

2018

Multani Mal Modi College, Patiala

Unit Planning M.Sc Fashion design and
technology

Department of Fashion
design and technology



**M.Sc-I(SEMESTER-Ist)
(2018-19)**

Subject: TEXTILE STUDY & DESIGN CONCEPT

Max Marks: 74

Maximum Time: 3 Hrs.

TILLMST-I
<p>Polymer definition, types, Polymerization, addition & condensation</p> <p>Significance of molecular structure - crystalline & amorphous</p> <p>Classification of Textile Fibers and their identification</p> <p>Fiber to fabric processing (with special reference) to the properties - physical and chemical (length, density, specific gravity, fiber fineness & maturity</p> <p>Natural Fibers - Cotton, Wool, Silk, Linen</p> <p>Synthetic Fibers-Polyesters, Nylon, Acrylic, Rayon, Spandex.</p> <p>Yarns-</p> <p>Types of Yarns- simple, novelty and textured</p> <p>Twist, count, diameter determination in yarn, Yarn numbering system</p> <p>Yarn Construction –</p> <p>Staple yarns-Conventional ring spinning, open end spinning, friction spinning, self twist spinning twist less spinning</p> <p>Filament yarns- Wet, Dry and melt spinning.</p> <p>Weave & its types</p>
TILLMST-II
<p>Looms- Parts of a simple loom and their functions. Different types of looms-</p> <p>Shuttle looms- pit loom</p> <p>Shuttle less looms- Rapier, Multiphas, Airjet, Waterjet</p> <p>Fabric Construction -, ends & picks, count, weight, thickness determination, Fabric defects.</p> <p>Shrinkage in fabrics- Laundering shrinkage, Thermal shrinkage & Heat setting in dimensional stability of fabrics.</p> <p>Thermal conductivity, air permeability, porosity of fabrics</p> <p>Characteristics and advantages of woven, knits and non woven fabrics; methods of production of non- woven- Braiding - Netting, Lace etc; care of fabrics</p> <p>Design – Definition, Types - Structural and decorative design</p>

Principles of Design –

Balance-asymmetrical and symmetrical, Types – Formal, Informal and radial

Rhythm-through repetition, alternation, progression and gradation

Proportion-planning the shapes and space.

Harmony-Harmony of lines, shapes, colour and textures.

Emphasis- Emphasis using contrast colours and background

TILL FINAL EXAM

Elements of Design-

Lines – varieties and their application in a design,

Form,

Shape/Space - Types – Natural, stylized, geometrical, and abstract.

Texture- types of texture and its application in clothing.

Colour (Theories of colour, colour wheel and colour schemes).

Mode of Assessment

Mode of Assessment		
Sr. No.	Component	Weightage
1	Mid Semester Test (MST)	40% (Average of 2 MST)
2	Written Assignments	40%
3	Attendance	20%

Class – M.Sc-Part 1 (Semester-I)

Subject: HISTORIC COSTUMES

Max Marks: 74

Maximum Time: 3 Hrs.

TILLMST-I

UNIT-1

Traditional costumes of Indian states (Eastern, Western, Northern and Southern) accessories and ornaments used in India.

North Zone – Punjab, Jammu and Kashmir

East Zone – Assam, West Bengal

West Zone – Maharashtra, Gujarat

South Zone – Tamilnadu, Karnataka

Costumes of folk dances of India

Punjab – Gidda and Bhangra

Gujarat- Garba

Rajasthan-Kalbalia,

Manipur – Rasilila

AndhraPradesh – Kuchipudi

Orissa-Odissi

Study of Ancient Indian Dresses during the following periods:

Indus Valley

Vedic

Mauryan and Sunga Period

Satvahana Period

KushanPriod

Gupta Period

TILLMST-II

Mughal Period - Costumes of Pre- Mughal, Mughal and Post- Mughal Period

UNIT PLANNING (SESSION 2018-19)

British Period -Costumes of Pre- independence and Post Independence period
TILLFINAL EXAM
Egyptian, Greece, Roman Byzantine. Renaissance Costumes, French Revolution, Victorian Period, 20th and 21st Century Fashions

Mode of Assessment

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1	Mid Semester Test (MST)	40% (Average of 2 MST)
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Class – M.ScPart 1 (Semester-1)
Subject: PATTERN MAKING & CONSTRUCTION TECHNIQUES

Max Marks: 74

Maximum Time: 3 Hrs.

