

**Shri Rawatpura Sarkar University,  
Raipur**



**Examination Scheme & Syllabus**

**for**

**MA In Fashion Design**

**Semester – Ist**

(Effective from the session: 2022-23)



## Two Years MA In Fashion Design Programme

### Scheme of Teaching and Examination

#### MA FD Ist Semester

Outcome Based Education (OBE) and Choice Based Credit System (CBCS)

(Effective from the Academic Year 2022-2023)

S.No	Course Code	Course Title	Hours / Week			Credits	Maximum Marks			Sem End Exam Duration (Hrs)
			L	T	P		Continuous Evaluation	Sem End Exam	Total	
1	MAFD101T	Advance Textile Science	3	1	-	4	30	70	100	3
2	MAFD102T	Fashion Retailing	3	1	-	4	30	70	100	3
3	MAFD103T	Fashion Psychology & Grooming	3	1	-	4	30	70	100	3
4	MAFD104T	Apparel Technology	3	1	-	4	30	70	100	3
5	MAFD105P	Garment construction	-	-	6	3	30	70	100	4
6	MAFD106P	Creative pattern making	-	-	6	3	30	70	100	4
						22			600	



**SHRI RAWATPURA SARKAR UNIVERSITY, RAIPUR**  
**CHHATTISGARH**  
**FACULTY OF ENGINEERING**  
**MA in Fashion Design Semester-Ist**  
**22-23**

<b>Course Title</b>	<b>ADVANCE TEXTILE SCIENCE</b>				
<b>Course Code</b>	<b>MAFD101T</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>3</b>	<b>1</b>	<b>-</b>	<b>4</b>	
<b>Prerequisites</b>	Characteristics And Requirements Of The Research Process Procedures And Methods That From The Body Of Research Methodology Are Applied To The Collection Of.				
<b>Course objectives</b>	To Enable Students To Undertake Independent Research Of A Business Problem , And To Analyze And Present Their Findings.				
<b>Course Contents</b>	<p><b>UNIT- I</b></p> <p>Fiber Introduction : Fibers Introduction ,Classification ,Properties ,Merits And Demerits Of Natural Fibers And Man Made Fibers . Natural Fibers – Vegetable Fibers ,Morphological Structure ,Physical &amp; Chemical Properties .Protein Fibers: Silk –Production ,Types Of Silk ,Morphological Structure ,Physical And Chemical Properties .</p> <p><b>UNIT-II</b></p> <p>Regenerated Cellulose And Fibers: Regenerated Cellulose Fibers ,Rayon ,Modal ,Polynosic,Cellulose Acetate ,Triacetate ,Lyocel Production And Properties ,General Properties And Uses.</p> <p><b>UNIT-III</b></p> <p><b>Synthetic Fibers:</b> Synthetic Fibers – High Tenacity Nylon ,High Tenacity Polyester ,Poly –Acrylo-Nitril Fibers, Physical Structure –Physical And Chemical Properties And Applications –Texturing ,Specialty Fibers Electronics Fibers Spandex –Fiber Properties And Uses.</p> <p><b>UNIT-IV</b></p> <p>Yarn Manufacturing: Spinning –Spinning – Definition, Types Of Spinning – Dry, Wet And Melt Spinning. Spinning Process, Open And Spun And Tfo, Merits And Demerits Of Yarn, Comparison Between Ring Spun And Open End Spun</p> <p>Yarns. Twist Spinning, (Self Twist Spinning), # False Twist Spinning (Air Jet And Friction Spinning)</p> <p><b>UNIT – V</b></p> <p>Nanotechnology Applications In Textiles</p>				



**SHRI RAWATPURA SARKAR UNIVERSITY, RAIPUR**  
**CHHATTISGARH**  
**FACULTY OF ENGINEERING**  
**MA in Fashion Design Semester-Ist**  
**22-23**

	<p>Introduction – # Growth Of Nanotechnology #, Nano Fiber And Its Types, Finishes Using Nanotech – Self-Cleaning Textiles, Anti-Microbial Finish, Uv Protective Finish. Recent Trends – Nano Encapsulation Technology, Nano Scale Silver, Nano Threads, Nano Composites.</p>
<b>Course Outcome</b>	<ul style="list-style-type: none"><li>• Introduction To Research In Education, Ary, Hort Reinhart (1982) 2. Research In Education, Best J N, Prentice Hall, Delhi (1979) 3. An Introduction To Statistical Methods, S P Gupta, Vikas Publishing House, New Delhi. 4. Research Methodology, C R Kothari, Published By K K Gupta For New Age International (P) Ltd, New Delhi 5. Statistics, Voll &amp;2, G A Zeaf Textile Institute Manchestor</li></ul>
<b>Text Books</b>	<ol style="list-style-type: none"><li>1. Times New Roman Font Size 12 Spacing Before After 6-6 Line Spacing 1 Justified.</li><li>2. Research In Education, Best J N, Prentice Hall, Delhi (197</li><li>3. An Introduction To Statistical Methods, S P Gupta, Vikas Publishing</li></ol>
<b>Reference Books</b>	<ol style="list-style-type: none"><li>1. Times New Roman Font Size 12 Spacing Before After 6-6 Line Spacing 1 Justified.</li><li>2. Krishna Mohan N. P. Singh – "Speaking English Effectively"; Macmillan India, New Delhi; 2001.</li></ol>



