

- Forecasting
- Designing
- Collection Planning
- Pattern Making
- Production of Sample Garments
- Pattern Grading

The Production Department

a) Operations in cutting room

1. Marker Planning
2. Spreading
3. Cutting

b) Sewing

1. Preparation for sewing, stitches, seams, feed systems, needles, threads, machinery and equipment
2. Assembly

Unit-III

Finishing Department

- Pressing Machinery and equipment
- Finishing, Inspecting, Warehousing and shipping

UNIT-IV

Marketing Department

- Marketing - Marketing Calendar
- Product Pricing
- Price Evaluation
- Product Planning
- Customers

Merchandising –

Distribution Sales -

Promotion

- Market Research
- Selling
- Sales Forecasting & Budgeting

References:

- Carr Harold and Latham Barbara "The technology of clothing manufacture" Blackwell Publisher (1994-2004)
- Ruth EC "Apparel manufacturing and Sewn Product Analysis"
- Chultler AJ, Blackwell Science UK, 1998 "Introduction to Clothing Production Management" Blackwell science (1995) London
- Kaplan, NS "Changing Trends in Apparel Industry" Abhishek Publisher (2004)
- Cooklin Gerry "Introduction to Clothing manufacture, Blackwell Science, UK, 1991
- Bheda Rajesh, "Managing Productivity in the Apparel Industry" CBS Pub, New Delhi

FASHION COMMUNICATION (MSFD102-20)

Objectives:

To enable the students to understand the intricacies of fashion industry

Unit-I

- Communication: - Concept, Definition, Scope, functions of communication
- Mass Communication: - Concept, Definition, Scope and functions of Mass Communication through different media - Electronic media, Print media, Cyber media
- Role of media in society.
- Need of Mass Communication in Fashion world.

Unit-II

- Creative writing: - writing a feature, different types of feature, rules for writing feature: - Defining Article, rules for writing.
- Interviews: - Definition, Concept and scope of interviews, types of interview. How to conduct an interview, writing interview.
- Designing catalogues and brochures.

Unit-III

- Photography: - Role of photography in fashion world, concept, definition and functions of photography. Types of camera, camera angles, shots and movements.
- Editing: -Definitions, various techniques of editing.
- Ethics of media.

Unit-IV

- Event management: - fashions shows, photo shoots, outdoor and indoor shoots.
- Advertising: - concept, definition, scope, functions and need of advertising in fashion world.
- Public relations: - concept, definition, scope, functions and qualities of good PRO. Need of PRO in fashion.
- Publicity: - Definition and scope, event reporting, concept of image management.

Reference:

- Kristen K. Swanson, Judith C. Everett., 'Writing for the Fashion Business', Fairchild Pub., USA.
- Guy Masterman, Emma H.Wood, 'Innovative Marketing Communication: Strategies for the Events Industry, Elsevier Butterworth-Heinemann, Burlington.
- Williams John Matt, 'Business through Correspondence and Advertising',
- Ashok Bhalla, 'Effective Communication', Abhishek Pub., Chandigarh.
- Ashok Bhalla, 'Perfect Public Speaking', Abhishek Pub., Chandigarh.
- Vaibhav Mehndiratta, 'Event Management', Abhishek Pub., Chandigarh

FASHION AND SUSTAINABILITY (MSFD103-20)

Objectives

To enable the students to become aware of environmental concerns and ethical and sustainable practices related to fashion.

UNIT-I

- Terminology related to Green Fashion-Eco - friendly fabrics, organic clothing, Ethical Fashion, Recycled fibres, up -cycled fibres, slow fashion, slow fashion, ecosystem, fair trade, greenapsis, green technology.
- Green fashion movements and organisations related to it.

UNIT II

- Different fibers and fabrics used for green clothing.
- Processes employed for production of green clothing.
- Refashioning and recycling of green clothing.

UNIT-III

- Carbon footprints in textile and apparel industry.
- Labelling system related to green fashion and eco labelling
- Awareness of green labelling and its effect on consumers.

UNIT IV

- International Designers and their brands promoting Green Fashion.
- National Designers and their brands promoting Green Fashion.
- Govt. Policies promoting green fashion

References:

- Sustainable fashion and textiles: Design journeys by Kate Fetcher
- Future fashion White Papers by Earth pledge.
- Sustainable fashion: New Approaches: Kirsi, Niinimaki (editor) Aalto university publication series

KID'S WEAR PATTERN MAKING (MSFD104-20)

Objectives:

To enable the students to develop skills in pattern making of kids garments of 5 to 10 years old boys and girls.