TILLMST-I	
<p>Equipments used for measurements, drafting, cutting and stitching and finishing.</p> <ul style="list-style-type: none">Sewing needles,Sewing threads-Manufacture fiber usedEssential quality of sewing thread <p>Types of machines and attachments used for garment manufacturing domestic and industrial.</p> <p>Anthropometry - Various methods of recording measurements and sequence of taking body measurements.</p> <p>Methods of developing design-</p> <ul style="list-style-type: none">Drafting and LayoutsPattern Making and commercial paper patter	
TILLMST-II	
<p>Draping.</p> <p>Reasons for poor fitting and their remedies.</p> <p>Grading - Terminology, Types of grade, Principals of Grading.</p> <p>Design in Fashion:</p> <p>Neck lines, Collars, Sleeves, Skirts, Yokes, Trousers, Cuffs, Pockets, plackets</p> <p>Fullness Treatment in the garments-</p> <p>Method of introducing fullness in garments- gathers, pleats, tucks, shirring, frills or ruffles, flounces.</p> <p>Methods of controlling fullness- Darts,</p>	

TILLFINAL EXAM

Basic Terminology : Paper Pattern, Templates, Block, Grain Line, Corollary, Production Pattern, Design Specification Sheet, Cost Sheet, Land Marks, Bowing, , Balance, Notches, Ease, Dart trueing and Binding, Pattern Plot, Pivotal point, Bias cut

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1	Mid Semester Test (MST)	40% (Average of 2 MST)
2	Written Assignments	40%
3	Attendance	20%



Class – M.ScPart 1 (Semester-II)

Subject: Textile Study-II

Max Marks: 74

Maximum Time: 3 Hrs.

TILLMST-I	
<p>Different types of knits-Weft and Warp knitting</p> <p style="padding-left: 40px;">Difference b/w Woven & Knit fabrics</p> <p>Weft Knitting- Plain Knit/single jersey (Tuck, Pile, Float, Drop), purl stitch, Rib stitch</p> <p>Warp knitting- Tricot, Raschel, Simplex, Milanese, Crotchet, Weft insertion warp knit,</p> <p>Warp knitted fabrics-Single jersey, Double Jersey, Wale Deflection, Lace, Rib, jacquard types.</p> <p>Different types of knitted garments and quality control-</p> <p style="padding-left: 40px;">Garments with circular knits</p> <p style="padding-left: 40px;">Fully cut</p> <p style="padding-left: 40px;">Stitched shape cut</p> <p style="padding-left: 40px;">Fully fashioned garments</p> <p style="padding-left: 40px;">Integral garments</p> <p style="padding-left: 40px;">Common defects in knitted fabrics</p>	
TILLMST-II	
<p>Bleaching –</p> <p style="padding-left: 40px;">Types and functions of bleaches,</p> <p style="padding-left: 40px;">Bleaching of natural fibres - Cotton, Silk and Wool</p> <p style="padding-left: 40px;">Optical Whiteners</p> <p>Finishes - Types and Uses</p> <p style="padding-left: 40px;">Permanent Finishes</p> <p style="padding-left: 40px;">Functional Finishes</p> <p style="padding-left: 40px;">Finishes for cotton & woolens fabrics</p>	

UNIT PLANNING (SESSION 2018-19)

Laundering and Care of Textiles:

Soaps and detergents

Colour fastness

Stain Removal

Dry Cleaning

Blues and Starches

Care labels – importance- symbols - uses.

TILL FINAL EXAM

Dyeing:

Types - Natural and Synthetic Dyes, Dyeing theory.

Home & Industrial Dyeing - Fibre Dyeing, Yarn Dyeing, Fabric Dyeing & Garments Dyeing.

Application of Direct, Acid, Basic and Azoic dyes on Natural Fibres - Cotton, Silk and Wool

Printing: Machine Printing, Hand Printing

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Maximum Time: 3 Hrs.

TILLMST-I

Origin of clothing - different theories of origin of clothing

Modern philosophy of clothes

First Impressions

Motivation in clothing selection and choices

Personality & self concept

Clothing and colour-

Importance of colour for different ceremonies, occasions, occupation, religion etc

Clothing and social behavior

Influence of culture and religion on clothing.

Conformity in Clothing

TILLMST-II

Introduction to Fashion-

Fashion, Fads, Styles, classics, high fashion, mass fashion, design, c trend, haute couture, couturiere, knockoffs and prêt-a-porter.

Principals of Fashion

Fashion cycle, factors influencing fashion

Fashion Leaders and Followers

National & International designers

National & International fashion centers

Theories of fashion adaptation –

Traditional fashion adoption (Trickledown theory)

Reverse adoption (Bottom up theory)

Mass Dissemination (Trickle across theory).

