

Shri Rawatpura Sarkar University, Raipur



Examination Scheme & Syllabus

for

MA In Fashion Design Semester - II

(Effective from the session: 2022-23)



Two Years MA In Fashion Design Programme

Scheme of Teaching and Examination

MA FD 2nd Semester

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

(Effective from the Academic Year 2022-2023)

S.N.	Course Code	Th/ Pr	Subject	Type of Course	Teaching hours per week			TC	Examination Scheme				Total Marks
					L	T	P		Theory		Practical		
									EX	IN	EX	IN	
1	MAFD201T	Th	Research Methodology and Statistics	Core	3	1	-	4	70	30	-	-	100
2	MAFD202T	Th	Costumes and Textiles of the World	Core	3	1	-	4	70	30	-	-	100
3	MAFD203T	Th	Global Textile and Fashion Industry	Core	3	1	-	4	70	30	-	-	100
4	MAFD204T	Th	Fashion Merchandising	Core	3	1	-	4	70	30	-	-	100
5	MAFD205P	Pr	Draping for Fashion Design	Core	-	-	6	3	-	-	70	30	100
6	MAFD206P	Pr	Advanced Fashion Sketching	Core	-	-	6	3	-	-	70	30	100
Total Credit: 22								Total Marks:				600	



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Course Title	Research Methodology And Statistics				
Course Code	MAFD201T				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Characteristics and requirements of the research process procedures and methods that from the body of research methodology are applied to the collection of.				
Course Objectives	To enable students to undertake independent research of a business problem , and to analyze and present their findings.				
Course Contents	<p>UNIT – I Meaning of Research - Types of Research - Significance of Research - Research Process. Defining, the Research Problem - Sources, Identification, Selection and Statement, Review of related literature</p> <p>UNIT – II Research Design - Meaning, Different research designs, Basic Principles of experimental designs. Developing a Research Plan. Sampling: Census and sample survey, Steps in sampling design, criteria for selecting a sampling. Procedure, characteristics of a good sample design, different types of sample designs.</p> <p>UNIT – III Methods of Data collection - observation, Questionnaire, Interview Data processing and analysis, - Collection, classification, tabulation, Graphical, representation. and data analysis. .</p> <p>UNIT – IV Meaning and scope of statistics Role of statistics in research, measures of central tendency and dispersion, Co-relation, Co-efficient of Co-relation and its Interpretation, rank Co-relation, regression equation and predictions.</p> <p>UNIT – V Elements of testing of a statistical hypothesis, formulation of the problem. Definition of type -I and type-II errors, Levels of significance large sample test for proportions. Difference in proportions for means and difference in means. Application of students test for small samples for single mean, difference in means-test for equality of variance. Non - parametric test, Application of Chi-square test, ANOVA test.</p>				



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Course Outcomes	<ul style="list-style-type: none">• 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 &2, G A Zeaf Textile Institute Manchestor
Text Books	<ol style="list-style-type: none">1. Times New Roman font size 12 spacing before after 6-6 line spacing 1 justified.2. Research in Education, Best J N, Prentice Hall, Delhi (1973. An Introduction to Statistical Methods, S P Gupta, Vikas Publishing
Reference Books	<ol style="list-style-type: none">1. Times New Roman font size 12 spacing before after 6-6 line spacing 1 justified.2. Krishna Mohan N. P. Singh – "Speaking English Effectively"; MacMillan India, New Delhi; 2001.



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Course Title	Costumes And Textiles Of The World				
Course Code	MAFD202T				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Costumes and fabric knowledge.				
Course Objectives	To analyze the student costumes for the movie ,theater and advertisement .s				
Course Contents	<p>UNIT – I America -Inuits and Aleuts, American Indians of the southwest, American Indians of Plains and northwest, Amish costumes, Guatemala, Mexico, Colombia, Peru and Bolivia, Chile and Brazil.</p> <p>UNIT – II European countries - Egypt, Greece, Roman, Norway, Sweden , Denmark, Scotland, Austria, Switzerland, Hungary, Poland, Ukraine</p> <p>UNIT – III Far Eastern Countries - Mongolia, China, , Japan, North and South Korea, Srilanka, Pakistan, Burma, Thailand, Philippines</p> <p>UNIT – IV Africa- Costumes of North, East, West and South.</p> <p>UNIT – V Middle East Countries Turkey and Iran, Costumes of Arab Peninsula.</p>				
Course Outcomes	Improve oral ,written ,and critical thinking skills. Improve computer literacy through the required design classes.				
Text Books	<ul style="list-style-type: none">• . Costumes of Indian and Pakistan, Das S N, D B TaraporevaIa Sons & Co, Bombay (1958) 2. Historic Costume, Chas A, 'Bernard and Co, illinois (1961)				