**SHRI RAWATPURA SARKAR UNIVERSITY, RAIPUR**  
**CHHATTISGARH**  
**FACULTY OF ENGINEERING**  
**MA in Fashion Design Semester-Ist**  
**22-23**

<b>Course Title</b>	<b>FASHION RETAILING</b>				
<b>Course Code</b>	<b>MAFD102T</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>3</b>	<b>1</b>	<b>-</b>	<b>4</b>	
<b>Prerequisites</b>	Costumes and fabric knowledge.				
<b>Course objectives</b>	To analyze the student costumes for the movie ,theater and advertisement .s				
<b>Course Contents</b>	<p><b>UNIT – I</b></p> <p>Introduction            Classification Of On-Site Fashion Retailers - Multi – Channel Fashion Retailing – The Global            Scene – Trends In On-Site Fashion Retailing – Small Store Applications.            Organizational Structures: The            Need For Organizational Structures – Fashion Retailing Organization Charts – Trends In Organizational Structure</p> <p><b>UNIT – II</b></p> <p>Social Responsibility And Environments            Social Responsibility: Business Ethics – Social Responsibility – Trends In Ethics And Social            Responsibility. Environments: Choosing The Location - Classification Of Shopping Districts - Site            Selection – Occupancy Considerations – Trends In Store Locations.</p> <p><b>UNIT – III</b></p> <p>Management And Control Functions            Human Resource Management - Maintaining Equal Opportunity – The Recruitment Process –            Internal And External Sources – Training – Evaluating Employees – Methods Of Compensation –            Employee Benefits – Labour Relations – Employee Turnover And Profitability – Trends In Human            Resource Management.</p>				



**SHRI RAWATPURA SARKAR UNIVERSITY, RAIPUR**  
**CHHATTISGARH**  
**FACULTY OF ENGINEERING**  
**MA in Fashion Design Semester-Ist**  
**22-23**

	<p><b>UNIT-IV</b>          Merchandising Fashion Products          Planning And Executing The Purchase – Fashion Buyers Duties And Responsibilities – Trends In Purchase Planning - Purchasing In The Domestic And Off-Shore Markets - The Domestic Market Place –          Off-Shore Fashion Markets – Pricing Considerations.</p> <p><b>UNIT-V</b>          Communicating With And Servicing          Advertising And Promotion – Fashion Retailer’s Sales Promotion Division – Advertising –          Promotional Programs - Publicity - Trends In Advertising And Promotion</p>
<p><b>Course Outcome</b></p>	<p>Improve oral ,written ,and critical thinking skills.          Improve computer literacy through the required design classes.</p>
<p><b>Text Books</b></p>	<p>. Costumes of Indian and Pakistan, Das S N, D B TaraporevaIa Sons &amp; Co, Bombay (1958) 2. Historic Costume, Chas A, 'Bernard and Co, illinois (1961)</p>
<p><b>Reference Books</b></p>	<p>3. Costume through the Ages, Laver, JamesSimon and Schuster, New York (1968).          4. Costumes throughout the Ages, Eoan C C, J B Limancott 5. The History of Costume; Kemper, Rachel H</p>



**SHRI RAWATPURA SARKAR UNIVERSITY, RAIPUR**  
**CHHATTISGARH**  
**FACULTY OF ENGINEERING**  
**MA in Fashion Design Semester-Ist**  
**22-23**