TILLFINAL EXAM

UNIT PLANNING (SESSION 2018-19)

Fashion apparel- women’s, men’s, children’s & teens- category and size ranges

Fashion accessories- categories, market segments and trends in accessory industry

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Class – M.ScPart 1 (Semester-II)

Subject: COMMUNICATION SKILLS

Max Marks: 74

Maximum Time: 3 Hrs.

TILLMST-I
Communication - Its meaning and importance.
Different types of communication- One way or two way communication
Essentials of good communication
Forms of communication-
Oral-Telephonic communication
Written –Drafting reports, notices, agenda notes, business correspondence, circulars, press releases and advertisements.
Non verbal-Importance of non-verbal communication-Positive gestures, symbols and signs
Modern forms of communication-Fax, Internet/e-mail, video conferencing
Barrier of communication
Mass Communication:- Concept, Definition, Scope,
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-Importance and classification

TILLMST-II
<p>Group discussions- Advantages and techniques of conducting group discussions</p> <p>Resume Writing and job applications, applications for business (Application for loan, refund, and advance salary)</p>
TILLFINAL EXAM
<p>Business Letter- Business Letters (Types, Essentials and Layout) letter of enquiry, letter of quotation, letter of orders, letter of advice, letter of trade reference, circular letters, letter of complaint and adjustments, sales letter, credit letters and status inquires, collection letters.</p> <p>Essentials of technical report writing and proposals</p>

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3	Attendance	20%

**M.Sc-II(SEMESTER-III)
(2018-19)**

Subject: FASHION MARKETING AND MERCHANDISING

Max Marks: 74

Maximum Time: 3 Hrs.

TILLMST-I
<p>Understanding marketing and marketing process- Introduction, Nature and scope, concept of marketing, marketing Mix</p> <p>Strategic planning in the markets - The fashion market and the marketing environment.</p> <p>Marketing Research - Consumer market and behavior of consumer.</p> <p>Product – Concepts, levels of product, product life cycle, New product development process, Product line & Mix Decisions</p> <p>Pricing – Pricing objectives, Pricing methods and policies, factors influencing pricing.</p> <p>Promotion- Advertising, Sales promotion, Public relations, Personal selling, Direct Marketing.</p> <p>Channels of distribution– Levels of distribution channels , factors influencing selection of distribution channels,</p> <p>Physical Distribution: Functional areas of physical distribution, logistics decisions.</p>
TILLMST-II
<p>Selecting Target markets- Measuring and forecasting demand. Market segmentation, targeting and positioning for competitive advantage.</p> <p>Fashion Merchandising -Introduction, role of merchandiser.</p> <p>Calculation of material cost - Design specification sheet & cost sheet.</p> <p>International and domestic fashion markets: Haute Couture, Prêt-a-porter, mass production.</p> <p>Sourcing strategies: objectives, global sourcing, the role of merchandiser in sourcing, sourcing options, factors in sourcing options, factors in sourcing decision, customer/vendor relationship, Domestic and International sourcing process</p>

TILLFINAL EXAM

Fashion Visual Merchandising- Elements and Functions of Visual Merchandising

Store exteriors, interiors& windows – image, atmosphere 7 theatrics, Display props, fixtures, mannequins, floral, signage & graphics.

Fashion Photography - Design studios.

Mode of Assessment

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1	Mid Semester Test (MST)	40% (Average of 2 MST)
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Class – M.Sc-Part II (Semester-III)

Subject: Statistics

Max Marks: 74

Maximum Time: 3 Hrs.

TILLMST-I

UNIT-1

Meaning and Scope of Statistics; Classification, graphic representation of data.

Sampling: Methods of Sampling, Sampling and Non-sampling errors.

Measures of Central Tendency; Measures of Dispersion (absolute and relative)

Probability: Elementary idea, Different Approaches to Probability, Calculation of Probability, and Theorems of Probability.

TILLMST-II

Correlation: Introduction, types, methods of measuring correlation

(Karl Pearson's coefficient of correlation and rank correlation)

Regression.

Elements of testing of a statistical hypothesis. Problem formulation.

Applying T - Test for small samples for single mean, difference in means, F - Test for equality of variance.

TILLFINAL EXAM

Application of chi-square tests.

Mode of Assessment

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Class – M.ScPart II (Semester-III)

Subject: Research Methodology

Max Marks: 74

Maximum Time: 3 Hrs.

