

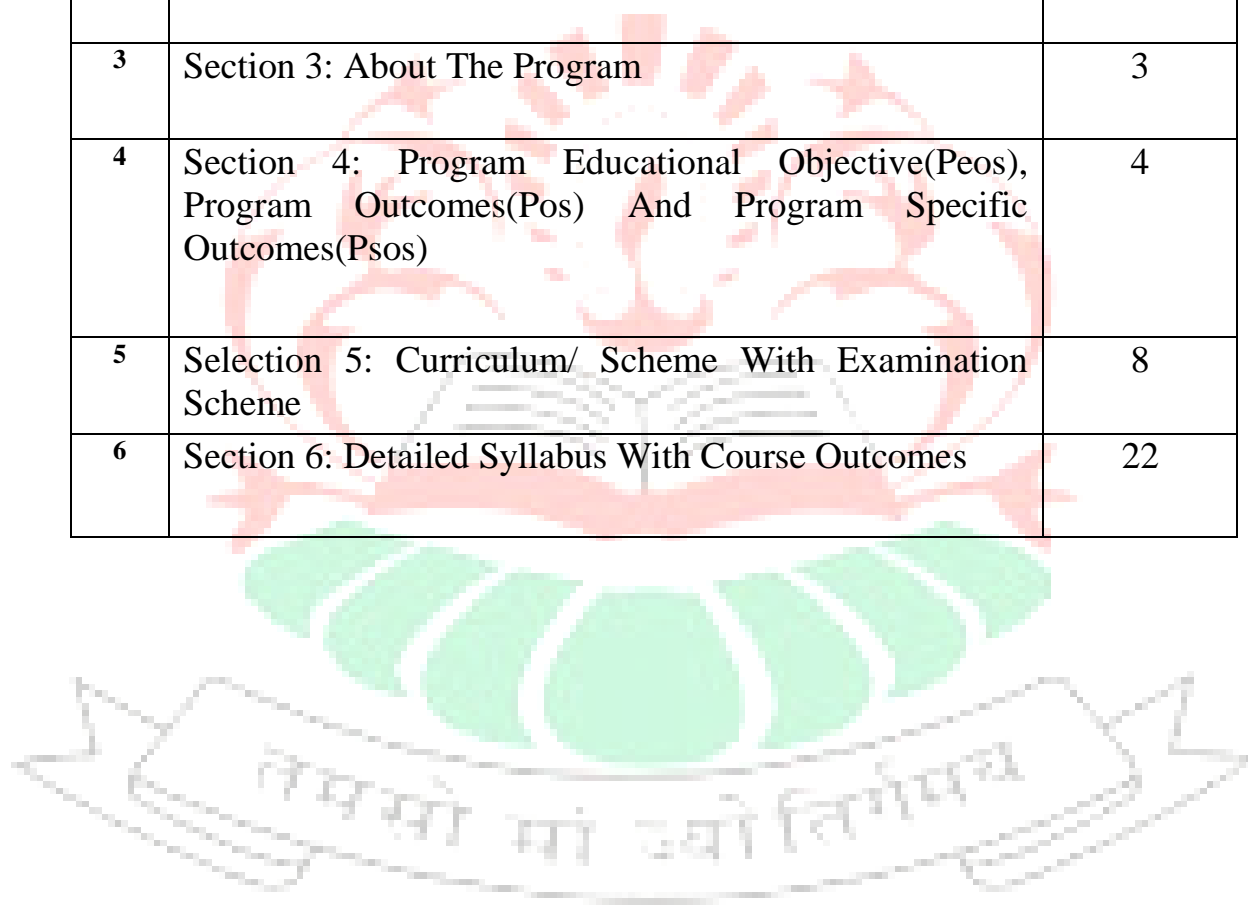
M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS



M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

TABLE OF CONTENTS

S.NO.	CONTENT	PAGE NO.
1	Section 1: Vision And Mission Of The University	1
2	Section 2: Vision And Mission Of The Department	2
3	Section 3: About The Program	3
4	Section 4: Program Educational Objective(Peos), Program Outcomes(Pos) And Program Specific Outcomes(Psos)	4
5	Section 5: Curriculum/ Scheme With Examination Scheme	8
6	Section 6: Detailed Syllabus With Course Outcomes	22



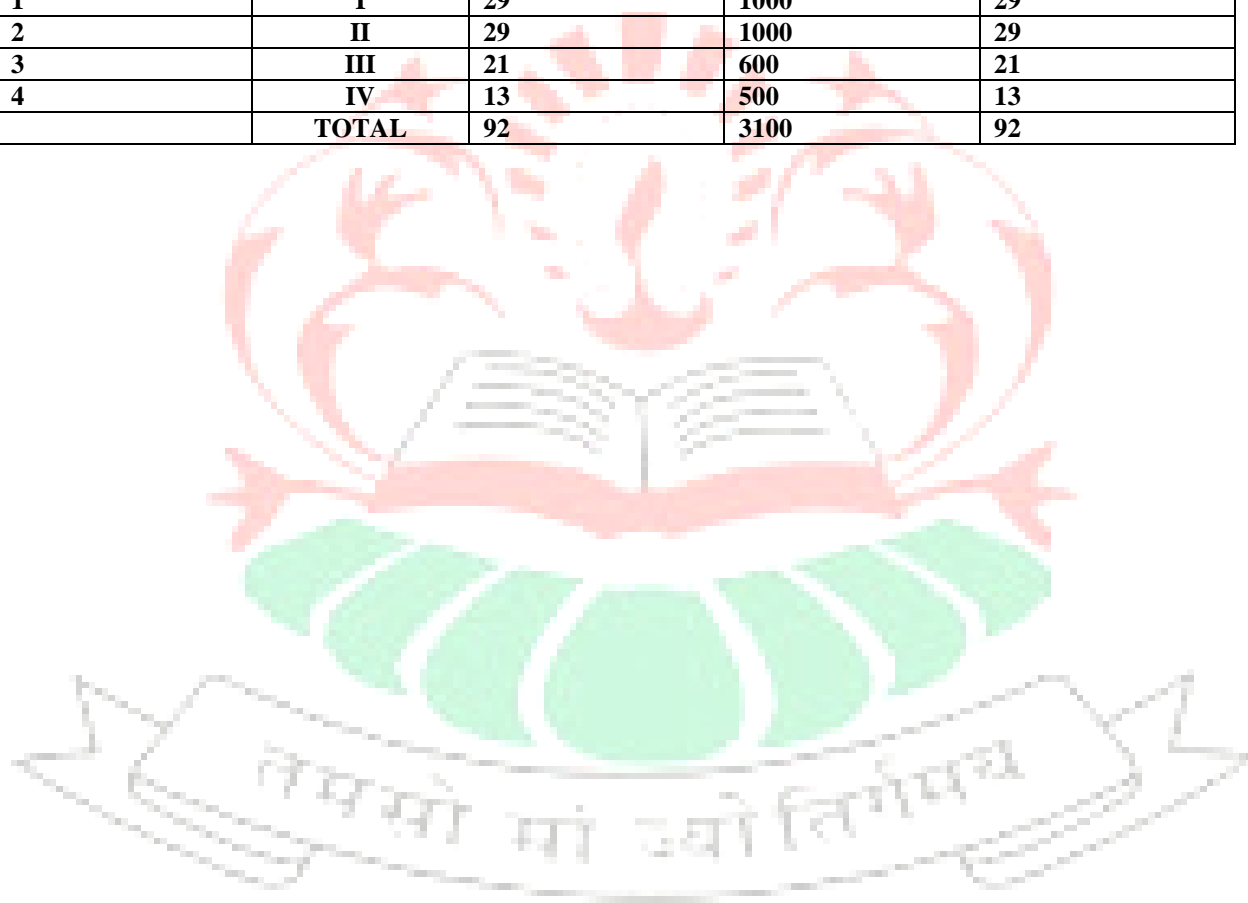
M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SELECTION 5