Making patterns for following garments: Both for Boys and Girls

T-Shirts, Dungarees, Full sleeved reversible jacket.

Skirts, Tops, Dress- one piece / two piece.

References

- Connie Amadon Crawford, 'A guide to Fashion Sewing' Fairchild Publishers, USA, 1992
- Thomas Anna Jacob, 'The Art of sewing,' UBS, Publishers distribution Ltd. New Delhi, 1999.
- Doonga Ji Sherie and Deshpande, R, 'Basic Process and Clothing Construction.
- Dorothy Wood, "Creative Sewing, the practical Encyclopaedia of Sewing". Mc Graw - Hill Book Co. Inc, New York.
- Sylvia Rosen, 'Pattern Making: A Comprehensive Reference for Fashion Design', Prentice Hall
- Winifred Aldrich, 'Metric Pattern Cutting for Children's Wear and Babywear: From Birth to 14 Years Blackwell Science
- Gloria Mortimer-Dunn, 'Pattern Design for Children's clothes', B T Batsford Ltd, London
- Selvia Rosen, 'Children's Clothing: Designing, Selecting Fabrics, Pattern Making & Sewing', Fairchild Books & Visuals
- Nancy J.S.Langdon & Sabine Pollehn, 'Sewing clothes Kids love', Creative Publishing International, Inc.

SEWING KID'S WEAR (MSFD105-20)

Objectives:

To enable the students to develop skills in construction of kids garments of 5 to 10 years old.

Construction of the following garments as a complete ensemble:

Boys: T-Shirts,

Dungarees, Full sleeved reversible jacket.

Girls: Skirts, Tops, Dress- one piece / two piece.

References

- Connie Amadon Crawford, 'A guide to Fashion Sewing' Fairchild Publishers, USA, 1992
- Thomes Anna Jacob, 'The Art of sewing,' UBS, Publishers distribution Ltd. New Delhi, 1999.
- Doonga Ji Sherie and Deshpande, R, 'Basuc Process and Clothing Construction.
- Dorothy Wood, "Creative Sewing, the practical Encyclopaedia of Sewing". Mc Graw-Hill Book Co. Inc, New York.
- Mary Abreu, 'Little Girls, big Style', C&T Publishing, Inc
- Selvia Rosen, 'Children's Clothing: Designing, Selecting Fabrics, Pattern Making & Sewing', Fairchild Books & Visuals
- Nancy J.S.Langdon & Sabine Pollehn, 'Sewing clothes Kids love', Creative Publishing International, Inc.

DESIGN DEVELOPMENT FOR KID'S WEAR (MSFD106-20)

Objectives:

To understand croqui drawing of boys and girls 5 to 10 years of age.

To learn to drape these figures in various ensembles.

1. Make a Croqui of a 5 to 10-year-old boy and girl.
2. Design a collection for boys and girls, 5 to 10 years of age keeping the following ensembles in mind: Boys: T-Shirts, Dungarees, Full sleeved reversible jacket. Girls: Skirts, Tops, Dress- one piece / two piece.
3. Rendering of notions, Prints and embroidery in the above Garments.

References:

- Patrick John Ireland, 'Fashion Design Illustration: Children', B T Batsford Ltd, London
- Hagen, 'Fashion Illustration for designers
- Kathryn Mckalvey, 'Illustration Fashion 'Black Well Publishing
- Martin Dawber, 'Big book of illustration
- Parrick John Ireland, 'Fashion Design Drawing and Presentation' Om Books International.
- Paula J.Myers-McDevitt,'Complete Guide to Size Specifications',Berg Publishers
- Bina Abling,'Fashion Sketchbook', Fairchild Publishers

DESIGN DEVELOPMENT THROUGH COMPUTER – I (MSFD107-20)

Objectives:

To enable the students to understand the application of Adobe Photoshop and used the same to create various design compositions.

Understanding application of basic tools of Photoshop.

Learning the technique of scanning pictures of celebrities/veterans/models and redefining them in terms of hair styles, dresses, and accessories.

