



AMITY UNIVERSITY
— R A J A S T H A N —

SCHEME OF EXAMINATION

AND

COURSES STRUCTURE

MASTER OF DESIGN (M.DES.)

121317

**Programme Structure and Curriculum Under
Choice Based Credit System**

(TO BE IMPLEMENTED FROM THE ACADEMIC YEAR 2021-22)

Program Learning Outcomes

After the completion of M. Design (FD) program students will be able to:

1. Utilize their artistic & technological abilities to support the innovation in research skills result from a rigorous process of future design and editing ideas that address specific design challenges.
2. Demonstrate professionalism relates to concern fashion design to a broader socio-economic, historical, and environmental context and quality work and effectively collaborating with teams.
3. Develop a systematic expertise and critical approach to problem-solving at all levels of the design process, marketing and branding.

Credits Summary

MASTER OF DESIGN (M.DES.)

(02Years/ 04 Semesters)

Semester	Core Course (CC)	Domain Electives (DE)	Value Added Course (VAC)	Open Electives (OE)	Non-Teaching Credit Courses (NTCC)	Anandam	Total
I	16	-	4	-	-	2	22
II	11	3	5	3	-	2	24
III	13	-	5	3	-	2	23
IV	4	-	5	-	12	-	21
Total	44	3	19	6	12	6	90

CC = Core Course

DE = Domain Elective

OE = Open Elective

VA = Value Added Course

NTCC= Non-Teaching Credit Courses (NTCC)

First Semester MFD

Code	Course	Category	L	T	P/F W	Credit Units
MFD 102	Design Research Methodology	CC	1	-	-	1
MFD 123	Visual Research & Development	CC	-	-	4	2
MFD 124	Design technique Weaving	CC	-	-	4	2
MFD 125	Indian Textile & Semiotics	CC	-	-	2	1
MFD 121	Creative Thinking	CC	-	-	4	2
MFD 126	Materials & Technique	CC	-	-	4	2
AND001	ANANDAM-I1	NTCC	-	-	-	2
MFD 150	Design Project – II MINOR Based on design process	CC	-	-	12	6
BCS 111	Communication Skills – II	VA	-	-	1	1
BSS 111	Behavioral Science – II	VA	1	-	-	1
FLN 111 FLG 111 FLS 111 FLC 111	Foreign Language - I French German Spanish Chinese	VA	2	-	-	2
Total						23

Second Semester MFD

Code	Course	Category	L	T	P/FW	Credit Units
MFD201	Marketing & Entrepreneurship	CC	1	-	-	1
MFD 202	Textile Processing	CC	1	-	-	1
MFD 223	Material Management & Sustainability	CC	-	-	4	2
MFD 224	Computer Aided Design	CC	-	-	4	2
MFD 222	Textile Processing	CC	-	-	4	2
MFD 250	Design Project – II MINOR Based on design process.	CC	-	-	6	3
MFD 231	Pattern Manipulation Techniques	DE	-	-	6	3
AND002	ANANDAM-II	NTCC	-	-	4	2
BCS 211	Communication Skills – II	VA	-	-	2	2
BSS 211	Behavioral Science – II	VA	1	-	-	1
FLN 211 FLG 211 FLS 211 FLC 211	Foreign Language - I French German Spanish Chinese	VA	2	-	-	2
MFD 230	Material Management	OE	3	-	-	3
Total						24

Third Semester MFD

Code	Course	Category	L	T	P/FW	Credit Units
MFD301	Visual Merchandising	CC	1	-	-	1
MFD 321	Visual Merchandising (Lab)	CC	-	-	2	1
MFD 322	Advance Pattern Grading & Draping	CC	-	-	6	3
MFD 323	Research Documentation/Dissertation	CC	-	-	6	3
MFD 350	Design Project for Apparel	CC	-	-	6	3
MFD 351	Design Project for Home Furnishing	CC	-	-	4	2
AND003	ANANDAM-III	NTCC	-	-	-	2
BCS 311	Communication Skills – II	VA	-	-	2	2
BSS 311	Behavioral Science – II	VA	1	-	-	1
FLN 311 FLG 311 FLS 311 FLC 311	Foreign Language - I French German Spanish Chinese	VA	2	-	-	2
MFD 330	Material Management	OE	3	-	-	3
Total						23

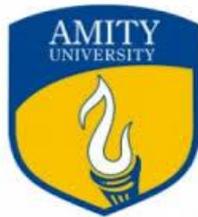
Fourth Semester MFD

Code	Course	Category	L	T	P/FW	Credit Units
MFD 422	Fashion Portfolio & Design Collection	CC	-	-	6	3
MFD 401	Quality Control & Quality Assurance	CC	1	-	-	1
MFD 423	Internship with Dissertation	NTCC	-	-	24	12
BCS 411	Communication Skills – II	VA	-	-	2	2
BSS 411	Behavioral Science – II	VA	1	-	-	1
FLN 411 FLG 411 FLS 411 FLC 411	Foreign Language - I French German Spanish Chinese	VA	2	-	-	2
Total						21

AMITY UNIVERSITY

-----R A J A S T H A N-----

***SCHEME OF EXAMINATION
AND
COURSES STRUCTURE***



MASTER OF DESIGN (M.DES.)

**Programme Structure and Curriculum Under
Choice Based Credit System**

(TO BE IMPLEMENTED FROM THE ACADEMIC YEAR 2021-22)

NOTICE

Changes in Bye-laws/course structure and Syllabi may from time to time be made by amendment or remaking by the internal external expert team decided by University and a Candidate shall, except in so far as the University determines otherwise, comply with any change that applies to years she has not completed at the time of change.

Amity School of Fashion Technology

M. Design

Semester based Syllabus

Master of Design (M. Des)

- (1) The Courses of study for the degree of Master of Design (M. Des) shall extend over a period of Two years to be spread over Fourth Semesters.
- (2) First, Third Semester Examinations will normally be held in the month of December and Second, Fourth Semester Examinations in April/May every academic year.
- (3) M. Des. Programme shall be in the following Streams:

3.1 Master in Textile Designing.
- (4) A candidate who has passed with minimum 50% marks in B. Des /equivalent course will be eligible for admission in M. Des. Course.

(4.1) If the Candidate has 3 year graduation degree and 1 year diploma degree in Design/Fine Arts/Applied Arts / Architecture / interior , with 50% marks candidate will be eligible for admission to M. Des. Course.

(4.2) If the Candidate has 3 year graduation degree with minimum 50% marks ; candidate will be required to do a bridge course from Amity University
- (5) There will be an aptitude test & interview for admissions as per the Amity University Rajasthan norms.
- (6) All the programmes have first and second semester examination common, which based the fundamental and technical knowledge and perspective to the students along with desired skill development in analysis. Semester III to VI would be specializations in the above mentioned streams.