CURRICULUM/ SCHEME WITH EXAMINATION GRADING SCHEME

SEMESTER WISE SUMMARY OF THE PROGRAMME: B.Sc. FASHION DESIGN

S.NO	SEMMERTER	NO. OF CONTACT HOURS	MARKS	CREDITS
1	I	29	1000	29
2	II	29	1000	29
3	III	21	600	21
4	IV	13	500	13
	TOTAL	92	3100	92

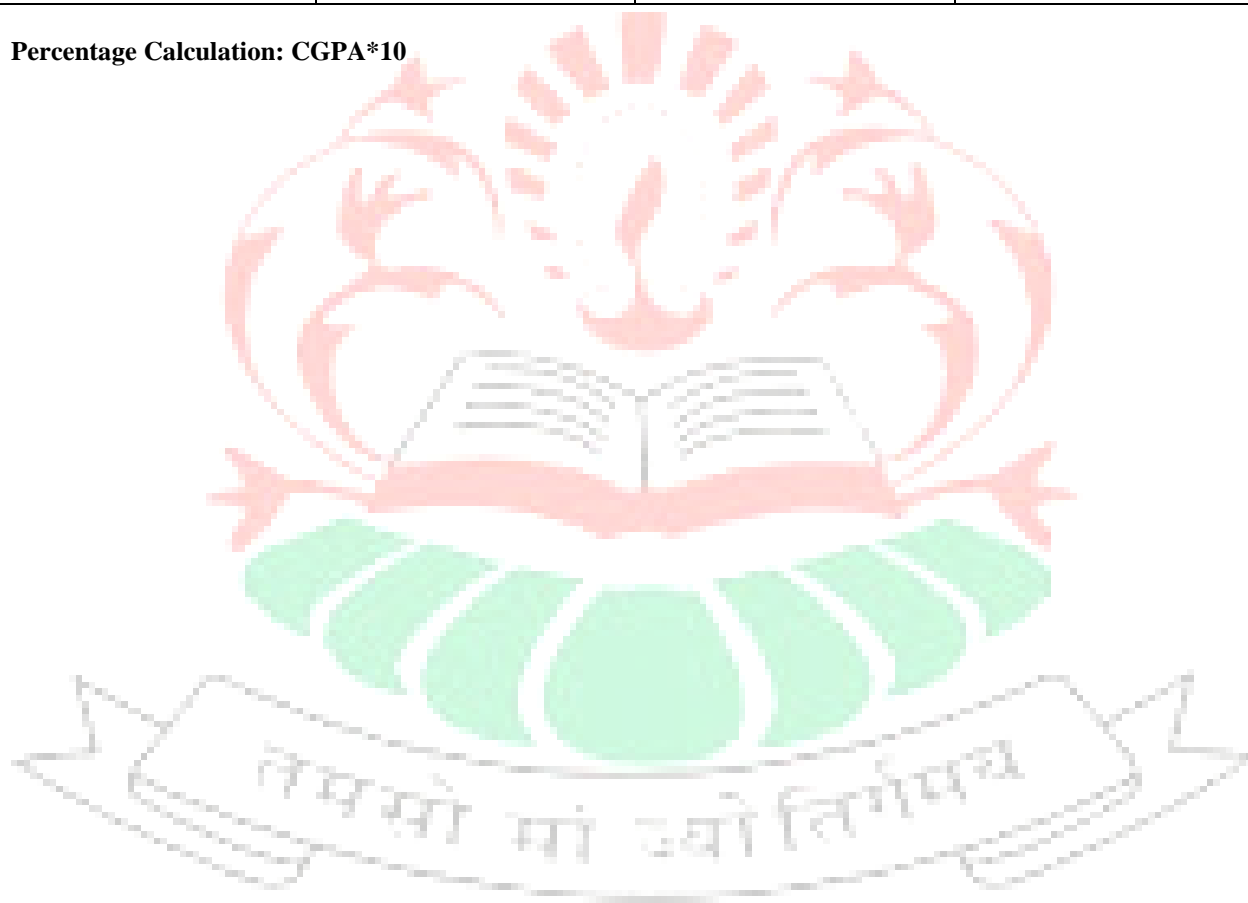


M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

EXAMINATION GRADING SCHEME

MARKS PERCENTAGE RANGE	GRADE	GRADE POINT	QUALITATIVE MEANING
80-100	O	10	Outstanding
70-79	A+	9	Excellent
60-69	A	8	Very good
55-59	B+	7	Good
50-54	B	6	Above average
45-49	C	5	Average
40-44	P	4	Fail
0-39	F	0	Fail
ABSENT	AB	0	Fail

Percentage Calculation: CGPA*10



M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

VISION

To become one of the most preferred learning places and a centre of excellence to promote and nurture future leaders who would facilitate the desired change in the society

MISSION

- To impart teaching and learning through cutting - edge technologies supported by the world class infrastructure.
- To empower and transform young minds into capable leaders and responsible citizens of India instilled with high ethical and moral values.



M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

DEPARTMENT OF MASTER OF FASHION DESIGN**VISION**

The department seeks to become an international model for fashion design programs within a public research university that stresses cross - disciplinary activities. We envision students as agile, flexible thinkers and civically engaged leaders in a rapidly changing world.

MISSION

The Department of Fashion Design is committed to guiding future fashion designers and entrepreneurs professionals to think independently, work entrepreneurially, and implement creative solutions to real world problems . Our BSc. Fashion Design and MSc. Fashion design curricular equip students to push beyond normal parameters as they move skillfully between technologies , processes and mode of thinking.



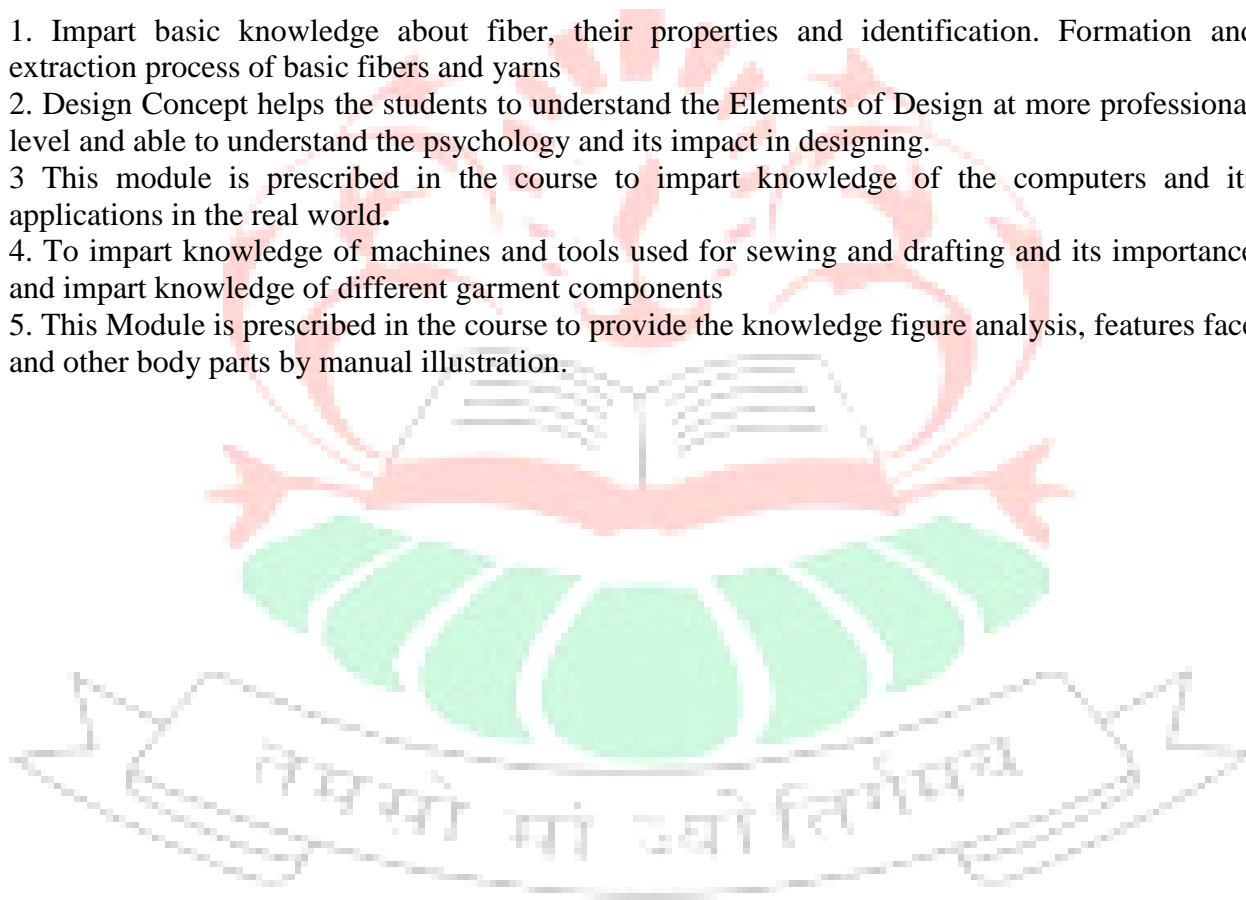
M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