Designing the following for sales promotion:

- Posters and Fliers
- CD covers of fashion shows, music CD's etc.
- Visiting cards and brochures of designers, professors etc.
- Thematic backgrounds like corporate/ Board meeting room, hotel lounge, teller desk; party hall; beach; classroom; etc.
- User guide for the Software.

RETAIL MARKETING & MERCHANDISING (MSFD201-20)

Objectives:

- To introduce the concept of Retailing & Marketing
- To impart knowledge regarding the marketing environment and consumer behaviour.

Unit-I

- Introduction to Retailing: types and its formats.
- Merchandising: its definition, types, role and responsibility of merchandiser.
- Organisational structure

Unit-II

- Identification and analysis of consumer.
- Communicating with consumer.
- Relationship between retailer and consumer.
- Business ethics and social responsibility.

Unit-III

- Financial aspects of retail merchandising.
- Retail Pricing.
- Planning sales and inventory.

Unit-IV

- Merchandising control.
- Store Planning and Design.
- Human Resource Management.

References:

- John Donnellan, 'Merchandise Buying and Management'
- Leslie Davis Burns, Nancy O. Bryant, 'The Business of Fashion'
- Edited by Mike Easey, 'Fashion Marketing'
- Ellen Diamond, 'Fashion Retailing'
- Jay Diamond Gerald Pintel, 'Retail Buying'
- Rasshid Din, 'New Retail'
- Michael R. Solaman, 'Consumer Behaviour in Fashion'

KNITWEAR DESIGN TECHNOLOGY (MSFD202-20)

Objectives:

- To understand the characteristics of knitted fabrics
- To understand the versatility of knit fabrics for end uses.

Unit-I

Introduction to knitting

- Definition of knitting
- Weft and Warp Knitting
- Comparison of Weft and Warp Knitting Weft knitted fabrics
- Plain, Knit, Purl, Tuck, Float, Rib, Jacquard. Warp knitted fabrics
- Tricot, Raschel, Simplex, Milenese.

Unit-II

Knitting needles and its types (hand and machine)

Types of different knitting machines (flat, circular and computerised)

Sequence of loop formation on warp and weft knitting machines

Unit-III

Different approaches to construct Knitted garments

- Fully cut
- Stitch shaped cut
- Fully fashioned
- Integral

Unit-IV

Quality Control of knitted fabrics

Garment Quality

Environmental concerns related to knitting industry.

References:

- Terry Blackenbury, 'Knitted Clothing Technology', Blackwell Publishing, 2005.
- Henry Joshonson, 'Introduction to Knitting Technology', Abhishek Pub., 2006.
- D.B. Ajgaonkar, 'Knitting Technology'
- David J.Spencer, 'Knitting Technology'
- Samuel Rag, 'Flat Knitting Technology'
- Smirfitt, 'An Introduction to Weft Knitting'

MEN'S WEAR PATTERN MAKING (MSFD203-20)

Objectives:

To learn and assemble and stitch the diverse components of men's garments

Pattern development of the following garments

- Designer kurta pyjama
- Shirt
- Trouser-Jeans and formal
- Sherwani with aligarhi pyjama
- Jacket- reversible and lined

References:

- Helen Joshpa Armstrong, 'Pattern Making for Fashion Design', Pearson Education, 2007.
- Jaffe Hilde & Nurie Relis 'Draping for Fashion Design', N.Jersey, Prentice Hall Career, 1993.
- Natalie Bray 'Dress Pattern Designing', London Blackwell Science, 1996
- Winfred Aldrich 'Fabric Form and Flat Pattern Cutting', Blackwell Science, USA, 2001.
- Bane Allyne, MC Graw Hill USA 'Flat Pattern Design'.
- Bernar Zamkoff, 'Basic Pattern Skills for Fashion Design'.

SEWING MEN'S WEAR (MSFD204-20)

Objectives:

To learn to assemble and stitch the diverse components of men's garments.