Assessment method for practical papers:

- (i) The Continuous assessment marks will be assigned by subject teachers, Amity University.
- (ii) The semester assessment of the practical papers would be in form of Jury/external practical exam mode comprising of Subject teacher, external jury member /external examiner as decided by the vice president /examination dept. of Amity University.

Assessment method for Theory papers:

- (i) The Continuous assessment marks will be assigned by subject teachers consolidated on the basis of Midterm Examinations, Class Tests, Home Assignments and Seminars.
- (ii) The semester assessment will be on the basis of written test as per the given format of question Paper Format—Prescribed Standard format by examination department.
- (iii) The examination papers would be assessed by a person as deputed by the VC/examination Dept. of Amity University.

(5) The following shall be the subjects to be offered to the candidates pursuing for the M. Des (Fashion Design/ Textile Design) Course.

(A) **Foundation Courses:**

Behavioral Science – I

Foreign Language – I

French

German

Spanish

Japanese

Chinese

English

Communication Skills – I

Environment Studies

Offer other subject in CBCS open elective :

(
B
)

Physical Education & Sports

Sports & Games available in campus.

Group-III- Social Service & Extension Activities

Military Training (MTC)

- (6) The Examination shall comprise of continuous assessment, written papers, practical, viva-voce, project work etc.
- (07) Candidates reappearing at an examination in a subsequent semester shall be examined in accordance with the scheme and syllabus in force.
- (08) It will be necessary for a candidate to pass in theory part and practical part separately. For a pass at each semester examination, a candidate shall be required to obtain at least 36% marks in each individual paper and 36% marks in the Practical and also in the project report/seminar/viva-voce etc. wherever prescribed.
- (09) Candidates shall be entitled to the award of the degree in the year in which the last due paper(s) are cleared by them.
- (10) The division of successful candidates shall be worked out at the end of the Eighth Semester Examination on the basis of the aggregate marks obtained by them at the First, Second, Third and Fourth Semester Examinations taken together. Classification of division will be made as under :

First Division	:	60%
Second Division	:	48%
Passing Marks	:	40%

Aim/Purpose of course

M. Design in Fashion /Textile. is a four semester full time programme, to equip the students with the tools & techniques balanced with theory & practical knowledge which has today taken the shape of fashion industry & one of the major players in the global apparel market, the need for professionals

in the field of fashion is increasing tremendously in India. The course also tunes student's entrepreneurial skills to set up their own manufacturing units.

Program Learning Outcomes

After the completion of M. Design (FD) program students will be able to:

1. Utilize their artistic & technological abilities to support the innovation in research skills result from a rigorous process of future design and editing ideas that address specific design challenges.
2. Demonstrate professionalism relates to concern fashion design to a broader socio-economic, historical, and environmental context and quality work and effectively collaborating with teams.
3. Develop a systematic expertise and critical approach to problem-solving at all levels of the design process, marketing and branding.

First Semester MFD

Code	Course	Category	L	T	P/F W	Credit Units
MFD 102	Design Research Methodology	CC	1	-	-	1
MFD 123	Visual Research & Development	CC	-	-	4	2
MFD 124	Design technique Weaving	CC	-	-	4	2
MFD 125	Indian Textile & Semiotics	CC	-	-	2	1
MFD 121	Creative Thinking	CC	-	-	4	2
MFD 126	Materials & Technique	CC	-	-	4	2
AND001	ANANDAM-I1	CC	-	-	4	2
MFD 150	Design Project – II MINOR Based on design process	CC	-	-	12	6
BCS 111	Communication Skills – II	VA	-	-	1	1
BSS 111	Behavioral Science – II	VA	1	-	-	1

FLN 111 FLG 111 FLS 111 FLS A2111 FLC 111	Foreign Language - I French German Spanish Spanish (Advanced) Chinese	VA					
			2	-	-		2
Total							23

Code	Course	Category	L	T	P/FW	Credit Units
MFD 102	Design Research and Methodology	CC	1	-	-	1

Course Objective:

- To understand the meaning and importance of research
- To understand the types, tools and methods of research
- To develop skills in designing and executing research and conduct data gathering.
- To know the innovative areas in Textile Research

Course Contents:

Module I:

Meaning, Objective, Motivations, Significance, Characteristics of Research, Research Methodology versus Research Method, Research Method and Scientific Research method.

Module II:

Areas and Scope of Research in Textile

- I. Technical Textile
- II. Smart Textile
- III. Nano Textile
- IV. Eco Friendly Textile
- V. Functional Finishes
- VI. Development in Printing

Qualitative and Quantitative Research; Type of Research – Historical, Descriptive, Exploratory, Experimental.

Module II: Steps of doing Research-

- Selection of Problem/Topic
- Research Design/Planning of Research Methodology
- Data Collection
- Representation of Data
- Data Analysis
- Report Writing

Textile Research Techniques

- Observation, Questionnaire, Experiments, Interviews, Case Studies

Module III: Software for Textile Research

- Data Analysis – SPSS
- Design Software for Printing and Weaving
- Simulations for Printing and Weaving effect
- Draping

Evaluation:

Components	CT	ATT.	MTC	ESE
Weightage (%)	10	05	15	70

Suggested Reference Reading:

- I. Research Methodology – Methods and Techniques, C.R. Kothari
- II. Social Research Methods – Qualitative and Quantitative Approaches, W. Lawrence Newman
- III. Methodology and Techniques of research, Dr. R.K. Verma and Dr. Gopal Verma
- IV. Research Methodology in Socila Science, C.R. Reddy
- V. Methods of Social Research, Kenneth d. Baiky
- VI. Fashion design process, innovation & practice, Mckeluey and Manslow

Code	Course	Category	L	T	P/FW	Credit Units
MFD 123	Visual Research & Development	CC	0	-	4	2

Course Objective:

- To improve observation and visual expression and interpretation.
- To develop the sense and language of color
- To understand the application of color in various forms.

Course Contents:

Module I: Effect of Color, Color Mixing, Texture & their influence on color perception.

Module II: Influence of fabric characteristics on the appearance of colors

Module III: Visual Research of natural objects and manmade objects

Module IV: Visual Research through Printing-

- Develop 5 different paper design for each of the following dyed and printed styles and show the relation of color and perception through dyeing and printing.
 - I. Tie and Dye with direct dyes for 5 samples (Size:10”X10”)

- II. Direct style of printing with pigment dyes by stencil/screen method on cotton, silk and wool.