ABOUT THE PROGRAM

The program will promote the development of designers skills, the expression of creative and unique designs, and an informed awareness of how garment is produced, how fabric is manufactured, cultural and societal concerns. A MSc. Fashion design course not only educates but reforms the skills of candidates to enable them become designers and entrepreneur in their chosen field.

OBJECTIVES

1. Impart basic knowledge about fiber, their properties and identification. Formation and extraction process of basic fibers and yarns
2. Design Concept helps the students to understand the Elements of Design at more professional level and able to understand the psychology and its impact in designing.
- 3 This module is prescribed in the course to impart knowledge of the computers and its applications in the real world.
4. To impart knowledge of machines and tools used for sewing and drafting and its importance and impart knowledge of different garment components
5. This Module is prescribed in the course to provide the knowledge figure analysis, features face and other body parts by manual illustration.



M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

**M.SC. PROGRAM
FASHION DESIGN
PROGRAM EDUCATION OBJECTIVE**

The **PEOs** are broad statements that describe the career and professional accomplishments that the program is preparing its graduates to achieve in three years subsequent to receiving the degree. The **PEOs** of the ‘**M.Sc. Fashion Design**’ program are as follows:-

PEO1:	To be able to explore areas of research, application & innovation and make impact in different types of institutional settings such as corporate entities, Entrepreneurship & start-ups.
PEO2:	To provide hands-on experience using a set of complex technologies found in industry today to build prototypical solutions to solve current needs
PEO3:	To Research and relate fashion design to a broader socio economic, historical, and environmental context and Articulate design ideas verbally, visually, and digitally.
PEO4:	To develop a systematic, critical approach to problem solving at all levels of the design process and Relate the design process to the appropriate manufacturing process
PEO5:	Environmental sustainability and social responsibility are important topics relatively recently introduced into fashion design education at the higher education level, in response to current local and global concerns

PROGRAM OUTCOMES

Program Outcomes are statements that describe what students are expected to know or be able to do by the time of their graduation. They must relate to knowledge and skills that the students acquire from the programme. The achievement of all outcomes indicates that the student is well prepared to achieve the program educational objectives down the road. POs designed for ‘M.Sc Fashion Design’ are as follows:

PO1	Fashion and Fabric Theory Knowledge: Understanding Theories & Principles of behind Fabric Constructions and its Science; History of Art, Textile, Costumes, Fashion theories, Styles, Marketing & Merchandising, of the past and present to appreciate trends, predict appropriate market trends and machine knowledge.
PO2	Knowledge of different Fashion Technologies: To develop Knowledge of different textiles, fashion trends, pattern, digital technology, artistic elements and advanced experimentations.

M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

PO3	Environment and Sustainability: To develop understanding of environment impact of businesses and be able to apply management knowledge to develop sustainable solutions for future generations
PO4	Business Analytics Knowledge: To develop necessary skills and be able to carry out analytical procedures and support an organization by figuring out ways to improve and optimize existing business processes with ease.
PO5	Research Fashion Trends: To Create designs that will appeal to both retailers and customers, accessories designers spend a lot of time researching fashion trends, often by reviewing reports published by fashion trade groups.
PO6	Monitoring of Fashion Trends: To produce items that distributors and consumers purchase and to monitor fashion trends and sales forecasts to create marketable designs.
PO7	Employability: To Offer wide possibilities of employability in the field of fabric designing, stitching, knitwear, textile, printing and marketing.
PO8	Fashion & Society: To Apply reasoning informed by the contextual knowledge to assess socio--cultural & political context and the consequent responsibilities towards the society.
PO9	Historical and contemporary perspectives: Knowledge of varied fashion trends, history of varied fabrics & patterns and techniques from diverse historical and contemporary contexts.
PO 10	Design Process Knowledge: To apply the knowledge of elements of design and principles of design to create new design on paper, graphics, textile and garments.
PO 11	Design / Develop product prototypes: Design a garment or a product by draping or flat pattern making or by 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 and environmental considerations.
PO12	Modern Tool Usage: Computer Knowledge and skill to apply appropriate CAD and Computer Graphics knowledge to design and create new and industry ready Surface or Garment or Style on computer
PO13	Visual Communication: To visually communicate ideas in the form of artistic fashion illustrations, graphic illustration, styling, fashion photography and visual display of merchandise.

M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

PROGRAMME SPECIFIC OBJECTIVES

Programme Specific Objectives(PSOs): are **specific statements** that describe the professional career accomplishments that the program is designed for. The PSOs of the 'M.Sc Fashion design' are as follows:

PSO1:	To be able to Adapt their artistic abilities to support their future design careers
PSO2	To Assess, propose, and apply various techniques related to drafting, draping, and constructing of garments and also Develop a systematic, critical approach to problem solving at all levels of the design process.
PSO3:	To be able to execute design projects utilizing industry design, development and production equipment.
PSO4:	Understanding in detail, the contents of various areas of Fashion, Art and Design and how the concepts have changed over a period of time
PSO5:	Take design decisions across various projects. Being able to think out of the box, follow the design process to create aesthetically soothing designs. Display design skills, knowledge and the understanding in the creative sector. Understanding of Art, Design and Creativity in regional and global context. Be sensitized towards aesthetics and fashion
PSO6:	Implementing creative thinking and design concepts in the design environment and beyond.
PSO7:	Develop a design language unique to an individual as a way to visually communicate the ideas and thought process. To be able to represent the ideas through different modes as a way of effective visual communication. Research, explore and draw conclusions for a given design or a creative problem.
PSO8:	Identifying the trends and opportunities that are prevalent in the Fashion Industry and molding the acquired skill set in the most effective and sustainable manner.
PSO 9:	Graduates will be able to work as a fashion designer, stylist, and accessory designer in film industries and celebrities
PSO 10	Graduates are able to develop the fashion illustration techniques which help them to succeed as a unique professional in the Fashion industry
PSO 11:	Graduates of costume design students will be able to work as merchandiser, pattern maker, Fashion buyer, CAD Designer in Apparel Industries
PSO 12	Graduates can function independently with their innovative, creative skills and excel as entrepreneurs and fashion consultant