TILLMST-I	
UNIT-1	
Meaning and Objective of Research	
Type of Research	
Descriptive/Analytical Research.	
Applied v/s/ Fundamental Research.	
Qualitative/Quantitative Research	
Other types of Research.	
Significance of research and scientific method.	
Research Process - Criteria of goods research.	
Research Problem - Identification, selection and defining research problem	
Research Design - Meaning and purpose of research design, Features of a good research design. Different research designs.	
Measurement & scaling techniques.	
TILLMST-II	
Sampling Design- Implication and steps involved in sample design, Criteria of selection of sample, Different types of samples.	
Collection of data - primary and secondary.	
Interpretation of data - Techniques of analysis and precautions in interpretation.	
TILLFINAL EXAM	
Role of Computer in Research	
Report Writing - Significance, Different Steps in report writing, Layout of report. Mechanics of	

Mode of Assessment


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Subject: Garment Production Management and Entrepreneurship

Max Marks: 74

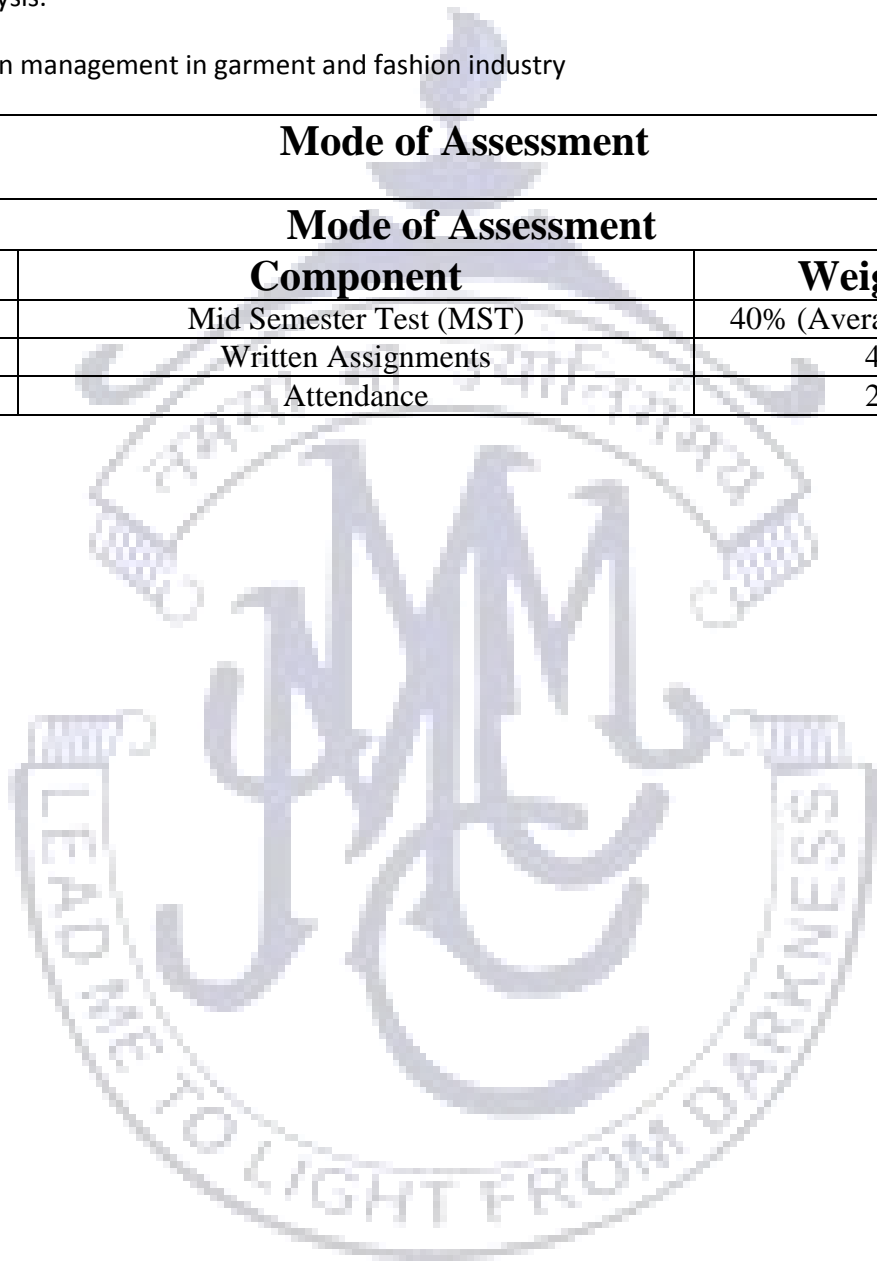
Maximum Time: 3 Hrs.