Module II: Visual Research Through weaving-

- Application of color, color mixing, texture, and its effects through weaving.
- Mixture of different dyed fibres/yarns and dyed yarn by twisting.
- Simple regular and irregular, counts-change, graduated pattern.
- Compound orders of coloring.
- Balance of contrast in pattern range designing.
- Color combinations in relation to weave.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Suggested Reference Reading:

- Z. Grosicki, Watson's Textile Design and Color, Newnes – Butler – Worths, London, 1975, 7th ed.
- Bride M. Whelan, Color Harmony 2, Rockport Publishers, USA, 1994.
- Colin Gale and Jasbir Kaur, The Textile Book, BERG Pub, Oxford, 1st edi, 2002

Paterson, Textile Colour Mixing, Abhishek Pub., Chandigarh, 2002

Code	Course	Category	L	T	P/FW	Credit Units
MFD 124	Design Technique Weaving	CC	0	-	6	3

Course Objective:

To understand the concept of weaving methods and techniques, mechanism, calculations and costing.

Course Contents:

Module I:

- **Weaving Representations:** Weaving Plan Methods of Weave Representation, Repeat of Weave, Draft, Requirement to draw in weaving plan, Lifting Plan, Relation between weave draft and lifting plan, Construction of weaving plan from a given weave, Construction of weave from given draft and lifting plan, Construction of draft from a given lifting plan and weave,

Basic Weave- Plain, Twill, Satin and Sateen
Various types of selvages.

- **Advance Weave:** Double Cloth(Plain, Twill, Diamond), Broken Twill, Extra Warp and Extra Weft, Herringbone Twill, Bedford Cord Weave, Types of Crepe Weave
- **Cost Estimation** of Woven fabric pre Yard/Meter.
- **Yarn Count Calculations** indirect, direct and universal system.
- **Reed Count, Heald Count, Warp and Weft Calculations**
- **Cloth Calculations**

Module II:

- **Types of Loom** – (i) Vertical
(ii) Horizontal Loom
- **Introduction to Loom**
(A) Various parts of Loom
(B) Motions of Loom – Primary and Secondary Motions
- **Dobby** – Definition, Scope and Types of Dobby
- **Detailed study of Various Dobby**
Barrel Dobby, Lattice Handloom Liver Dobby, Center close shed Dobby, Bottom close shed Dobby, Side and Cross Border Dobby, Hardekare Dobby.

Module III:

- **Card Punching Machine:**
Piano Card Punching Machine, Hand Block Card Punching Machine, Electronic Card Punching Machine
- **Jacquard:** Definition, Scope, Types and Use of Jacquard
- **Types of Jacquard:**
Single Lift Single Cylinder Jacquard
Double Lift Single Cylinder Jacquard
Double Lift Double Cylinder Jacquard
Introduction to Shuttle Less Loom
Electronic Jacquard

Practical: Take 5 woven samples for analysis – Materials, Weave, Ends, Picks, Cover Factor, Warp and Weft Pattern, GSM, Yarn Count, Yarn Twist and other necessary parameters.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Suggested Reference Reading:

- *E.P.Gohl and Vilensky, Textile Science*
- *Carbman, Fibres to Fabrics*
- *Helen Thomos, Fibre to Fabrics Today*
- *Banerjee, Handloom Technology*

Code	Course	Category	L	T	P/FW	Credit Units
MFD 125	Indian Textile & Semiotics	CC	0	-	6	3

Course Objective:

- To create awareness about the traditional Indian Textiles

Course Contents:**Module I:**

Study of woven textiles according to color, texture, motifs and techniques(Jamdani, Baluchari, Paithani, Patola, Maheshwari, Chanderi, Banarasi)

Module II:

Study of dyed and printed textiles according to color, dyes, motifs and techniques(Sanganeeri, Bagru, Kalamkaari, Ajrakh, Akola, Bandhani, Batik, Bagh)

Module III:

Study of Embroidered textiles according to color, motifs, stitches and texture(Kantha, Phulkari, Kasturi, Chamba-rumal, Kashmiri Kadhari, Sujuni Bihari, Mirror Work)

Practical:

1. Select any two techniques from above syllabus and explore it for furnishing and dress material range
2. Prepare sketch book with selected 50 traditional motifs

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Suggested Reference Reading:

- I. Traditional Indian Costumes & Textiles – Parul Bhatnagar
 - II. Indian Embroidery – Jamila Brijbhushan
 - III. Indian Embroidery – Kamladevi Chattopadhyay
 - IV. Fabric Art Heritage of India – Shukla Das
 - V. Masterpieces of Indian Textiles – Rustam J. Mehta
 - VI. Decorative Designs and Craftmanship of India – Enakshi Bhavnari
 - VII. Sangneri Block Printing – Dr. Meenakshi Gupta
- Traditional Indian Textiles – Dr. Meenakshi Gupta and Dr. K.N. Srivastava

Code	Course	Category	L	T	P/FW	Credit Units
MFD 121	Creative Thinking	CC	0	-	2	1

Course Objective:

- To understand design thinking and creativity in design
- Understand the difference between 2Dimensional and 3Dimensional design and its properties.
- To understand color and its application through elements and principles of design.

Module I: Prepare Paper Design using following forms ...

Elements of Design- Line, Form, Color, Texture, Tone, Space

Principles of Design- Unity, Harmony, Balance, Dominance, Rhythm, Proportion

Module II: Creative Design based on 2Dimensional giving emphasis on Color, Texture, Line and Shape.

Module III: Design based on 3Dimension

- Use of any flat surface (eg. Paper, Fabric etc.)
- Use of any semi solid material (eg.- Clay etc)
- Use of any solid material (eg.- Metal, Wood etc)

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Suggested Reference Reading:

- Neli Thomas, Adair on creativity & innovation, Viva Books PLV. New Delhi[Indian Edison] – 2006
- George Gamez, Creativity [How to catch lightning in a bottle], Jaico Pub. House, Mumbai, 1997

Code	Course	Category	L	T	P/F W	Credit Units
MFD 126	Material & Technique	CC	0	-	4	2

Course Objective:

- To study the properties of different types of soft and hard material and utilize according to their utilization.
- To Understand the requirement of product design as per the consumer and market requirement.

Project I:

- To finalize domain interest.
- To gather all necessary information about the selected domain – Industry, Market, Existing Product/Service Category

Project II:

- To explore the areas of opportunities within the selected domain
- Finalize 4 product concepts based upon specific product/service areas

Project III:

- Finalize a design brief on 1 of chosen product in Project I
- To develop a concept based on the chosen design brief
- To develop a product range/prototype based upon the finalized concept

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Code	Course	Category	L	T	P/FW	Credit Units
MFD 150	Design Project –I- Minor (Based on Design Process)	CC	0	-	12	6

Objectives :

- To research and evaluate a wide range of Home Textiles/Accessories/Garments.
- To experiment and combine traditional and non-traditional materials, techniques and processes in own work.

Course Contents: -

Module: I

[Hour 10]

Innovation means many things to many people, and means different things within a single business. Innovation and design aren't simply about new products or technology. They're also about how to improve products in everyday use, leading to reduced costs, increased usability and new business opportunities. The workshops have an emphasis on imparting practical skills and knowledge able to be easily applied in everyday business.