M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

M. Sc FASHION DESIGN (1st YEAR)

1 ST SEMESTER		Hrs.				Marks			Credits	EXTERNAL EXAM
Subject Code	Subject Name	L	T	P	S	INT	EXT	TOTAL		
MFD1101	Advance Textile	2				40	60	100	2	3 Hrs
MFD1102	Indian Culture Studies	2				40	60	100	2	3 Hrs
MFD1103	Fashion Marketing & Merchandising	2				40	60	100	2	3 Hrs
MFD1104	Traditional Indian Art-I	2				40	60	100	2	3 Hrs
MFD1105	Communication Skills-I			2		60	40	100	1	No External Exam, only viva voce
MFD1106	Traditional Indian Art-I			4		60	40	100	2	
MFD1107	Design Process			4		60	40	100	2	
MFD1108	Drafting Pattern Making and Garment Construction			6		60	40	100	3	
MFD1109	Computer Aided Design-I			4		60	40	100	2	
MFD1110	Integrated Project -I			2		60	40	100	1	
TOTAL	Credit Hours- 30	8		22		520	480	1000	19	

M.Sc FASHION DESIGN (1st YEAR)

2 ND SEMESTER		Hrs.				Marks			Credits	EXTERNAL EXAM
Subject Code	Subject Name	L	T	P	S	INT	EXT	TOTAL		
MFD1201	Laundry & care for textile Clothing	2				40	60	100	2	3 Hrs
MFD1202	Fashion Studies	2				40	60	100	2	3 Hrs
MFD1203	Brand Design Management	2				40	60	100	2	3 Hrs
MFD1204	Traditional Indian Art-II	2				40	60	100	2	No External Exam, only viva voce
MFD1205	Business Communication			2		60	40	100	1	
MFD1206	Traditional Indian Art-II			4		60	40	100	2	
MFD1207	Thematic Approach to Design			4		60	40	100	2	
MFD1208	Draping and Garment Construction			6		60	40	100	3	
MFD1209	Computer Aided Design-II			4		60	40	100	2	
MFD1210	Integrated Project -II			2		60	40	100	1	
TOTAL	Credit Hours- 30	8		22		520	480	1000	19	

M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

M.Sc FASHION DESIGN (2nd YEAR)

3 RD SEMESTER		Hrs.				Marks			Credits	EXTERNAL EXAM
Subject Code	Subject Name	L	T	P	S	INT	EXT	TOTAL		
MFD2301	Fashion Entrepreneurship	3				40	60	100	3	3 Hrs
MFD2302	Statistics	3				40	60	100	3	3 Hrs
MFD2303	Design Research method	3				40	60	100	3	3 Hrs
MFD2304	Fashion Show/Digital Portfolio			6		60	40	100	3	No External Exam, only viva voce
MFD2305	Professional Communication			4		60	40	100	2	
MFD2306	Integrated Project-III			2		60	40	100	1	
TOTAL	Credit Hours- 21	9		12		300	300	600	15	

M.Sc FASHION DESIGN (2nd YEAR)

4 TH SEMESTER		Hrs.				Marks			Credits	EXTERNAL EXAM
Subject Code	Subject Name	L	T	P	S	INT	EXT	TOTAL		
MFD2401	Project Dissertation (Thesis)			10		100	100	200	5	No External Exam, only viva voce
MFD2402	Industrial Internship			4		60	40	100	2	
MFD2403	Fashion Styling			4		60	40	100	2	
MFD2404	Integrated project-IV			2		60	40	100	1	
TOTAL	Credit Hours- 20			20		280	220	500	10	

M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Advance Textile**SUBJECT CODE: MFD1101****SEMESTER: I****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (s)	Credit (C)
2	0	0	0	2

Internal Assessment:40**End Term Exam: 60****Duration of Exam; 3 Hrs**

Objective and outcome of course: Introducing students with the world of textile and providing all the Technical knowledge about the Whole Process from Fiber to fabric.

CO1: Introducing students with the world of textile and providing all the Technical knowledge about the Whole Process from Fiber to fabric.

CO 2 Identify and discuss concepts related to the design, production and evaluation of textiles.

CO 3 Identify and discuss concepts related to the cultural, social, and psychological aspects of textiles and textile crafts.

CO4 Identify textiles, fibres, yarns and fabric.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Classification of textile fibres according to their nature and origin, b) essential and desirable properties of textile fibres, c) staple 	8
UNIT-II	<ul style="list-style-type: none"> Properties of fibres, yarns and fabrics and their relevance in assessing the performance of textiles during and after manufacture, selection of samples for testing, random and biased samples, review of statistical techniques (estimation of population characteristics from samples and the use of confidence intervals, determination of number of tests to be carried out to give chosen degree of accuracy, significant testing of means, quality control charts and their interpretation.) 	8
UNIT-III	<ul style="list-style-type: none"> The fabric, b) methods of fabric formation, c) phases in the formation of fabric by weaving, d) a technical introduction to weaving: basic motions, principal mechanisms of a loom, path of warp through a loom, motion of the healds, sley and shuttle, idea of other loom mechanisms. 	8
UNIT-IV	<ul style="list-style-type: none"> Classification of dyes according to chemical constitution; application, concept and utility of Color Index 	8

Recommended Books:

- Manmade Fibres by R.W. Moncrieff, Iliffe, 1966
- Textile Chemistry, Vol. I, by R.H. Peters, 1963
- The Dyeing Of Textile Materials by J. Cegarra, P. Puente, J. Valdeperas, Textile Institute, 1993
- Handbook of Fiber Science and Technology, Vol. IV, Fiber Chemistry by M. Lewin and E.M. Pearce, August 1987
- Principles of Weaving by Marks & Robinson, The Textile Institute (1 September 1976)

M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS**Instruction of Question Paper setter**

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.



M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Indian Culture Studies**SUBJECT CODE: MFD1102****SEMESTER: I****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (s)	Credit (C)
2	0	0	0	2

Internal Assessment:40**End Term Exam: 60****Duration of Exam; 3 Hrs**

Objective and outcome of course: The objective of the course is give an insight and input about the various aspects of the History of the Indian costumes from the ancient times onwards. The students learn about the historic importance and relevance of the costumes and take inspiration and influence for their own creations

CO1:The objective of the course is give an insight and input about the various aspects of the History of the Indian costumes from the ancient times onwards.

CO2:The students learn about the historic importance and relevance of the costumes and take inspiration and influence for their own creations.

CO3: To familiarize learners with various aspects of the culture and heritage of India.

CO4: To familiar about Indian Cultures.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> • Origin of clothing • Major Civilizations of the world • Clothing in the socio-cultural-content- factors affecting clothing habits and preferences. • Study of any one tribe from any part of the world • Study of regional costumes and lifestyles of India. 	8
UNIT-II	<ul style="list-style-type: none"> • Indus Valley civilizations • Vedic period (1200 BC to 600 BC),Early Vedic Period (1200 – 900 BC),Late Vedic Period (900-600 BC),Past – Vedic period (600 BC- 323 BC) • Maurayan & Sunga period (321 BC-72 BC) Maurayan (321-185 BC) ,Sunga (185-72 BC) • Satavhana Andhra period (200 BC-250 AD) Early period (200 BC-160 BC),Late period (100 BC-250 AD) • Kushan period (130 BC-185 AD) 	8
UNIT-III	<ul style="list-style-type: none"> • Gupta period (4th CenturyAD-Middle 8th Century) • Natya Shastra –Performing Arts. • Mughal Period 	8
UNIT-IV	<ul style="list-style-type: none"> • British Period • Pre and Post –independence era • . Contemporary costumes 	8

M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS**Recommended Books:**

- ParulBhatnagar, Traditional Indian costumes & textilesl,
- HISTORY OF FASHION , MANMEET SODHIA, KALYANI; 3RD EDITION 2015 edition (2015)

Instruction of Question Paper setter

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M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Fashion Marketing & Merchandising**SUBJECT CODE: MFD1103****SEMESTER: I****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
2	0	0	0	2

Internal Assessment:40**End Term Exam: 60****Duration of Exam; 3 Hrs**

Objective and outcome of course: To understand the role and responsibilities of merchandiser in Apparel sector and to introduce student with domestic and Retail marketing sector.