Pattern development of the following garments

- Designer kurta pyjama
- Shirt
- Trouser-Jeans and formal
- Sherwani with aligarhi pyjama
- Jacket- reversible and lined

References:

- Helen Joshpa Armstrong, 'Pattern Making for Fashion Design', Pearson Education, 2007.
- Jaffe Hilde & Nurie Relis 'Draping for Fashion Design', N.Jersey, Prentice Hall Career, 1993.
- Natalie Bray 'Dress Pattern Designing', London Blackwell Science, 1996
- Winfred Aldrich 'Fabric Form and Flat Pattern Cutting', Blackwell Science, USA, 2001.
- Bane Allyne, MC Graw Hill USA 'Flat Pattern Design'.
- Bernar Zamkoff, 'Basic Pattern Skills for Fashion Design'.
- Thomas Anna Jacob, "The Art of Sewing," UBS, Publishers Distributors Ltd., New Delhi, 1994.
- Reader's Digest Complete Guide to Sewing.
- Allynie, 'Creative Sewing', McGraw Hill Book Co. Inc, New York.
- Dorothy Wood, 'The Practical Encyclopaedia of Sewing'.
- Connie Anadon Crawford, 'A Guide to Fashion Sewing, Fairchild Pub., USA, 1992.
- Doongaji Sherie & Deshpande, R, Basic Process and Clothing Construction.

DESIGN DEVELOPMENT FOR MEN'S WEAR (MSFD205-20)

Objectives:

To introduce male croqui and various postures.

To impart skill for development of inspirational designing ability.

Introduction to male figure, features and postures Draping male figure in

- Casual wear
- Street wear
- Formal wear

Detailed line planning with emphasis on design development sheets for men.

Making a theme based working drawing collection of five ensembles of men's wear-formal and casual.

Creation of different textures for men's wear.

References

- John Ireland, 'Fashion Design Illustration-Men', B.T. Batsford Ltd, London, 1996.
- Bina Abling, 'Illustrating Fashion'
- Kathryn McKalvey, and Janiew Musslwo, 'Illustrating Fashion' Blackwell Pub. Co., 2005.
- Patrick John Ireland, 'Fashion Design-Drawing and Presentation', Om Book International, New Delhi, 2005.
- Seaman 'Professional Fashion Illustration' B.T. Batsford Ltd.
- Colussy 'Rendering Fashion-Fabrics & Paints'

DESIGN DEVELOPMENT THROUGH COMPUTER -II (MSFD206-20)

Objectives:

To make students acquire skill in computer aided designing.

Prepare design illustrations and work sheets of the following garments using the tools of Adobe Photoshop and Corel Draw:

- Kurta pyjama
- Shirt
- Trousers
- Jacket
- Sherwani with aligarhi pyjama
- Coat with lapel collar

Create different textures for above garments.

Drape of created textures in the above garments.

Develop patterns of the following garments using the tools of Lectra/Tuka CAD or any other software for Pattern and Marker Making:

- o Corset
- o Off shoulder one-piece garment
- o Trousers - pleated, flat front
- o Ethnic Wear

Get the patterns plotted in actual sizes.

Reference:

- User guide for the software.
- Corel Draw by BPB Publications

KNITWEAR DESIGN TECHNOLOGY (MSFD207-20)

Objectives:

- To impart the knowledge of Knitting
- To develop an understanding of the various knitted structures

For a knitted sample file develop 20 swatches from basic stitches (Knit, Purl, Tuck, Miss, Transfer loop)
Develop a garment from a creative swatch

References:

- Sandy Black 'Knitwear in Fashion', Thames & Hundson, London, 2005
- Debbie Blis 'Cotton Knits for all seasons'
- Zoe Mellor 'Double Knits'
- The step by step guide to knitting
- The Harmony guide to knitting stitches

RESEARCH METHODS (MSFD301-20)

Objectives:

- To understand the frameworks for scientific inquiry, research terms, concepts and techniques.
- To understand the various methods for conducting research
- To appreciate the benefits of applied research

Unit - I

Introduction to Research, Basic research, Primary & Secondary Research, Scientific research, Survey research, Experimental and Quasi-Experimental Research
Case study research, Observational research, Co relational Research, Descriptive Research, Historical and Philosophical Research, Advantages and disadvantages of each method.

Unit - II

Development of the problem using literature, Formation of the topic hypothesis, assumptions and limitations of problems, formulating research questions, Sampling, Types of Sampling, Qualitative Research Sampling, Gathering of data, Analysis of data, Test, Revising of hypothesis Conclusion.

Presenting the Problem, Formulating the Method of Data Collection by various instruments.

Unit - III

Data tabulation and analysis, Statistical significance of testing. Measuring research variables: Uni, Bi and Multivariate, Relationship between variables.