Module: II [Hour 10] This program is carefully tailored to suit student's group specific requirements and will involve a mixture of practical and theoretical exercises designed to encourage creative thinking.

Module: III [Hour 64]
In this paper, learners will create innovative concepts for lifestyles and research.

- Prepare Client or Market survey (Brief)
- Secondary Data Collection (Re-Define Brief)
- Prepare a Story Board, Colour Board, Texture Board, Mood Board
- Prepare Collections according to the story board (For Primary Data)
- Prepare Final Collection and Documentation.
- A range (Minimum 3 articles) has to be developed.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Code	Course	Category	L	T	P/FW	Credit Units
AND001	ANANDAM-I	CC	0	-	4	2

Course Objectives:

Aanandam is a credited subject that aims to install the joy of giving and sharing in young people through community participation, helping them to be responsible citizens and be initiators of change

for a healthy society. The faculty will inspire students for Individual Social Responsibility (ISR) and will inculcate the qualities of compassion, an open mind, a willingness to do whatever is needed and positive attitude in students

Course Outcome

The student should develop:

- Awareness and empathy regarding community issues
- Interaction with the community and impact on society
- Interaction with mentor and development of Student teacher relationship
- Interaction among students, enlarge social network
- Cooperative and Communication skills and leadership qualities
- Critical thinking, Confidence and Efficiency

Course Contents:

The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today’s digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas
- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity
- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers
- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged
- help plant a community garden, help out at a children’s camp

The students have to select a project and continue it for all the year

Evaluation:

Components	Project Continues Evaluation	Final Report	Total

Weight age (%)	50	50	100
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- **Project Assessment Committee** will assess the Group Community Service Project Report submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms students' performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

Format for evaluation by Project Assessment Committee

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video
- Photographs of Students' participation and involvement of community
- Problem solving and challenging issues addressed/ innovation

Project Assessment Committee constituted will assess the projects

Second Semester MFD

Code	Course	Cate- gory	L	T	P/FW	Credi t Units
MFD201	Marketing & Entrepreneurship	CC	1	-	-	1

MFD 202	Textile Processing	CC	1	-	-	1
MFD 223	Material Management & Sustainability	CC	-	-	4	2
MFD 224	Computer Aided Design	CC	-	-	4	2
MFD 222	Textile Processing	CC	-	-	4	2
MFD 250	Design Project – II MINOR Based on design process.	CC	-	-	6	3
MFD 231	Pattern Manipulation Techniques	DE	-	-	6	3
AND002	ANANDAM-II	CC	-	-	4	2
BCS 211	Communication Skills – II	VA	-	-	2	2
BSS 211	Behavioral Science – II	VA	1	-	-	1
FLN 211 FLG 211 FLS 211 FLS A2211 FLC 211	Foreign Language - I French German Spanish Spanish (Advanced) Chinese	VA	2	-	-	2
MFD 230	Material Management	OE	3	-	-	3
Total						24

Code	Course	Category	L	T	P/FW	Credit Units
MFD 201	Marketing & Entrepreneurship	CC	1	-	-	1

Course Objectives:

- To acquaint students with marketing process so that they can correlate theory with practical aspect of marketing
- The object of subject Entrepreneurship, Management and Organization focuses on the problems, challenges and opportunities of small and medium-sized firms and focused on issues related to the functioning of boards of directors, especially in family-owned companies project and Research method also apply for conducted on financing, innovation, and internationalization and business networks.

Module I: Marketing:

[Hours: 10]

Introduction, Meaning, nature, functions, importance, marketing environment Definitions of Marketing, Concept of Marketing, Marketing Mix, Market Segmentation, Targeting,, Analysis of consumer markets and buyer behaviour.

Module II: Product & Pricing:

[Hours: 8]

Product Mix, Product Life Cycle, New Product Development.
Pricing Objectives & Pricing Methods Development.

Module III: Merchandising:

[Hours: 8]

Definition, Role and responsibilities of a merchandiser.
Merchandising plan, Buying calendar. Plant Cut-Off Dates and TNA
Retailing- types of retail operations, Distribution Channels: Types, Levels of distribution

Module IV: Entrepreneurship: Introduction

[Hours: 5]

Entrepreneurship: Concept and Theories; Types of Entrepreneurs, Myths about entrepreneurship, The need for entrepreneurs in our economy. Economic System and Entrepreneurial Behaviour. Entrepreneurial Strategy: generating and exploiting new entries. Role of Creativity & Innovation in Entrepreneurship

Module V:Entrepreneurship Skill**[Hours: 5]**

Entrepreneurship Development Programme and their Evaluation. Different aspect of entrepreneurial organization and performance of entrepreneurial skills;

Role of Government and Other Institutions in Entrepreneurship Development; Role of Financial Institutions - Bank Finance to Entrepreneurs

Examination Scheme:

Components	CT	ATT.	MTC	ESE
Weightage (%)	10	05	15	70

References:

1. Essentials of Marketing – Jerome E. McCarthy & William D. Perrault
2. Principals of Marketing – Philip Kotler 11th edition
3. Essentials of Marketing – Stanton & Futrell
4. Fashion from Concept to Consumer- Stephen Fringes
5. Apparel Manufacturing handbook – Jacob Solinger.
6. Desai, Vasant: Entrepreneurship Development, Himalaya Publishing House, 2013
7. Desai, Vasant: Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, 2013
8. Drucker, Peter, F.: Innovation and Entrepreneurship, HarperCollins Publishers,2006
9. Gupta, C.B.: Entrepreneurship Development, Sultan Chand Publishers,2014
10. Kenneth, P. & Van Voorthin: Entrepreneurship and Small Business Management, Himalaya Publishers,2008

Code	Course	Category	L	T	P/FW	Credit Units

MFD 202	Textile Processing	CC	1	-	-	1
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Course Objective:

- To understand the application of preparatory of textile material before coloration.
- To study various types of dyes and dyeing techniques and its advantages & disadvantages.

Theory:

Module I: Preparation of textile for coloration

Preparation of textile for coloration (Singing, De-sizing, Scouring, Degumming); Yellowness removing process of textile (Principal and Process of Hydrogen Peroxide bleaching, Principal and Process of Hypochlorite bleaching);

Module II: Steps involved of any dyeing process and their significance

Steps involved of any dyeing process and their significance (The role of dye molecule, water & temperature, Affinity / Substantively, Concept of shade percentage, MLR (Material and Liquor ratio) & OWG (Weight of goods) & OVL (Volume of liquor)}

Module III: Classifications of Synthetic dyes

Classifications of Synthetic dyes (Readymade Dyes: Water soluble and insoluble dyes, Developed Dyes: Water soluble and insoluble dyes, Study the method of synthetic dyes);

Module IV: Introduction to printing

Methods of printing: Direct, Discharge and Resist printings,

Module V: Applications of Printing

Block, Screen printing (Flat screen, Rotary screen printing), Transfer (Dry heat and Wet heat transfer), Digital Printing }

Module VI Introduction to Fabric finishes

Introduction to Fabric finishes: Basic finishes that alter hand or texture; Felting, singeing, Surface finishes: Bleaching, de-lustering, flocking, burn out design, acid design, Functional finishes: Waterproof and water repellent finishes, shrinkage control, wrinkle resistance, durable press and flame retardant finish.