CO1: To understand the role and responsibilities of merchandiser in Apparel sector and to introduce student with domestic and Retail marketing sector.

CO2: To understand consumer behavior and build good customer relations.

CO3: To be able to analyze brands, and do trend research along with distribution and advertising.

CO4: To be merchandising to build brand image and unique marketing strategies.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Introduction to marketing, Functions of Marketing, Marketing Calendar, Marketing Mix, & Transportation, Strategy Planning, Promotional Activities. 	8
UNIT-II	<ul style="list-style-type: none"> Retail- Retail Strategies, Store based Retailer, Retail Organization- Multiple Unit Store, Type of Ownership, Non Store Retailing 	8
UNIT-III	<ul style="list-style-type: none"> Consumer Behavior, Customer Profile Defining the consumer by: Sex, Age, Size, Season, Economic Status, Location and others Market research- Methods & data analysis Visual Merchandising-Store planning, Seasonal visual merchandising, Windows, Interior and exterior visual merchandising, Departments 	8
UNIT-IV	<ul style="list-style-type: none"> Develop an understanding of the definition and role of the merchandiser, and merchandising department in the apparel industry. understanding the potential and limitations of Export manufacturing houses from a fashion designers point of view. Developing the expertise for appropriate selection of fabrics, trims and other materials keeping the design/style/market in perspective. 	8

Recommended Books:

- Laura L Bliss, Study Guide Visual Merchandising and Display III edition, Fairchild Publications, 1995
- Castelino, M. Fashion Kaleidoscope, Rupa & Co. 1994

Instruction of Question Paper setter

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M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Traditional Indian Art-I**SUBJECT CODE: MFD1104 (Th) , MFD1106 (Pr)****SEMESTER: I****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
2	0	4	0	4

(Th)Internal Assessment:60**End Term Exam: 40****(Pr)Internal Assessment:40****End Term Exam: 60****Duration of Exam; 3 Hrs**

Objective and outcome of course: To Introduce Students with Traditional Hand Craft and to trained them to create design by taking inspirations from them.

CO1:To Introduce Students with Traditional Hand Craft and to trained them to create design by taking inspirations from them.

CO2: Ability to create masterpieces in Art by moderating & blending traditional as well as modern art concepts.

CO3: Development of aesthetic sensibility.

CO4: To be familiar about Indian Textiles

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> History of Indian textile production. Techniques of textile decoration- brief study on traditional woven fabrics, dyed fabrics, printed fabrics and embroidered fabrics.. Introduce all the hand stitches by making a sampler 	15
UNIT-II	<ul style="list-style-type: none"> Textiles of Western region- brocade weave, embroidery style, Mochi, Kutch work, appliqué, bead work, block Printing, screen Printing, Tie & Die- bhandini, laharia and patola. 	15
UNIT-III	<ul style="list-style-type: none"> Textiles of Southern region- Ikats, Kalamkari, Kancheepuram silk, fabrics of Kerala, Karnataka, Goa and Banjara Embroidery. 	15
UNIT-IV	<ul style="list-style-type: none"> Costumes and jewellery of different states of india Select any one State and prepare a presentation on the costumes and jewellery of that particular state. 	15

Recommended Books:

- Indian Tie-Dyed Fabrics., Volume IV of Historic Textiles Of India,. Merchant: Celunion Shop, 1981
- Traditional Indian Textiles., John Gillow/Nocholas Barnard, Thames & Hudson. 15 Mar 1993
- Indian Costume, Coiffure And Ornament., Sachidhanand Sahay, Coronet Books, Munshiram Manoharlal Publishers Pvt Ltd (1975)
- Fashion Styles of Ancient India, R O Mohapatra, BR Publishing Corporation (15 January 2003)

M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS**Instruction of Question Paper setter**

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M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Communication Skills-I**SUBJECT CODE: MFD1105****SEMESTER: I****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	0	2	0	1

Internal Assessment:60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of communications. This course is designed to make student conversant with the basic forms, formats and techniques of business communications.

CO1:To equip the students with English language skills needed in academic and professional world and to inculcate human/ethical values in them.

CO2:To make the students aware about the basics of English language and make them proficient in reading, writing, comprehension and speaking skills.

CO3: On completion of this course, the students will be able to Understand the basic concept of phonetics.

CO4:Use appropriate communication skills in specific contexts like Group discussions, Presentations and Interviews.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Basic parts of speech: Noun, pronoun, verb, adjective, adverb, preposition, article, idioms, one word substitution. Tenses: introduction, uses of present, past and future tense, Use of prepositions conjunctions and interjections. Use of punctuations. Sentence Formation: simple compound and complex formation, transformation of sentence: active and passive, affirmative and negative interrogative and assertive 	8
UNIT-II	<ul style="list-style-type: none"> Direct and indirect speech. Correct word usage – Homonyms, antonyms and synonyms. Business Communication – its meaning & importance. Barriers to effective Communication. Types of communication – Verbal communication and non- verbal Communication 	8
UNIT-III	<ul style="list-style-type: none"> Basic Model of Communication: History of communication theory, Shannon and Waver's model of communication, encoding and decoding, feedback, noise. Essentials of effective business communication – 7 Cs of communication. 	8
UNIT-IV	<ul style="list-style-type: none"> Business letter writing: need, functions and kinds, layout of letter writing, types of letter writing Business etiquettes: Email and net etiquettes, etiquette of the written word, etiquettes on the telephone, handling business meetings. Importance of non-verbal communication. 	8

Recommended Books:

- Wren & Martin, English Grammar and Composition, Sultan Chand & Sons., S Chand (9 July 2018)
- Business Communication: Making Connections in a Digital World, McGraw Hill, UK, 1991
- S C Sharma, Shiv N. Bhardwaj, A Textbook of Grammar and Composition, Jawahar Book centre
- Boove, Thill, Chaturvedi, Business Communication Today, Pearson Education
- Murphy and Hildebrandt, Effective Business Communication, Tata McGraw Hill Education

M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS**Instruction of Question Paper setter**

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M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Design Process**SUBJECT CODE: MFD1107****SEMESTER: I****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	0	4	0	2

Internal Assessment:60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: To Introduce students with basic of Designing and Manual fashion illustration for designing fashion apparels.

CO1: To Introduce students with basic of Designing and Manual fashion illustration for designing fashion apparels.

CO2: Students will: Adapt their artistic abilities to support their future design careers.

CO3: To apply various techniques related to drafting, draping, and constructing of garments.

CO4: Develop a systematic, critical approach to problem solving at all levels of the design process.

.Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Concept and Definition, types and role of design, Principals and Elements of Design (Basic knowledge of design, color, terms, application of designs with different type of color schemes) 	10
UNIT-II	<ul style="list-style-type: none"> Working on toddlers, basic Child Block, Followed by fleshing and postures Drawing and Illustrating Basic Block Figures followed by fleshing ,stick figures and stylizing 	10
UNIT-III	<ul style="list-style-type: none"> Creating a theme Board by Getting Inspired from Inspiration board and Mood Board also create Swatch Board and Story Board 	10
UNIT-IV	<ul style="list-style-type: none"> By taking a theme created earlier design a collection for kids as well as adults. 	10

Recommended Books:

- Fashion Illustration, David & Charles
- Fashion Illustration Techniques: A Super Reference Book for Beginners, Rockport Publishers; Reprint edition (April 1, 2012)
- Contemporary Fashion Illustration Techniques, Rockport Publishers (June 1, 2009)
- Fashion Illustration & Design (Paperback) Manuela Brambatti , Promopress

Instruction of Question Paper setter

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M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Drafting Pattern Making and Garment Construction**SUBJECT CODE: MFD1108****SEMESTER: I****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	0	6	0	3

Internal Assessment:60**End Term Exam: 40****Duration of Exam; 3 Hrs****Objective and outcome of course:** To introduce student with the Basic Technical process of garment construction.**CO1:** To introduce student with the Basic Technical process of garment construction.**CO2:** It familiarizes them with the tools and terminology of Patternmaking while developing the ability to create designs through the flat pattern method.**CO3:** Introduction about custom fitted, basic pattern to prepare many different styles.**CO4:** understanding various aspects of drafting and pattern making**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Introduction to sewing machine and its parts Technical method of Taking Measurements and Introducing about the tool and equipments used in drafting pattern making and garment construction. 	12
UNIT-II	<ul style="list-style-type: none"> Drafting – Sloppers, different types of sleeves and collars 	12
UNIT-III	<ul style="list-style-type: none"> Create a Sampler by constructing Different types of design detail elements like plackets, pockets, darts, gathers, pleats and different types of seams etc. 	12
UNIT-IV	<ul style="list-style-type: none"> Design and create a theme based kids collection by using different elements like sleeves collars frills etc. 	12

Recommended Books:

- Patternmaking for Fashion Design, 5e Paperback – 2013by Armstrong (Author), Pearson Education India; 5 edition (2013)
- Techniques of Drafting and Pattern Making Garments for Kids and Adolescents (English, Hardcover, Padmavati B.), Atlantic Publishers & Distributors Pvt Ltd
- Advanced Drafting and Draping Paperback – 2014by Manmeet Sodhia (Author), Kalyani Publishers; Kalyani Publishers_453 edition (2014)
- Garment Construction Paperback – 2007by Manmeet Sodhia (Author), Kalyani Publishers (2007)

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M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Computer Aided Design**SUBJECT CODE: MFD1109****SEMESTER: I****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	0	4	0	2

Internal Assessment:60**End Term Exam: 40****Duration of Exam; 3 Hrs****Objective and outcome of course:** To introduce student with software used for digital designing.**CO1:**To introduce student with software used for digital designing.**CO2:** Helps in understanding and applying basic graphic software for designing fabric prints and fashion garment.**CO3:** Helps to enhance creative thinking and ideas implementation, using graphic program features and its limits.**CO4:** To have knowledge of role of industry in fashion**.Contents of Syllabus:**

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Application of these tools for making design compositions for textiles and apparel: geometrical shapes, traditional motifs, nursery prints; 	10
UNIT-II	<ul style="list-style-type: none"> Placements and repeats of motifs in blocks using different color ways and textures. .. 	10
UNIT-III	<ul style="list-style-type: none"> Creating logos, Visiting cards brochures, / Flyers/ Leaflets/Prospectus mood and story boards. 	10
UNIT-IV	<ul style="list-style-type: none"> Block Figure and flesh figure 	10

Recommended Books:

- CAD for Fashion Design by Renee Weiss Chase, Prentice hall Pub
- CAD/CAM Computer Aided Design & Manufacturing by Mikell P Groover & Mory W Zimmers. Jr, Pearson Education , Pub.2000 CAD/CAM/CIM by R.Radhakrishnan, S.subramanyan, V.Raju, New Age International Pub.
- Fashion Design on Computers By M.kathleenColursy, Prentice Hall.2004
- Winfred Aldrich, CAD in Clothing & Textiles, Blackwell Science, 1994

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M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Integrated Project-I (generic)**SUBJECT CODE: MFD1110****SEMESTER: IV****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	0	2	0	1

Internal Assessment: 60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: Develop their own style and technique and learn how to express their views about their own style.

CO1: Develop their own style and technique and learn how to express their views about their own style.

CO2: The students are able to contribute to innovative thinking and to innovation processes.

CO3: The student have extended their experience in prioritising needs when integrating projects with competing objectives.

CO4: the students visit the exhibition spots and get inspired for their own creativity

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Attend Exhibitions	
UNIT-II	Attend workshops and Industrial visit	
UNIT-III	Submit Portfolio of session work	
UNIT-IV	Report will be submitted on given subjects on month prior to the end of the session on pervious paintings.	

Recommended Books:**Instruction of Question Paper setter**

- (i) Exhibition of his/her own art work done during 1st and 2nd Semester. Exhibition will be conducted at the end of semester.
- (ii) Review about art exhibitions.

M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Laundry & care for textile Clothing**SUBJECT CODE: MFD1201****SEMESTER: II****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
2	0	0	0	2

Internal Assessment:40**End Term Exam: 60****Duration of Exam; 3 Hrs**

Objective and outcome of course: To establish value laden relationships between ultimate users by providing them with convenient, professional, eco-friendly, efficient, effective and hygienic oriented dry cleaning and **laundry and care** management solutions for garments and textiles

CO1: To establish value laden relationships between ultimate users by providing them with convenient, professional, eco-friendly, efficient, effective and hygienic oriented dry cleaning and laundry and care management solutions for garments and textiles .

CO2: Learn the testing techniques of fibres, yarns, fabrics and garments.

CO3: To introduce the basic scientific concepts related to processing and production of textiles.

CO4: To knowledge about the caring & storage of every type of garment

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Laundry Science: “Laundry Essentials” “Building Laundry Skills” <ul style="list-style-type: none"> • Stains – Classification and methods of removal; • Soaps and detergents – Composition, manufacturing, application, merits and limitations. • Whitening agents: Types and Functions. • Dry cleaning agents, Methods, Advantage & Disadvantage. 	8
UNIT-II	Fabric finishing Method - Singeing or grassing, Bleaching <ul style="list-style-type: none"> • Mercerizing ,Slack Mercerizing, Shrinking, Tentering, Crabbing, Decanting Stiffening, 	8
UNIT-III	Weighting, calendaring, Embossing, Moiré □□ Beetling, Napping, Gigging, Shearing.	8
UNIT-IV	Special Purpose Finish – Water repellency, Waterproofing, flame proofing, <ul style="list-style-type: none"> • Moth proofing, Mildew proofing, Anti bacterial finishes, Slip resistance, • Heat-reflecting finishes, Foam Laminating and Fabric Bonding. • Decoding Care Symbols” “Consumer Guide to Care Symbols” Chart 	8

Recommended Books:

- Tortora, P.G. Understanding Textiles, Latest Edition, New York, Mac. Millan Pub. Co. Inc.
- Textiles, Mac Muller Education Ltd., London , Wynne. A. 1997.
- Textile Finishing. Heywood Books, Hall, A.J. 1966. London
- The Standard Handbook of Textiles. Newness-Butter-Worths, Hall, A.J. 1975, London.

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M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Fashion Studies**SUBJECT CODE: MFD1202****SEMESTER: II****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
2	0	0	0	2

Internal Assessment:40**End Term Exam: 60****Duration of Exam; 3 Hrs**

Objective and outcome of course: To Introduce the students with fashion aspects , theories and also the technical process behind new design creations.

CO1:To Introduce the students with fashion aspects , theories and also the technical process behind new design creations.

CO2:To provide hands-on experience using a set of complex technologies found in industry today to build prototypical solutions to solve current needs.

CO3:To promote an understanding of Fashion and Textile Design in relation.