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Reference Books	<ul style="list-style-type: none">• 3. Costume through the Ages, Laver, James Simon and Schuster, New York (1968). 4. Costumes throughout the Ages, Eoan C C, J B Limancott 5. The History of Costume; Kemper, Rachel H



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Course Title	Global Textile & Fashion Industry				
Course Code	MAFD203T				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Global Textile & Fashion Industry				
Course Objectives	<ul style="list-style-type: none"> to understand style statements of trends to innovate new styles. 				
Course Contents	<p>UNIT – I Origin, Growth and Development of Indian Textile Industry - Cotton, Wool, Silk, Rayon, ManMade Textiles, Ready made garments</p> <p>UNIT – II Brief study on Technological developments in Fibre to garment Industry, Significance and uses.</p> <p>Unit III Fashion & power, Fashion Icon, Fashion Masses, Style & Vogue, Super Models, Popular fashion, High fashion Fashion & Cinema, Birth of Cinema, Contemporary of World Cinema, Hollywood & Bollywood Cinema and Costumes, Fashion Designing For Film Industry - Case & Analysis</p> <p>Unit IV Fashion & Art, Cubism, Pop Art, German Expression, Dada, Romantism, Futurism, Classism, Neo Classism, Naturalism, Modernism, Art deco, Bauhaus – Compare & Contrast Art With Fashion</p> <p>Unit V Fashion Magazine , History of Fashion Magazine, Role of Magazine in Fashion Industry, Magazine Content & Styling, Script, Editing, Proof Reading, Photoshoot. (Fashion Magazine Analysis & Report) World Fashion Canters Paris, Italy, London, New York, Milan, Upcoming Fashion Centres Fashion Weeks London Fashion Week, Paris Fashion Week, Hong kong Fashion Week,</p>				
Course Outcomes	Analyze the fashion styling process and develop key creative , intellectual and technical skills used in the fashion media industry.				



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Text Books	<ul style="list-style-type: none">• Judelle & Jarnow, Inside Fashion Business, Mac Millan. 2.• Tewtile Committee, NIFT – Research Reports The Role Of Fashion Designer in the Future Growth f the Indial Appael Fashion Industry
Reference Books	<ul style="list-style-type: none">• . Rita Perna, Fashion Forecasting, Xerox Copy.• Eline Stones, Fashion Buying, Mc Graw Hall• . Gini, Stephens Frings, Fashion From Concept to Consumer, Prentice Hall.



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Course Title	Fashion Merchandising				
Course Code	MAFD204T				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Achieve a complete understanding of current industry developments and gain a superior forecasting ability.				
Course Objectives	To acquaint students with the knowledge of marketing and merchandising concepts .				
Course Contents	<p>UNIT I Introduction to Merchandising, Understanding fashion Merchandising, Requirements of a merchandiser, Responsibilities of a merchandiser Fashion merchandising terminology, Role of Merchandiser.</p> <p>UNIT II Types of Merchandising - Export House – manufacturer Exporter-Merchant exporter – Buying house Buying Agency –Types of Buying agency Selection of Buyer's & Buying Agency, Functions of merchandiser in an Export house, buying house and buying agency.</p> <p>UNIT III Pre-buying Activity, Fabric types, properties and Behavior, selection of Fabric, Garment Construction, Quality requirements; quality problems, Merchandiser's role after production, Delivery date extension, transport delays - Natural calamities, Importance of LC amendments</p> <p>UNIT IV Importance of costing in textile industry-elements of costing, fabric construction/ Gsm calculation, patterning vs. costing, fabric consumption calculation, fabric costing- woven and knits, value added materials in garments, Garment costing- men's style, ladies style, childrens style, shipping charges, trial costing.</p> <p>UNIT V Marketing analysis - Advertising and Media Planning, Fashion shows and other events, Industry tour and Project. Surveys and organizing of exhibitions</p>				
Course Outcomes	Manage all operative tools related to merchandising and buying techniques .review competitor analyses and benchmarking to identify business oppourtunities.				