Evaluation

Components	CT	ATT.	MTC	ESE
Weightage (%)	10	05	15	70

Suggested Readings:

1. Textile Science – Gohl & Vilensky
2. Chemistry of organic Textile Chemicals –V.A Shenai
3. Clarke. W. 1974. An Introduction to Textile Printing. London, Newness Butter Worth.
4. Smith, J.L. Textile Processing: Printing, Finishing, Dyeing.
5. H.Panda. Modern Technology of Textile: Dyes & Pigments

Code	Course	Category	L	T	P/FW	Credit Units
MFD 223	Material Management & Sustainability	CC	-	-	4	2

Course Objectives:

The main objective of this course is to provide students, the knowledge of latest materials management concepts, to develop expertise in the store and purchase management, establishing best methods of inventory analysis

Pre-requisites: Basic knowledge of purchasing and inventory management

Unit-1

INTRODUCTION

Descriptors/Topics Introduction to material management and productivity, functions of material management, organization structures in material management, role of material management techniques in improved material productivity

Unit-2

MATERIALS PLANNING

Objectives, material requirement planning, manufacturing resource planning, JIT production planning, strategic material planning, material control: acceptance, sampling, inspection, make or buy decision, simple cost analysis, economic analysis, break even analysis, breakeven point theory, whether to add or drop a product line store management and warehousing, product explosion.

Unit-3

INVENTORY MANAGEMENT

Descriptors/Topics Inventory v/s stores, types of inventory, inventory control, inventory build-up, EOQ, various inventory models, inventory models with quantity discount, exchange curve concept, coverage analysis, optimal stocking and issuing policies, inventory management of perishable commodities, ABC – VED analysis, design of inventory distribution systems, surplus management, information system for inventory management, case studies.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Code	Course	Category	L	T	P/FW	Credit Units
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MFD 224	Computer Aided Design	CC	-	-	4	2
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Course Objectives

To learn vector image formats through Corel Draw applications To acquire sound knowledge of the principles of graphic design To conceptualize design and its implementation using Corel Draw To incorporate in design students the ability to represent and create visuals using tools of Corel Draw To design and develop structural and applied design for product development

Course Content:

Module-I: Corel Draw-Tools and their application (Hours: 6)

Introduction to Corel keys, RGB and CMYK color modes)-Page layout (size, orientation, page formatting, rulers, guidelines, nudge, table formatting, setting up grids etc.) Menu bar, property bar, standard bar options Importing bitmaps and tracing bitmap Exporting.

Module- II: Tool bar (Hours: 6)

Pick tool (duplicate, rotate, skew, mirror), Shape tool (shaping objects, shaping text) ,Bezier tool, Eraser tool, knife tool, Crop tool, Zoom tool (zoom-in, zoom-out),Basic shapes tool and other drawing, tool(circle, semi-circle3/4th circle, rectangle, triangle, charts),Text tool (shaping text, lens),Table tool, Special effects (eye dropper ,blend, drop-shadow, envelope, contour, distort),Color eyedropper, Outline pen tool, Fill tool and Power clip objects.

Module-III: Design & Detailing (Hours: 6)

Draw details/silhouettes and apply various textures; Draping and illustration

Module-IV: Designing & Illustration (Hours: 10)

Create Texture, Motif, repeat & design and prepare their application according to fashion end use.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Textbooks:

Respective software manuals

Altman, R., Corel Draw X5, BPB Publications

Bangia, R. , Corel Draw, Khanna Book Publishing, Delhi, 2003

Phyllis, D, CorelDraw 11 for windows & Macintosh, Schwartz-Steve Publisher

Reference Books:

1 Respective software manuals – Latest Version (Adobe Photoshop, Corel Trace)

2 Photoshop Retouching Techniques Eismann, Katrin, Simmon – Steve Publisher

Code	Course	Category	L	T	P/FW	Credit Units
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MFD 222	Textile Processing	CC	-	-	4	2
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Course Objective:

- To understand the application of preparatory of textile material before coloration.
- To study various types of dyes and dyeing techniques and its advantages & disadvantages.

Module I:

Preparation of textile for coloration

Preparation of textile for coloration (Singing, De-sizing, Scouring, Degumming); Yellowness removing process of textile (Principal and Process of Hydrogen Peroxide bleaching, Principal and Process of Hypochlorite bleaching);

Module 2:

Classifications of Synthetic dyes

Classifications of Synthetic dyes (Readymade Dyes: Water soluble and insoluble dyes, Developed Dyes: Water soluble and insoluble dyes, Study the method of synthetic dyes);

Module 3:

Introduction to printing

Methods of printing and style of Printing: Direct, Discharge and Resist printings, and Block, Screen and others method.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Suggested Readings:

1. Textile Science – Gohl & Vilensky
2. Chemistry of organic Textile Chemicals –V.A Shenai
3. Clarke. W. 1974. An Introduction to Textile Printing. London, Newness Butter Worth.
4. Smith, J.L. Textile Processing: Printing, Finishing, Dyeing.
5. H.Panda. Modern Technology of Textile: Dyes & Pigments

Code	Course	Category	L	T	P/FW	Credit Units
MFD 250	Design Project – II MINOR Based on design process.	CC	-	-	6	3

Objectives:

- To develop concept and designs based on clients' needs and utility.
- To explore ideas in design, develop sense in design, material technique and style.
- To understand the suitability, trends, market demand in production of range/ product for apparel, home textiles and accessories.

Course Contents: -

Module I:

This paper would help to develop advanced skills and exploration in processes and materials. It encourages the synthesis of ideas from both direct and conceptual sources to produce outcomes to satisfy a set design brief. The core idea behind a design project is to develop professional skills of the students and encourage independent thinking.

Module II: :

The student should also understand the importance of research and evaluating the role of the client and market in the design process and product usage and utility for Apparel, Home Textiles and Accessories.

The project may be based on a realistic brief from the industry or it may be a hypothetical brief in either case a guide will be there to supervise the project. A design project can be given as a classroom project, a group project or individual projects to students.

Module III: :

The students will be the core custodians of the project and the onus will be on them from beginning till the end which will develop a sense of ownership and commitment. The students will also learn to keep the deadlines sacrosanct. The project will lead to the development of the designer's skills and knowledge through a process of 'hands on-minds on'.

A range (Minimum 3 articles) has to be developed.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Code	Course	Category	L	T	P/FW	Credit Units
MFD 231	Pattern Manipulation Techniques	DE	-	-	6	3

Course Objective:

The study of this course develops application of Pattern making and sewing techniques in relation to the garment construction This course gives the idea of converting two dimensional block figure into a three dimensional garment.