CO4: To the needs of fashion, contractual furnishings, home textiles, and the business to business textile products.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction to fashion Theories , <ul style="list-style-type: none"> Trickle- Down Theory, Trickle Across Theory ,Trickle up Theory, Fashion, Fad, Style Classic, Fashion Cycle 	8
UNIT-II	Introduction of fashion forecasting <ul style="list-style-type: none"> Trend analysis for the different seasons Interpretation of various forecast stories in Fashion journal Types of fashion: haute couture, Prêt-a-porter and Mass Fashion. Levels of Fashion Acceptance-Fashion leader, fashion role model, fashion follower, Fashion victims. 	8
UNIT-III	Making trend boards based on market and consumer research <ul style="list-style-type: none"> Research Process in forecasting Market Research – consumer research, shopping, sales records, Primary Sources – secondary sources, tertiary sources, tracking sales, competition Demographics ,value and life style, Publication forecasting services Influences, observation posts, the new technology, fashion involvement New uses of product, related industries and networking Process of reporting 	8
UNIT-IV	<ul style="list-style-type: none"> Reporting qualitative content, quantitative content, evaluating collection /Product development 	8

Recommended Books:

- Color Forecasting – Tracy Diane & Cassidy, Wiley-Blackwell; 1 edition (September 5, 2005)
- Color Harmony 2-(Bridget M. Whelan) by Thames and Hudson, Thames & Hudson (June 1, 1994)
- Beyond Design -(Sandra J. Keiser, Myrna B. Garner). Fairchild Books; 3 edition (June 15, 2012)

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M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Brand Design Management**SUBJECT CODE: MFD1203****SEMESTER: II****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
2	0	0	0	2

Internal Assessment:40**End Term Exam: 60****Duration of Exam; 3 Hrs**

Objective and outcome of course: Brand Management provides the basic skills needed to enter the fashion system as a Brand Manager

CO1: Brand Management provides the basic skills needed to enter the fashion system as a Brand Manager

CO2: Evaluate the performance and situation of a brand for the purpose of recommending future strategies.

CO3: Measure the value of a brand to an organization using industry standard methods.

CO4: Launching a new brand management and brand leadership ideas.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> • Introductions • Review of Brand management and Brand Leadership Ideas • Review branding and the marketing mix. • Marketing communications overview 	8
UNIT-II	<ul style="list-style-type: none"> • Understanding customer- based brand equity • Branding strong brand • Developing marketing and communication program for brands. 	8
UNIT-III	<ul style="list-style-type: none"> • Leveraging Brand associations • Social Media and the branded customer experience • Brand Research and Brand measurement. 	8
UNIT-IV	<ul style="list-style-type: none"> • Brand Design and Structure • Brand Extensions • Managing brand equity for long-term success. 	8

Recommended Books:

- Color Forecasting – Tracy Diane & Cassidy, Wiley-Blackwell; 1 edition (September 5, 2005)
- Color Harmony 2-(Bridget M. Whelan) by Thames and Hudson, Thames & Hudson (June 1, 1994)
- Beyond Design -(Sandra J. Keiser, Myrna B. Garner), Fairchild Books; 3 edition (June 15, 2012)

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M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Traditional Indian Art-II
SUBJECT CODE: MFD1204(Th), MFD1206 (Pr)
SEMESTER: II
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
2	0	4	0	4

(Th)Internal Assessment:60

End Term Exam: 40

(Pr)Internal Assessment:40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: To Introduce Students with Traditional Hand Craft and to trained them to create design by taking inspirations from them.

CO1: To Introduce Students with Traditional Hand Craft and to trained them .

CO2: To creates design by taking inspirations from them.

CO3: Ability to create masterpieces in Art by moderating & blending traditional as well as modern art concepts.

CO4: Development of aesthetic sensibility.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Textiles of Eastern region- Dacca sarees, Baluchar buttedar, and Kanthas. 	15
UNIT-II	<ul style="list-style-type: none"> Textiles of Northern region- Brocades of Varanasi, phulkari, Kashmiri Embroidery, chemba Roomals, chickan work, block Printing, Himrus, Amrus, pithani, pitabar, carpet & shawl weaving 	15
UNIT-III	<ul style="list-style-type: none"> Folk and Tribal Art – Warli, Madhubani, Saura 	15
UNIT-IV	<ul style="list-style-type: none"> Create articles by taking inspiration from the above studied Art and Textiles. 	15

Recommended Books:

- Indian Tie-Dyed Fabrics., Volume IV of Historic Textiles Of India,. Merchant: Celunion Shop, 1981
- Traditional Indian Textiles., John Gillow/Nocholas Barnard, Thames & Hudson. 15 Mar 1993
- Indian Costume, Coiffure And Ornament., Sachidhanand Sahay, Coronet Books, Munshiram Manoharlal Publishers Pvt Ltd (1975)
- Fashion Styles of Ancient India, R O Mohapatra, BR Publishing Corporation (15 January 2003)

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M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Business Communication**SUBJECT CODE: BFD1205****SEMESTER: II****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	0	2	0	1

Internal Assessment: 60**End Term Exam: 40****Duration of Exam : 3 Hrs**

Objective and outcome of course The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of communications. This course is designed to make student conversant with the basic forms, formats and techniques of business communications.

CO1: To equip the students with English language skills needed in academic and professional world and to inculcate human/ethical values in them.

CO2: To make the students aware about the basics of English language and make them proficient in reading, writing, comprehension and speaking skills.

CO3: On completion of this course, the students will be able to Understand the basic concept of phonetics.

CO4: Use appropriate communication skills in specific contexts like Group discussions, Presentations and Interviews.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Developing Reading Skills: identify the purpose of reading, factors effecting reading, learning how to think and read, developing effective reading habits, reading tactics and strategies: training eye and training mind, Recognizing a broad range of thought patterns in reading selections, reading and interpreting visuals, making inferences, recognizing facts and opinions. Developing Listening Skills: importance, purpose of listening, art of listening, factors affecting listening, components of effective listening, process of listening, principles and barriers to listening, activities to improve listening. 	8
UNIT-II	<ul style="list-style-type: none"> Developing Writing skills: planning, drafting, revision, editing, paragraph writing, precis making. Letter Writing: Inter-office memorandums, notice, advertisement, faxes, e-mails, sales letters, request letters, order letters, good news and bad news letters. Resume Writing: planning, organising contents, layout, guidelines for good resume Report Writing: structure, types, formats, drafting of various types of report. 	8
UNIT-III	<ul style="list-style-type: none"> Developing speaking skills advantages and disadvantages, Conversation as communication, extempore, speaking, art of public speaking, Meetings preparations, Group communication through committees, conference and other formal communication with public at large, seminar, symposia and conferences, Ambiguity avoidance. 	8
UNIT-IV	<ul style="list-style-type: none"> Group Discussion- Nature, uses and importance, guidelines for GD. Presentations: Four P's of presentation, structuring, rehearsing, and delivery methods, effective Presentations. Interviews: Preparation techniques, frequently asked questions, projecting a positive image 	8

Recommended Books:

- Lesikar, Petit, Business Communication, All India Traveler bookseller.
- Pal, Rajendra & Korlahalli, Essentials of Business Communication, Sultan Chand & Sons

M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

- Bovee, Thill and Chaturvedi, Business Communication, **Pearson Education**
- Chaturvedi, Mukesh, Business Communication: Concepts, Cases & Applications, Pearson Education

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M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Thematic Approach to Design**SUBJECT CODE: MFD1207****SEMESTER: II****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	0	4	0	2

Internal Assessment:60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course : To develop the Understanding of Basic Elements ,principals and there uses to create effective designing.

CO1: To develop the Understanding of Basic Elements ,principals and there uses to create effective designing.

CO2: To put the cognitive skills such as reading, thinking, memorizing, and writing.

CO3: In the context of a real life situation under the broad aim to allow creative exploration.

CO4: Students are able to retain more information when it is not presented as isolated facts, but rather as part of a whole.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Foreshortening of Figure, Grouping Of Figure, Thematic Figure Composition. 	10
UNIT-II	<ul style="list-style-type: none"> Make theme based Collection by Using the Principals and elements of design like Line , Texture color schemes, hue , tints, tones shades etc. 	10
UNIT-III	<ul style="list-style-type: none"> Take a theme and Design the apparels for different body types – Apple, pear, Slender, hourglass etc. 	10
UNIT-IV	<ul style="list-style-type: none"> Take a theme and Design the costumes by focusing on the one part of body to create illusions. 	10

Recommended Books.