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Text Books	<ul style="list-style-type: none">• 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).
Reference Books	<ul style="list-style-type: none">• 4. Fashion From Concepts to Consumer, Stephens Frings, Prentice Hall, 7th Edition 2002. 5. Marketing Management, Philip Kotler, Prentice Hall, 7th Edition 1996



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Course Title	Draping For Fashion Design				
Course Code	MAFD205P				
Course Credits	L	T	P	TC	
	-	-	6	3	
Prerequisites	To introduce the students to the basics of advance draping.				
Course Objectives	To create awareness of fashion & designing as an art and science of visualizing creating & developing fashion.				
Course Contents	<p>UNIT I Basics of Draping Basic Bodice – Front, Basic Bodice – Back Basic Skirt, Dart Variations, Pleats, Dart Tucks and Gathers, Neckline variations Armhole Variations, Waistline Variations</p> <p>UNITII Skirt-any two, Flared skirt Gore skirt Pleated skirt Hip yoke skirt, The princess waist</p> <p>UNITIII Collars - any two, Mandarin Collar, Band Collar Convertible collar Peter pan collar Yokes – any two, Hip yoke, Shirt Yoke, Midriff Yoke.</p> <p>UNIT IV Create anyone of the following garment for a girl child Yoke frock Baba suit - with bib Middi and middi top Create anyone of the following garment for a boy child T-shirt and shorts Kurta and Pyjama ¾ pants and Tops</p> <p>UNIT V Create anyone of the following for an teenagers Full Gown Salwar Kameez Lachaas - Flowing skirt and short tops Middi and Tops</p>				
Course Outcomes	<p>The theory should be taught and practical should be carried out in such a manner that students are able to acquire different learning outcomes in cognitive ,</p> <p>Develop off shoulder dresses</p> <p>Develop bias grain garments</p> <p>Develop asymmetrical dress</p>				



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Text Books	<ul style="list-style-type: none">• Draping For Fashion Design, Hilde Jaffe , Nurie Relis. Dress Design - Draping and Flat Pattern, Hill HouSe M S, Houghton Mifflin Co, London, USA . The Theory of Fashion Design, Brockman, Magritha, John Wiley Sons, New York.
Reference Books	<ul style="list-style-type: none">• Design through Draping, Sheldon, Marhta, Burgers Publishing company, Minneapolis, USA. Modem Pattern Design, Popin, Hariet, Funk and Wagnalls, New York and London



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Course Title	Advanced Fashion Sketching				
Course Code	MAFD206P				
Course Credits	L	T	P	TC	
	-	-	6	3	
Prerequisites	Creative flair and drawing ability.				
Course Objectives	Introduction to fashion sketching and brief history of fashion sketching ,study of two well known fashion illustrators.				
Course Contents	<p>UNIT I Fashion Sketching 1.Still Drawing 2.Model drawing, 3.Fabric painting</p> <p>UNIT II- Garment Sketching-Men, Women & Kid a) Creating Checked effects in a garment - one colour and multiple colour</p> <p>UNIT III Creating Printed effects in a garment - one colour and multiple colour 5.Outdoor Sketching 6.Fashion accessory drawing</p> <p>UNIT IV Fashion Illustration 1. Drawing from Photographs - any 2 garment designs 2. Stylized illustration - Collage work, Cutwork illustration, 3D illustrations</p> <p>UNIT V Group illustration with different backgrounds .</p>				



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Reference Books	<ul style="list-style-type: none">• Design through Draping, Sheldon, Marhta, Burgers Publishing company, Minneapolis, USA. Modem Pattern Design, Popin, Hariet, Funk and Wagnalls, New York and London