Course Contents:

Module I: Basic Elements of Pattern Making [10 Hours]

Workroom terminology, Raw materials, methods, Measurements, Dress forms, Human figure, The basic Pattern set, Reference points, land marks, Lines, special information.

Module II: Preparation & selection of fabrics for clothing construction [10 Hours]

Shrinking, Straightening, Layout, Marking and Cutting of Patterns
Application of textiles – Apparel, Home, Industry. Fabric characteristics: Construction, Texture, Hand feel, weight, width. Trims(types and their application). Linings and interlinings(types and their application). Market survey of trimmings, lining and interlinings available in market.

Module III: Measurement Systems and Construction of Patterns [52 Hours]

Measuring and recording the measurements, Fabric estimation for various garments.
Drafting of adult's basic bodice block
Various kinds of Necklines and Yokes in various shapes.
Differences between the basic methods used for finishing necklines – Shaped facing, Bias facing and Piping.
Even hem placket, Wrap and projection placket, Continuous placket
Different types of pockets – their construction and size specifications; Patch pocket, Flap pocket, Side seam pocket, Kurta pockets and cross pockets.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Text Book

1. Helen J Armstrong, Pattern Making for Fashion Design, Prentice Hall
2. Harold Carr & Barbara Latham, The Technology of Clothing Manufacture, Oxford Pub., USA, 1994
3. Gerry Cooklin, Introduction to Clothing Manufacture, Blackwell Science, UK, 1991

References

1. Metric Pattern cutting & Grading by Winfred Aldrich.
2. Ruth E. Glock , Grace I. Kunz. Apparel Manufacturing

Code	Course	Category	L	T	P/FW	Credit Units
MFD 230	Material Management	OE	3	-	-	3

Course Objectives:

The main objective of this course is to provide students, the knowledge of latest materials management concepts, to develop expertise in the store and purchase management, establishing best methods of inventory analysis

Pre-requisites: Basic knowledge of purchasing and inventory management

Module 1

INTRODUCTION

Introduction to material management and productivity, functions of material management, organization structures in material management

Module 2

MATERIALS PLANNING

Objectives, material requirement planning, manufacturing resource planning, production planning, strategic material planning

Module 3

INVENTORY MANAGEMENT

Inventory v/s stores, types of inventory, inventory control, inventory build-up, EOQ, various inventory models, inventory models with quantity discount, exchange curve concept, coverage analysis

Module 4

PURCHASING MANAGEMENT

Importance of good purchasing system, organization of purchasing functions, purchase policy and procedures, responsibility and limitations, purchasing decisions, purchasing role in new product development, role of purchasing in cost reduction, negotiations and purchase

Module 5

COST REDUCTION

Cost control v/s cost reduction, price analysis, material cost reduction techniques

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Suggested Reference Reading:

- Influence: The Psychology of Persuasion, by Robert B. Cialdini

Code	Course	Category	L	T	P/FW	Credit Units
AND002	ANANDAM-II	CC	0	-	4	2

Course Objectives:

Aanandam is a credited subject that aims to install the joy of giving and sharing in young people through community participation, helping them to be responsible citizens and be initiators of change for a healthy society. The faculty will inspire students for Individual Social Responsibility (ISR) and will inculcate the qualities of compassion, an open mind, a willingness to do whatever is needed and positive attitude in students

Course Outcome

The student should develop:

- Awareness and empathy regarding community issues
- Interaction with the community and impact on society
- Interaction with mentor and development of Student teacher relationship
- Interaction among students, enlarge social network
- Cooperative and Communication skills and leadership qualities
- Critical thinking, Confidence and Efficiency

Course Contents:

The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today's digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas
- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity

- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers
- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged
- help plant a community garden, help out at a children's camp

The students have to select a project and continue it for all the year

Evaluation:

Components	Project Continues Evaluation	Final Report	Total
Weight age (%)	50	50	100

- **Project Assessment Committee** will assess the Group Community Service Project Report submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms students' performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

Format for evaluation by Project Assessment Committee

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video
- Photographs of Students' participation and involvement of community
- Problem solving and challenging issues addressed/ innovation

Project Assessment Committee constituted will assess the projects

Third Semester MFD

Code	Course	Category	L	T	P/FW	Credit Units
MFD301	Visual Merchandising	CC	1	-	-	1
MFD 321	Visual Merchandising (Lab)	CC	-	-	2	1
MFD 322	Pattern Grading & Draping	CC	-	-	6	3
MFD 323	Research Documentation/Dissertation	CC	-	-	6	3
MFD 350	Design Project for Apparel	CC	-	-	6	3
MFD 351	Design Project for Home Furnishing	CC	-	-	4	2
AND003	ANANDAM-III	CC	-	-	4	2
BCS 311	Communication Skills – II	VA	-	-	2	2
BSS 311	Behavioral Science – II	VA	1	-	-	1
FLN 311 FLG 311 FLS 311 FLS A2311 FLC 311	Foreign Language - I French German Spanish Spanish (Advanced) Chinese	VA	2	-	-	2
MFD 330	Material Management	OE	3	-	-	3
Total						23

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Code	Course	Category	L	T	P/FW	Credit Units
MFD301	Visual Merchandising	CC	1	-	-	1

Module 1:

- Introduction to Visual Merchandising: Introduction, Objectives, Concept of Visual Merchandising,
- Growth of Visual Merchandising, Scope of visual merchandising, Visual Merchandising as a Support for Positioning Strategy,
- Challenges in Visual Merchandising, Ways to overcome the visual merchandising challenges

Module 2:

- Atmospherics in Merchandising, Colour scheme, Lighting, Sounds
- The Merchandise Mix: Introduction, Objectives, Concept of Merchandise Mix, Merchandise line,
- The Assortment of Products, Assortment strategy, Merchandise Mix of Show Off.

Module 3:

- Store Management in Merchandising: Introduction, Objectives,
- Types of Stores, Location of a Store, Types of retail locations, Planning a Store Layout, Various Types of Store Layouts, Grid layout, Forced-path layout, Free-form layout, Boutique layout, Combined layout, Store Space Allocation.

Module 4:

- Store Design and Display: Introduction, Objectives, Concept of Store Design and Display, Objectives of store design, Purpose and importance of display, Rules of display planning, Display Settings, Store Design, Exterior of a store, Interior of a store, Window displays, Merchandise Presentation Strategies,

Module 5:

- Store Assortment: Heads of space allocation in a store, Managing Customer Navigation in a Store, General Rules of Customer Traffic in a Store, Elements of Image Mix, Merchandise, Fixtures, Sound/Music, Odour, Visuals, Employees, Elements that Levy Negative Impact on Shoppers, Change of Image, Security Issues, Replenishes, Planogramming.