<b>Course Title</b>	<b>FASHION PSYCHOLOGY &amp; GROOMING</b>				
<b>Course Code</b>	<b>MAFD103T</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>3</b>	<b>1</b>	<b>-</b>	<b>4</b>	
<b>Prerequisites</b>	To Understand The Techniques Used For Different Fashion .				
<b>Course objectives</b>	<b>This course will enable students to:</b> Awareness about the fashion trends in clothing Gain the process of wardrobe clothing selection				
<b>Course Contents</b>	<b>UNIT I</b> Understanding & purpose of clothing – Protection , Modesty , attraction etc  <b>UNIT II</b> Social & Psychological aspects of fashion  <b>UNIT III</b> Clothing according to climate conditions Clothing values Clothing culture Ornamentation Role & status of clothing  <b>UNIT IV</b> Selection of clothes – Clothes for children, middle age , Adults, types of clothes, according to human figure  <b>UNIT V</b> Different material for different clothes Color suitable for different garments				
<b>Course Outcome</b>	<b>At The End Of The Course Student Will Be Able To:-</b> Students Will Be Able To Use Industry Terminology And Equipment In Appropriate Ways.				
<b>Text Books</b>	1.Gohl ,E.P.G. Velensky,L.D, - Textile Science Cbs Publishers And Distributors,2003 2.Kadolph ,-Textlies ,Prentice Hall ,10 <sup>th</sup> Edition 2007 3.Hall ,A.J. –The Standard Hand Book Of Textiles, Wood Head Publishing 8 <sup>th</sup> Edition, 2004				



**SHRI RAWATPURA SARKAR UNIVERSITY, RAIPUR**  
**CHHATTISGARH**  
**FACULTY OF ENGINEERING**  
**MA in Fashion Design Semester-Ist**  
**22-23**

<b>Reference Books</b>	Fashion & color by mary garthe , rockport publishers History of fashion by manmeet sodhia kalyani publication
----------------------------	--





**SHRI RAWATPURA SARKAR UNIVERSITY, RAIPUR**  
**CHHATTISGARH**  
**FACULTY OF ENGINEERING**  
**MA in Fashion Design Semester-Ist**  
**22-23**

<b>Course Title</b>	<b>APPAREL TECHNOLOGY</b>				
<b>Course Code</b>	<b>MAFD104T</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>3</b>	<b>1</b>	<b>-</b>	<b>4</b>	
<b>Prerequisites</b>	To Understand The Techniques Used For Different Fashion .				
<b>Course objectives</b>	<b>This course will enable students to:</b> To impart advanced technical skills in pattern making To acquaint students with knowledge in designing for special categories.				
<b>Course Contents</b>	<b>UNIT I</b> Introduction to pattern making and clothing construction- terminology, tools and equipments, principles and applications of pattern making techniques-drafting, flat pattern- dart manipulation and draping techniques, Pattern alteration, types of grading.  <b>UNIT II</b> Design Concepts: Elements and principles of design, application of design concepts in fabrics and fashion products.  <b>UNIT III</b> Measurements for pattern design- individual and standard measurements, measuring techniques individual, dress forms, human figure, measurements for fit and pattern size.  <b>UNIT IV</b> Body garment relationship- Ideal figure, figure types, figure analysis, garment design, fabric characteristics & design, structural frame work, contours, proportions, height and weight distribution  <b>UNIT V</b> Fitting strategies, fit components, fit evaluation, 3 fitting checks and custom made clothing, commercial patterns.				
<b>Course Outcome</b>	<b>At The End Of The Course Student Will Be Able To:-</b> Students Will Be Able To Use Industry Terminology And Equipment In Appropriate Ways.				
<b>Text Books</b>	1.Gohl ,E.P.G. Velensky,L.D, - Textile Science Cbs Publishers And Distributors,2003 2.Kadolph ,-Textlies ,Prentice Hall ,10 <sup>th</sup> Edition 2007 3.Hall ,A.J. –The Standard Hand Book Of Textiles, Wood Head Publishing 8 <sup>th</sup> Edition, 2004				



**SHRI RAWATPURA SARKAR UNIVERSITY, RAIPUR**  
**CHHATTISGARH**  
**FACULTY OF ENGINEERING**  
**MA in Fashion Design Semester-Ist**  
**22-23**

<b>Reference Books</b>	Fashion & color by mary garthe , rockport publishers History of fashion by manmeet sodhia kalyani publication
----------------------------	--



**SHRI RAWATPURA SARKAR UNIVERSITY, RAIPUR**  
**CHHATTISGARH**  
**FACULTY OF ENGINEERING**  
**MA in Fashion Design Semester-Ist**  
**22-23**

<b>Course Title</b>	<b>GARMENT CONSTRUCTION</b>				
<b>Course Code</b>	<b>MAFD105P</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	-	-	6	3	
<b>Prerequisites</b>	Achieve A Complete Understanding Of Current Industry Developments And Gain A Superior Forecasting Ability.				
<b>Course Objectives</b>	To Acquaint Students With The Knowledge Of Marketing And Merchandising Concepts .				
<b>Course Contents</b>	<p><b>UNIT I</b> 2 Development of basic blocks: men"s bodice, women"s bodice.</p> <p><b>UNIT II</b> 2 Dart manipulation techniques on women"s wear</p> <p><b>UNIT III</b> 2 Style features-Yoke, pocket design and its variations for women"s clothing</p> <p><b>UNIT IV</b> 5 Designing and stitching of jackets with style variations (2 garments).</p> <p><b>UNIT V</b> 5 Designing and stitching of women"s clothing using dart manipulation techniques and yoke design (2 garments)</p>				
<b>Course Outcomes</b>	Manage All Operative Tools Related To Merchandising And Buying Techniques .Review Competitor Analyses And Benchmarking To Identify Business Oppourtunities.				