Unit – IV

Results and Discussion; Summary and Conclusion; Recommendations. Ethical Issues: Ethical treatment of participants, Plagiarism.

Reference

- Beiswanger, W.A. Elementary Statistical, Methods Applied to Business and Economic Data, 1956, the Macmillan Company.
- Croxton, F.E. and Cowden, D.J. Applied General Statistics, 1955, Prentice Hall Inc.
- Blomers, P. and Linguist, E.F. Elementary Statistical Methods in Psychology and Education, 1960, Oxford Book Company.
- C.R. Kothari, 'Research Methodology - Methods & Techniques', New Age International Publishers
- Jai Narain Sharma, 'Research Methodology', Deep & Deep Publications Pvt Ltd
- John Creswell, 'Research Design', Sage Publications

STATISTICS (MSFD302-20)

Objectives:

- To understand the role of statistic in research
- To apply the knowledge of statistics in the analysis of data
- To learn the presentation and inter interpretation of statistical data

Unit - I

Meaning, scope and role of statistics in research. Classification and tabulation of Data, frequency distribution, categorization of data, coding, tabulation, mean, median mode for ungrouped and grouped data, discrete and continuous data, interval size, mid points, graphing:- histogram, frequency polygon, cumulative frequency polygon, measure of central tendency, (absolute and relative skewness and kurtosis)

Unit - II

Concept of discrete probability distributions, normal distribution, use of normal probability tables.
Hypothesis Testing, Type I and Type II errors, Sampling Distribution, Large sample tests for proportion, difference in proportion for means and difference in means.

Unit – III

T-test for: one group, unpaired (independent) data, paired (related) data, difference in means, one way analysis of variance
Co-relation, coefficient of correlation and its interpretation, rank correlation, regression equations and predictions, perfect positive and negative correlation

Unit – IV

Application of chi-square tests, goodness of fit
Presentation and Interpretation of data, tables, graphs, illustrations

Reference:

- Neiswanger, W.A. Elementary Statistical Methods applied to Business and economic Data. 1956, The Macmillan Company,
- Croxten, F.L. and Cowden, D.J. Applied General Statistics, 1955, Prentice Hall Inc.,
- Bloomers, P. and lindquist, E.F., Elementary Statistical Methods in Psychology and Education, 1960, Oxford Book Company,
- Seetharaman, W.A. Text-Book of Statistics, Published by the Author (revised edition) 1973.
- Snedecor, G.W., Statistical Methods, 1961, Applied Parific Private Ltd.,
- Fisher, R.A., Statistical methods for Research workers 1948, Hafner Publishing Company, Inc.
- Dr.S.P.Gupta,'Statistical Methods',Sultan Chand & Sons Educational Publishers, New Delhi
- Karmel P.H. and M. Polasek,'Applied Statistics for Economics', Sir Isaac Pitman & Sons Ltd
- Spiegel M.R., 'Theory and Problems of Statistics', New York Graw Hills Publications
- Harry Frank and Steven C. Althoen,'Statistics Concepts and Applications' Press Syndicate of University of Cambridge.

DESIGN DEVELOPMENT FOR WOMEN'S WEAR (MSFD303-20)

Objectives:

- To learn to design theme based collection.
- To develop a personal style of illustration and presentation technique.
- To impart skills for portfolio presentations

The below mentioned Design illustrations should be based on Advanced Pattern Making and Construction of Women's Wear subjects of this semester.

- Design a collection for Women's Wear on various specified themes.
- Drape these garments on fashion figures in different moods.
- Colour and Texture rendering; swatches and notions; spec sheets
- Define a personal designer style and make a portfolio using designing softwares (coreldraw and adobe photoshop).

References:

- Patrick John Ireland, 'Fashion Design Drawing & Presentation' Om Books International, New Delhi, 2005
- Seaman 'Professional Fashion Illustration' B.T. Batsford Ltd.
- Kathryn McKalvey, 'Illustrating Fashion' Black Well Publishing.
- Patrick John Ireland, 'Fashion Design Illustration Women' B.T.Batsford Ltd. London.
- Colussy 'Rendering Fashion-Fabrics & Paints'
- Hagen, 'Fashion Illustration for designers'.
- Martin Dawber, 'Big book of Illustrations'.

WOMEN'S WEAR PATTERN MAKING (MSFD304-20)

Objectives:

To enable the students to develop the patterns through dart manipulation

To enable the students to understand & realize the importance of fitting.