TILLMST-I	
<p>Organisational structure of Apparel Industry</p> <p>Principles of Management -Planning Types and Strategies</p> <p>Project Planning and Control.</p> <p>Working of various departments in apparel industry -</p> <p>Design Departments</p> <p>Marketing Departments</p> <p>Finance Departments</p> <p>Purchasing Departments</p> <p>Production Department</p> <p>Operation department</p> <p>Manufacturing Technology</p> <p>Cutting & Cutting Room (i) Marker planning (ii) Method & use of marker plan.</p> <p>Methods of spreading of fabric and requirements of the spreading process.</p> <p>Cutting the fabric – objectives and methods of cutting fabric.</p> <p>Fusing Technology.</p> <p>Sewing Technology</p> <p>Sewing – properties, types Stitch – types</p> <p>Sewing Machines, machines Needles.</p> <p>Sewing threads – types of fiber, construction and furnish, thread size, thread package thread costs, thread properties and seam performance.</p> <p>Use of components and Trims</p> <p>Alternative Methods of forming materials Fusing Welding and adhesives Moulding Pressing Technology</p> <p>Ware Housing</p>	
TILLMST-II	
<p>Quality Control - essential characteristics of quality, Fabric and garment defects, Testing of garment.</p> <p>Techniques of quality control- Kaizon, 5S, TPM (total production maintenance), TQM (total quality management),</p> <p>Lean manufacturing -Toyota production system, 6 sigma tool for quality control, Fabric</p>	

inspection system & limitation, Inspection planning, Dallas system, Inline inspection. Introduction to Entrepreneurship- Characteristics and development Various essential aspects of entrepreneurship. Role of entrepreneurship skills in fashion and garment industry Models for decision making
TILLFINAL EXAM
SWOT Analysis. Supply chain management in garment and fashion industry

Mode of Assessment

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Class –M.ScPart 1 (Semester-IV)

Subject : World Textiles

Max Marks: 74

Maximum Time: 3 Hrs.

TILLMST-I	
<p>Development of Textile industry in ancient civilizations-Mesopotamia, Egypt, Persia, Greece, Rome, China, India</p> <p>Study of world textiles with respect to history, construction techniques, style colors, motifs and center of production.</p> <p>Embroidered Textiles: China, Iran, England</p> <p>Resist Dyed Textiles - Indonesia, India</p> <p>Hand painted Textiles- India</p> <p>Printed Textiles - England, France, India</p>	
TILLMST-II	
<p>Study of world textiles with respect to history, construction techniques, style colors, motifs and center of production.</p> <p>Carpets & Rugs - Middle and Far East, India</p> <p>Brocades- China, India, Persia, Byzantium, Spain, Italy and France</p> <p>Tapestries- Greece, Coptic, Europe and Peru</p> <p>Shawls - India, England and France</p> <p>Laces -Europe</p> <p>Conservation and Restoration of textiles- conservation principles, types of conservation</p> <p>Deterioration mechanism and agents</p>	
TILLFINAL EXAM	
<p>Preserving textiles</p> <p>Housing: Framing, Display and Storage of collection</p> <p>Note:- Visit to the National Museum, Craft Museum and Modern Art Gallery. Students will prepare a report of visit .</p>	

Mode of Assessment

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1	Mid Semester Test (MST)	40% (Average of 2 MST)
2	Written Assignments	40%
3	Attendance	20%

Subject: : Introduction to Green fashion

Max Marks: 74

Maximum Time: 3 Hrs.

TILLMST-I
<p>Introduction to Green Fashion</p> <p>Terminology of green fashion- Eco friendly fabrics, sustainable fashion, organic clothing, Ethical fashion, Recycled fibers, up cycled fibers, slow fashion, ecosystem ,fair trade, greenapsis, green technology</p> <p>Green fashion movement and organisations</p> <p>Different Fibers for Green Clothing- Organic Cotton, Wool, Soy, Hemp, Pina, Nettle, Tencel</p> <p>Types of Fabrics used for Green Clothing- Natural, Synthetic and Regenerated</p> <p>Processes employed for production of Green Clothing</p> <p>Refashioning and recycling of Green Clothing</p>
TILLMST-II
<p>Role of various Brands and celebrities revolutionising Green Fashion</p> <p>International Designers(Mark Morris, Andrew Sorensen, Elena Gracia) and Brands (Ethitcus, Hidesign)of Green Fashion</p> <p>National Designers(Swati Argade, Anita Dongre, Samant Chouhan) and Brands(Bhu:Sattva, Do u speak green, Fab India, Mother Earth, Samatana) of Green Fashion</p>
TILLFINAL EXAM
<p>Carbon footprint in the textile and apparel industry</p> <p>Green Fashion and its effect on Consumers</p>

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