Evaluation:

Components	Assignment	Attendance	MTE	ESE
Weight age (%)	10	05	15	70

Suggested Reference Reading:

Text & References:

1. Martin M. Peglar and Anne Kong, Visual Merchandising and Display(7th ed), Bloomsbury Publishing PLC:ISBN: 9781501315367
2. Tony Morgan, Visual Merchandising (2nd ed), Laurence King Publishing
3. Berman, Barry and Joel R. Evans (2009), Retail Management A Strategic Approach (11th ed.),Upper Saddle River, NJ: Pearson Prentice Hall.
4. Dunne, Patrick, Robert F. Lusch, and James R. Carver (2011), Retailing (7th ed.), Mason, OH, South-Western.
5. Levy, Michael and Barton A. Weitz (2009), Retailing Management (7th ed.), Boston, MA: McGraw-Hill/Irwin.
6. Tepper, Bette K. (2008), Mathematics for Retail Buying (6th ed.), New York: Fairchild Publications..

Code	Course	Category	L	T	P/FW	Credit Units
MFD321	Visual Merchandising	CC	-	-	2	1

Module 1:

- Store Management & Store Planning:
Types of Stores, Location of a Store, Types of retail locations,
Planning a Store Layout, Various Types of Store Layouts, Grid layout, Forced-path layout, Free-form layout, Boutique layout, Combined layout,
Store Space Allocation, Heads of space allocation in a store,
Managing Customer Navigation in a Store, General Rules of Customer Traffic in a Store,
- The Loop for Guiding the Shoppers through a Store.

Module 2:

- Atmospherics in Merchandising, Colour scheme, Lighting, Fixtures, Sound/Music, Odour, Visuals, Employees, Elements that Levy Negative Impact on Shoppers, Change of Image, Security Issues
- Store Design and Display: Concept of Store Design and Display, Objectives of store design, Purpose and importance of display, Rules of display planning, Display Settings

Module 3:

- Store Design and Display:
 1. Concept of Store Design and Display of Model Store,

2. Store Design- Exterior & Interior of a store, Window displays, Merchandise Presentation Strategies, Colour blocking, Other techniques of merchandise placement, Physical materials used to support the display, Components of display, Some Useful Display Fixtures, Shelves. Gondolas, Round racks, Four ways, Saccades and Fixation, Replenishes.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Suggested Reference Reading:

Text & References:

7. Martin M. Peglar and Anne Kong, Visual Merchandising and Display(7th ed), Bloomsbury Publishing PLC:ISBN: 9781501315367
8. Tony Morgan, Visual Merchandising (2nd ed), Laurence King Publishing
9. Berman, Barry and Joel R. Evans (2009), Retail Management A Strategic Approach (11th ed.),Upper Saddle River, NJ: Pearson Prentice Hall.
10. Dunne, Patrick, Robert F. Lusch, and James R. Carver (2011), Retailing (7th ed.), Mason, OH, South-Western.
11. Levy, Michael and Barton A. Weitz (2009), Retailing Management (7th ed.), Boston, MA: McGraw-Hill/Irwin.
12. Tepper, Bette K. (2008), Mathematics for Retail Buying (6th ed.), New York: Fairchild Publications.

Code	Course	Category	L	T	P/FW	Credit Units
MFD 322	Pattern Grading and Draping	CC	-	-	6	3

Course Objectives:

The course aims to teach the students to acquire the skill of draping on dress form by introduction to terminology, fundamentals and basic techniques of draping.

Module-1 Introduction to Draping

- Draping of Adult basic bodice (front and back).
- Draping of Adult basic skirt (front and back).

Module-2 Applying Dart Manipulations

- Shifting of fullness at various positions
- Multiple darts, Intersecting darts and Asymmetric darts
- Dart equivalents: Pleats, tucks, gathers
- Bodice with Princess line, Style line, yokes, different necklines and collars

Module-3 Garment Construction through draping

- Skirt and bodice combination
- One piece dress

Evaluation:

Components	PR	Attendance	MTE	ESE
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Weight age (%)	30	05	15	50
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Suggested Reference Reading:

- Draping for Fashion Design (3th Edition) - Hilde Jaff and Nurie Relis
- The Art of Fashion Draping (3rd Edition) - Connie Amaden-Crawford

Code	Course	Cate- gory	L	T	P/FW	Credit Units
MFD 323	Research Documentation/ Dissertation	CC	-	-	6	3

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Course Objectives:

The course aims to understand the nuances of scientific writing and develop skills in collation and presentation of scientific information and to develop skills in conducting a research study/ working in a project and learn the process of writing a dissertation/ project report

Module 1:

- Writing Dissertation Proposal and selection of Topic/Researchable areas for study
- Problem Statement and formation of Hypotheses or Questions
- Review of the Literature for the Study

Model 2:

- Research Design
- Sources of Data
- Sampling and Population and/or relevant qualitative research aspects of the study
- Instrumentation and Testing

Module 3:

- Analysis of Data and Treatment of Data
- Significance of the Study
- Result and Discussion of the Findings
- Conclusions
- Limitations of the Study

- Recommendations for Further Research and citations

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Code	Course	Cate- gory	L	T	P/FW	Credi t Units
MFD 350	Design project for Apparel	CC	-	-	6	3

Objectives:

- To develop concept and designs based on clients' needs and utility.
- To explore ideas in Apparel design, develop sense in design, material technique and style.
- To understand the suitability, trends, market demand in production of range/ product for apparel.

Course Contents: -

Module I:

[15 Hour]

This paper would help to develop advanced skills and exploration in processes and materials. It encourages the synthesis of ideas from both direct and conceptual sources to produce outcomes to satisfy a set design brief. The core idea behind a design project is to develop professional skills of the students and encourage independent thinking.

Module II: :

[15 Hour]

The student should also understand the importance of research and evaluating the role of the client and market in the design process and product usage and utility for Apparel and fashion trend and forecasting.

The project may be based on a realistic brief from the industry or it may be a hypothetical brief in either case a guide will be there to supervise the project. A design project can be given as a classroom project, a group project or individual projects to students.

Module III: :

[64 Hour]

The students will be the core custodians of the project and the onus will be on them from beginning till the end which will develop a sense of ownership and commitment. The students will also learn to keep the deadlines sacrosanct. The project will lead to the development of the designer's skills and knowledge through a process of 'hands on-minds on'.

A range (Minimum 3 articles) has to be developed.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Code	Course	Category	L	T	P/F W	Credit Units
MFD 351	Design project for Home Furnishing	CC	-	-	4	2

Objectives:

- To develop concept and designs based on clients' needs and utility.
- To explore ideas in Home furnishing design, develop sense in design, material technique and style.
- To understand the suitability, trends, market demand in production of range/ product for Home furnishing.