Pattern Development of the following:

- Halter neck one piece dress
- Off shoulder - single and both
- Choli cut corseted kurti
- One piece fitted dress with gathers in princess line.

Pattern development of at least two fitted garments with fullness added in various dart locations.

References:

- Helen Joseph Armstrong 'Pattern Making for Fashion Design', Pearson Education, 2007.
- Jaffe Hilde & Nurie Relis 'Draping for Fashion Design', N Jersey, Prentice Hall, 1993.
- Natalie Bray 'Dress Pattern Designing', Blackwell Science, London, 1996.
- Winfred Aldrich 'Fabric, Form and Flat Pattern Cutting', Blackwell Science, USA, 2001.
- Connie Amaden Crawford 'Art of Fashion Draping', Om Book International, New Delhi, 2003
- Bane Allyne, 'Flat Pattern Design', McGraw Hill USA

SEWING WOMEN'S WEAR (MSFD305-20)

Objectives:

To enable the students to develop skills in construction of fitted and stylized dresses.

Construction of the following fitted garments:

- Halter neck one piece dress
- Off shoulder dress: single and both
- Choli cut corseted Kurti
- One piece fitted dress with gathers in princess line.

Construction of two fitted garments with fullness added in various dart locations.

References:

- Thomas Anna Jacob, 'The Art of sewing,' UBS, Publishers distributors ltd, New Delhi, 1999.
- Allynne, 'Creative sewing' McGraw-Hill Book Co. Inc, New York.
- Connie Amadon Crawford, 'A Guide to Fashion Sewing', Fairchild Pub., USA, 1992.
- Doongaji Sherie & Deshpande, R, 'Basic Processes and Clothing Construction'.
- Dorothy Wood, 'The practical Encyclopaedia of Sewing'
- Reader's Digest 'Complete guide to Sewing'
- Singer, 'Sewing Book'

INDUSTRY BASED PROJECT (MSFD306-20)

1. 6 weeks internship with an industry to study its product design and development.
2. Creating a product at the end of internship.

ENTREPRENEURSHIP DEVELOPMENT (MSFD401-20)

Objectives:

- To provide theoretical information to students about the role of entrepreneur in economic development.
- To help students understand the process of setting up of a private enterprise and develop required entrepreneurial skills.
- To motivate students to opt for entrepreneurship and self-employment as alternate career options.

Unit - I

1. Entrepreneurship - definition, concept, nature, need and barriers to entrepreneurship.
2. Entrepreneurship and economic development. Entrepreneurship and self-employment. Difference between Entrepreneurship and self-employment.
3. Entrepreneurship - advantages, disadvantages and difference between Entrepreneurship; enterprise; intrapreneurship.

Unit - II

1. Entrepreneur - definition, characteristics, kinds, barriers in growth of Entrepreneur and secrets of successful Entrepreneur. Role of Entrepreneur in economic development.
2. Motivation - importance, types and developing entrepreneurial motivation model.
3. Career Counselling - process and its importance for Entrepreneurs.

Unit - III

1. Project Identification and classification - definition, characteristics, classification, sources of project ideas and steps in project identification.
2. Product Selection - definition, factors affecting and barriers to successful development of a new product.
3. Market Survey - definition, objectives, procedures, methods and limitations.
4. Project Plan - Need, steps in writing a project plan, general tips and reasons for failure of project plan.
5. Project Design and Project Appraisal - scope, various aspects of project appraisal, SWOT Analysis.

Unit - IV

Institutional support to entrepreneurs - National Small Scale Industry Corporation, National Research Development Corporation, NHDC- National Handloom Development Corporation, Small Industries Development Organization, SSIB, Khadi Village and Industries Commission and DIC.

Institutional Finance to Entrepreneurs - IDBI, IFCI, IIBI, ICICI, Small Industries Development Bank of India (SIDBI), Export-Import Bank of India, SIDCS, Commercial Banks and SMEs.