**SHRI RAWATPURA SARKAR UNIVERSITY, RAIPUR**  
**CHHATTISGARH**  
**FACULTY OF ENGINEERING**  
**MA in Fashion Design Semester-Ist**  
**22-23**

<b>Text Books</b>	<ul style="list-style-type: none"><li>• 1. Fashion Design And Product Development, Harold Carr And John Pomeroy, Black Well Science Inc, Cambridge (1992) 2. Fashion Marketing, Mike Basey, Oxford University Press, Wynford Drive, Don Mills, Ontario (1995) . . 3. Introduction To Fashion, Patrick John, B T Batsford Ltd, Ireland, Fullham Road, London (1992).</li></ul>
<b>Reference Books</b>	<ul style="list-style-type: none"><li>• 4. Fashion From Concepts To Consumer, Stephens Frings, Prentice Hall, 7th Edition 2002. 5. Marketing Management, Philip Kotler, Prentice Hall, 7th Edition 1996</li></ul>



**SHRI RAWATPURA SARKAR UNIVERSITY, RAIPUR**  
**CHHATTISGARH**  
**FACULTY OF ENGINEERING**  
**MA in Fashion Design Semester-Ist**  
**22-23**

<b>Course Title</b>	<b>CREATIVE PATTERN MAKING</b>				
<b>Course Code</b>	<b>MAFD106P</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	-	-	6	3	
<b>Prerequisites</b>	Introduction About Custom Fitted, Basic Pattern To Prepare Many Different Styles.				
<b>Course objectives</b>	<p><b>This course will enable students to:</b></p> <ul style="list-style-type: none"> <li>• Design / Develop Product Prototypes : Design A Garment Or A Product By Draping Or Flat Pattern Making Or Bt Using Hands On Skill Or Stitching To Construct The Product To Meet Desired Specification ,Performance And Capabilities : Compatible With Client Need ,Trend ,Market Analysis ,Social .</li> </ul>				
<b>Course Contents</b>	<p><b>UNIT I</b> Drafting of adult bodice block and sleeve block</p> <p><b>UNIT II</b> Drafting of adult's Skirt block.</p> <p><b>UNIT III</b> Adaptation of plain sleeve to the following sleeves Bishop sleeve Kimono sleeve Raglan sleeve Dolman sleeve</p> <p><b>UNIT IV</b> . Drafting and adaptation of the following collars Chinese band Shawl collar Stand and fall collar Turtle neck</p> <p><b>UNIT V</b> Drafting of Peticoots (4 kali, 6 kali) Top (simple, yoke) Skirts- circular, Divided, pleated, wrap-on and hip-tight skirt.</p>				
<b>Course Outcome</b>	<p><b>At The End Of The Course Student Will Be Able To:-</b></p> <p>1. The Students Will Be Have Strong Foundation In Designing And Have The Ability To Visually Represent It By Illustrations, Photographs, Graphics And Visual Display Of Merchandise.</p>				



**SHRI RAWATPURA SARKAR UNIVERSITY, RAIPUR**  
**CHHATTISGARH**  
**FACULTY OF ENGINEERING**  
**MA in Fashion Design Semester-Ist**  
**22-23**

<b>Text Books</b>	<p>1. Allen And Seaman ,” Fashion Drawing- The Basic Principles “ B.T Batsford , London ,1994</p> <p>2. Drake And Ireland , Patrick John , “Fashion Design Drawing And Presentation” , B.T. , Batsford, London,1996</p>
<b>Reference Books</b>	<p>1. Grosicki, Z.J. – Watsons Textile Design &amp; Colour , 7<sup>th</sup> Edition, Wood Head Publication</p> <p>2. Murphy , W.S.- Handbook Of Weaving Abhishek Publication,2003.</p>



**SHRI RAWATPURA SARKAR UNIVERSITY, RAIPUR**  
**CHHATTISGARH**  
**FACULTY OF ENGINEERING**  
**MA in Fashion Design Semester-Ist**  
**22-23**