Course Contents: -

Module I:

[15 Hour]

This paper would help to develop advanced skills and exploration in processes and materials. It encourages the synthesis of ideas from both direct and conceptual sources to produce outcomes to satisfy a set design brief. The core idea behind a design project is to develop professional skills of the students and encourage independent thinking.

Module II: :

[15 Hour]

The student should also understand the importance of research and evaluating the role of the client and market in the design process and product usage and utility for home furnishing, trend and forecasting.

The project may be based on a realistic brief from the industry or it may be a hypothetical brief in either case a guide will be there to supervise the project. A design project can be given as a classroom project, a group project or individual projects to students.

Module III: :

[64 Hour]

The students will be the core custodians of the project and the onus will be on them from beginning till the end which will develop a sense of ownership and commitment. The students will also learn to keep the deadlines sacrosanct. The project will lead to the development of the designer's skills and knowledge through a process of 'hands on-minds on'.

A range (Minimum 3 articles) has to be developed.

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Code	Course	Category	L	T	P/F W	Credit Units
MFD 330	Material Management	OE	3	-	-	3

Course Objectives:

The main objective of this course is to provide students, the knowledge of latest materials management concepts, to develop expertise in the store and purchase management, establishing best methods of inventory analysis

Pre-requisites: Basic knowledge of purchasing and inventory management

Module 1

Introduction to material management and productivity, functions of material management, organization structures in material management

Module 2

material requirement planning, manufacturing resource planning, production planning, strategic material planning

Module 3

Inventory v/s stores, types of inventory, inventory control, inventory build-up,

Module 4

Importance of good purchasing system, organization of purchasing functions, purchase policy and procedures, responsibility and limitations, purchasing decisions, purchasing role in new product development, role of purchasing in cost reduction, negotiations and purchase

Module 5

Cost control v/s cost reduction, price analysis, material cost reduction techniques

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Suggested Reference Reading:

- Influence: The Psychology of Persuasion, by Robert B. Cialdini

Code	Course	Category	L	T	P/FW	Credit Units
AND003	ANANDAM-III	CC	0	-	4	2

Course Objectives:

Aanandam is a credited subject that aims to install the joy of giving and sharing in young people through community participation, helping them to be responsible citizens and be initiators of change for a healthy society. The faculty will inspire students for Individual Social Responsibility (ISR) and will inculcate the qualities of compassion, an open mind, a willingness to do whatever is needed and positive attitude in students

Course Outcome

The student should develop:

- Awareness and empathy regarding community issues
- Interaction with the community and impact on society
- Interaction with mentor and development of Student teacher relationship
- Interaction among students, enlarge social network

- Cooperative and Communication skills and leadership qualities
- Critical thinking, Confidence and Efficiency

Course Contents:

The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today’s digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas
- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity
- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers
- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged
- help plant a community garden, help out at a children’s camp

The students have to select a project and continue it for all the year

Evaluation:

Components	Project Continues Evaluation	Final Report	Total
Weight age (%)	50	50	100

- **Project Assessment Committee** will assess the Group Community Service Project Report submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms students’ performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

Format for evaluation by Project Assessment Committee

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video
- Photographs of Students' participation and involvement of community
- Problem solving and challenging issues addressed/ innovation

Project Assessment Committee constituted will assess the projects

Fourth Semester MFD

Code	Course	Category	L	T	P/FW	Credit Units
MFD 422	Fashion Portfolio & Design Collection	CC	-	-	6	3
MFD 401	Quality Control & Quality Assurance	CC	1	-	-	1
MFD 423	Internship with Dissertation	CC	-	-	24	12
Total						16

Code	Course	Category	L	T	P/FW	Credit Units
MFD 422	Fashion Portfolio & Design Collection	CC	-	-	6	3

Course Objective

To develop an individual design portfolio highlighting strengths in design and related field

Course Content:

Module I Design Development

Research and exploration to develop theme for their final collection. It includes development all boards and design collection

Module II Digital portfolio

Developing digital portfolio of final collection using design software .

Module III Portfolio presentation and photo gallery

Making power point presentation which includes concept note with all boards and design range.

Photo shoot of the garments of their final graduation design collection and developing photo gallery

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

Suggested Reference Reading:

- Drake/ Spooone/Greenwald —Retail fashion Promotion and Advertising||
- Gini Stephens Frings — Fashion- from concept to consumer|| Pearson Education
- Jarnow, J and KG Dickenson, —Inside the Fashion Business|| Prentice Hall, 1997
- Jerligan Easterling —Fashion Merchandising And Marketing´ Pearson Education
- Polly Guerin — Creative fashion Presentations|| Fairchild Publications

Code	Course	Cate- gory	L	T	P/FW	Credit Units
MFD 401	Quality Control & Quality Assurance	CC	1	-	-	1

Course Objective:

The students are made to start their work with the Textile; Testing of Textile is the application of engineering knowledge and science to measurement of the properties and characteristics of base material for the fashion. Textile Testing provide the knowledge of better material selection and quality control and quality assurance concern.

Module I

Introduction to textile testing; Aspect of testing and quality control; Routine test performed in industry; Tests in mill processing and their instruments

Module II

Preparatory Tests- Approach to evenness measurements; Evenness tester; Evaluation and Interpretation of Evenness Measurements

Module III:

Yarn Tests- Yarn grade and appearance; Twist testing, Yarn numbering; Yarn Strength; Additional tests for fibers and yarns

Module IV

Woven Fabric Tests- Width; Weight; Fabric strength, Fabric grading and quality control.

Fabric Strength: - Tensile strength, Tearing Strength, Pilling, Abrasion, Bursting Strength. Garment Tests-Dimensional Stability; Appearance; Seam Slippage and Strength; Button Pull Test- One Mock Sample is needed for test.

Examination Scheme:

Components	MTE	P/A	A	EE
Weight age (%)	15	10	05	70

Text & References:

Text:

Elliot b. Grover and D.S Hamby, hand book of textile testing and quality Control

Code	Course	Category	L	T	P/FW	Credit Units
MFD 423	Internship with Dissertation	CC	-	-	24	12

Objectives:

Exposing students in real life working environment as a part of an academic curriculum helps the students to develop and enhance academic, personal and professional competencies. Through this, the students will understand the importance of industrial training which includes:

1. Application of knowledge learned

2. Acquire and develop practical skills
3. Strengthen work values
4. Gain interpersonal skills
5. Get an understanding of how the market functions

The report will be evaluated by an external examiner, an internal examiner the marks of the continuous assessment obtained from the industry will be compiled based on various interim reports of mid-term/end of term evaluation received from the host organization and timely submission of report.

The report will submission following format.

- Introduction
- Aim
- Objectives
- Hypothesis
- Procedure
- Design
- Pictures of crafts
- Questionnaire for survey/ information collection.
- Results and discussion
- Summary and conclusion
- Bibliography

Evaluation:

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50