References:

- Gupta CB and Srinivasan P, "Entrepreneurship Development", Sultan Chand and sons, New Delhi
- Ramachandran, "Entrepreneurship Development", Tata McGraw Hill, New Delhi
- Yadav CP, "Encyclopaedia of Entrepreneurship", Anmol Publications, New Delhi
- Kumar Anil S, Poornima S C, Abraham Mini K, Jayashree K, "Entrepreneurship Development", New Age International Publishers, New Delhi
- Kirandeep Kaur and Sumedha Gupta, "Entrepreneurship Development", Kalyani Publications.
- Kirandeep Kaur and Sumedha Gupta, "Entrepreneurship in Small Scale Business", Kalyani Publications.

QUALITY CONTROL AND STANDARDIZATION (MSFD402-20)

Objectives:

To educate students about the need and importance of quality control and standardization in Apparel industry.

To provide theoretical information to students about the various quality standards of the Apparel Industry.

To familiarize students about the various National and International standards and organizations that formulate them.

Unit - I

1. Quality: Definition, Importance, Quality system, Quality registration system, seven tools of quality.
2. Quality Control Through Inspection: Definition, Inspection Methods, Sampling Methods, Selection of Inspectors.

Unit - II

1. Managing Quality - Introduction, Precision and Accuracy of methods.
2. Testing of Fabric Properties - Strength, Stretch, Sew ability, Thickness, Water-Repellency, Pilling, Abrasion, Colorfastness.
3. Flammability - Factors Affecting Flammability, Importance in Children Clothing, Influence of Laundry on it.
4. Quality of Fasteners - Zipper, Elastic, Waistbands, Button, Snaps.

Unit - III

1. Care labeling of Apparel and Textile: American Care Labeling, ISO care symbols, Japanese care symbols, Clothing and Hazards, Quality Costs.

Unit - IV

1. Standards: Introduction, Benefits, Level of Standards, Sources of Standards, EOTC.
2. ISO: Structure of ISO, Definition, ISO 9000 System, Steps of ISO Certification, Textile Research Association.

References:

- Dale H. Besterfield, "Quality Control" Prentice Hall
- Armand V. Feigenbaum, 'Total Quality Control', McGraw Hill Publications
- Pradip V. Mehta and Satish K Bhardwaj, "Managing Quality in the Apparel Industry."
- Dr. Inderpal Rai, "Textile Industry Problem and Prospects in the 21st Century."

TEXTILE DESIGN DEVELOPMENT (MSFD403-20)

Objectives:

To make students understand and apply the knowledge of textile design development.

1. Sourcing of design from nature, religion and methodology, arts & craft, architecture, historical textiles & cave paintings and creating a collection for contemporary use.
2. Development of the above designs in various geometrical, simplified, stylized, abstract forms.
3. Enlarging and reducing their sizes.
4. Application of different color ways to the above.
5. Combining of motifs, placement and repeats for bed linen, curtains, yardage, engineered prints and sarees.
6. Development of creative swatches using various sewing, printing, dyeing techniques and any other innovative method of fabric ornamentation.
7. Product development in collaboration with industry using any technique.

References:

- Chlog Colchester," The New Textile Trends and Traditions," Thames and Hudson Publications.
- Gillow J and Barnard N," Traditional Indian Textile," Thames and Hudson 1993.
- Harvey J," Traditional Textile of Central Asia," Thames and Hudson 1986.

PATTERN DEVELOPMENT THROUGH DRAPING (MSFD404-20)

Objectives:

To make the students understand draping methods of designer dresses.

1. Basic princess line jacket with sleeves and lapel collar.
2. Sculpted dress.
3. Corset dress.
4. Trousers - Flat front, pleated.
5. Cowls - Front deep cowl, back deep cowl, armhole cowl, halter cowl, sleeve cowl (knitted fabric should be used for cowl designs).

Construct any one of the above draped garments for class assessment.

References:

- Wrap and Drape Fashion-History, Design and Drawing Elisabetla 'Kuky' Drudy, Pepin Press
- Hillhouse and Mansfield, "Dress Design Draping and flat pattern making."
- Jaffe Hilde and relis Nurie, "Draping for Fashion Design", Prentice Hall.
- Cramford Amaden, "The Art of Fashion Designing" Fairchild Publishers.

DISSERTATION (MSFD405-20)

1. To select a relevant topic for research related to fashion or allied field.
2. To formulate a plan of action for the same.
3. Submitting a Report stating the review work, objectives, methodology, summary and conclusion (topics can be taken related to some industry, survey, product development or some concern related to fashion).

NOTE: - Evaluation Criteria of Dissertation will be as per IKGPTU norms