- Abling Bina, “ Fashion Sketch Book
- Stan Smith, “The Illustration handbook” 1984 by Macdonld Co.
- Julian Seaman, “Professional Fashion Illustration, by B.T. Batsford Ltd
- Kathryn McKelvey “Illustrating Fashion” by Blackwell Science.
- Ireland Patrick John, “Fashion Design Drawing Presentation”, 1996 B.T. Batsford Ltd

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M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Draping and Garment Construction**SUBJECT CODE: MFD1208****SEMESTER: II****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	0	6	0	3

Internal Assessment:60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: To trained students in Drafting pattern making and constructing the different types of garments.

CO1: To trained students in Draping , pattern making and constructing the different types of garments .

CO2: The focus is on patterns for outerwear with a focus on contoured garments.

CO3: To explore the creative skills of candidate up to fullest potential and guide them.

CO4: To sketch their ideas related to apparels.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Introduction to draping. Definition, tools and equipments and terminologies and the important points to keep in mind while Draping. 	12
UNIT-II	<ul style="list-style-type: none"> Create patterns by Draping the basic sloppers and different types of sleeves, collars and Skirts. 	12
UNIT-III	<ul style="list-style-type: none"> Take a theme and Design a collection for female on different styles like bohemian, indo western by using 3D Pattern making technique for patterns. 	12
UNIT-IV	<ul style="list-style-type: none"> Take a theme and Design a collection for Male on different styles like bohemian, indo western, Formal by using 3D Pattern making technique for patterns. 	12

Recommended Books

- Bane Allyne, Flat pattern design, McGrawHill, pub... USA
- Gerry Cooklin, Introduction to Clothing Manufacture, Blackwell Science, UK, 1991
- Harold Carr & Barbara Latham, The Technology of Clothing Manufacture, Oxford Pub., USA, 1994
- Helen J Armstrong, Pattern Making for Fashion Design, Prentice Hall
- The Art of Fashion Draping ,Connie Amaden –crawford, Bloomsbury Academic, 2018

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M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Computer Aided Design**SUBJECT CODE: MFD1209****SEMESTER: II****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	0	4	0	2

Internal Assessment:60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: Imparting Knowledge of corel draw to design the different detailing of garments in computer.

CO1: Imparting Knowledge of corel draw to design the different detailing of garments in computer.

CO2: The subject develops competence in design oriented software like Corel, Adobe Photoshop for digital illustrations through the competent usage of natural media tools as required in the fashion industry.

CO3: Helps to enhance creative thinking and ideas implementation, using graphic program features and its limits.

CO4: The subject helps in developing the patterns for pre production in garment industry.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Drawing the details of the following in Corel Draw and Applying various texture and effects: Collar: Mandarin, High Bias, Tuxedo, Cape, Flat Tennis, Sailors, Chelsea, cowl, bishop. Sleeves: Raglan, Hanky, Tulip, Ruffle, Dolman, virago, flare, lantern, Dalmatian, pagoda. Accessories: Bags, Belts, Caps, Bows, Jewellery 	10
UNIT-II	<ul style="list-style-type: none"> Pockets: Flap, Pouch, Patch, Cross, Slit, Kurta Skirts: Novelty Gathered, Hip rider, Trumpet, Pegged, Circular, Pleated, Straight, A- Line, straight fitted, fishtail, petal, peplum, puff ball. 	10
UNIT-III	<ul style="list-style-type: none"> Trousers: Jeans, Straight Pants, Baggy Pants, Jump Suit, Dungries, jogging pants, trouser skirt, Capri, hipsters, baggy jeans, bell bottoms, northern soul, riding habits.. 	10
UNIT-IV	<ul style="list-style-type: none"> Silhouette: A Line, funnel shaped, circular, straight, rectangular <p>Illusion effects: created by fashion details, elements of design, color, Textures</p> <p>Draping the above created details on fashion figures Importing, Saving and exporting images for the web</p>	10

Recommended Books

- CAD for Fashion Design by Renee Weiss Chase, Prentice hall Pub
- CAD/CAM Computer Aided Design & Manufacturing by Mikell P Groover & Mory W Zimmers. Jr, Pearson Education , Pub.2000 CAD/CAM/CIM by R.Radhakrishnan, S.subramanyan, V.Raju, New Age International Pub.

M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

- Fashion Design on Computers By M.kathleenColursy, Prentice Hall.2004
- Winfred Aldrich, CAD in Clothing & Textiles, Blackwell Science, 1994

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M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Integrated Project-II(generic Subject)**SUBJECT CODE: MFD1210****SEMESTER: II****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	0	2	0	1

Internal Assessment: 60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: Develop their own style and technique and learn how to express their views about their own style.

CO1: Develop their own style and technique and learn how to express their views about their own style.

CO2: The students are able to contribute to innovative thinking and to innovation processes.

CO3: The student have extended their experience in prioritising needs when integrating projects with competing objectives.

CO4: the students visit the exhibition spots and get inspired for their own creativity

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Attend Exhibitions	
UNIT-II	Attend workshops and Industrial visit	
UNIT-III	Submit Portfolio of session work	
UNIT-IV	Report will be submitted on given subjects on month prior to the end of the session on pervious paintings.	

Recommended Books:**Instruction of Question Paper setter**

- (i) Exhibition of his/her own art work done during 1st and 2nd Semester. Exhibition will be conducted at the end of semester.
- (ii) Review about art exhibitions.

M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Fashion Entrepreneurship**SUBJECT CODE: MFD2301****SEMESTER: III****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
3	0	0	0	3

Internal Assessment:40**End Term Exam: 60****Duration of Exam; 3 Hrs**

Objective and outcome of course: To make students understand an in depth study of the “Stylist role” in Fashion which is in tune with industry requirement and to produce a strong visual document that explains the skills, techniques and vocational quality that qualifies a student to work as a “Stylist” in Fashion Industry.

CO1: To make students understand an in depth study of the “Stylist role” in Fashion which is in tune with industry requirement.

CO2: To produce a strong visual document that explains the skills, techniques and vocational quality that qualifies a student to work as a “Stylist” in Fashion Industry.

CO3: Develop a fashion concept considering textile, design, apparel characteristics and the production process to influence consumer end-use.

CO4: Develop business management strategies for fashion products and services through analysis of fashion and market trends.

.Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Entrepreneurship : Theories of Entrepreneurship, Role and Importance of Entrepreneur in Economic Growth Entrepreneurial Behaviors : Entrepreneurial Motivation, Need for Achievement Theory, Risk-taking Behavior, Innovation and Entrepreneur. 	9
UNIT-II	<ul style="list-style-type: none"> Entrepreneurial Traits : Definitions, Characteristics of Entrepreneurial Types, Functions of Entrepreneur. 	9
UNIT-III	<ul style="list-style-type: none"> Entrepreneurial Development in India: History, Objectives, Stages of Growth, Target Group, Programmes, Govt. Policy towards SSI's. . 	9
UNIT-IV	<ul style="list-style-type: none"> Project Feasibility Analysis: Business Ideas – Sources, processing; Input requirements, Sources of Financing, Technical Assistance, Marketing Assistance, Preparation of Feasibility Reports, Legal Formalities and Documentation. 	9

Recommended Books:

- Lall & Sahai : Entrepreneurship, Excel Books, Excel Books (30 July 2008)
- McClelland, D.C. & Winter, W.G. : Motivating Economic Achievement, Free Press, January 1973
- Pareek, U & Venkateswara Rao, T : Developing Entrepreneurship – A Handbook on Learning Systems, New Delhi, Learning Systems, 1978
- Manimala, M.J. : Entrepreneurial Policies and Strategies, TMH, Prentice Hall; 3 edition (April 15, 2002)
- Desai, A.N. : Entrepreneur and Environment, Ashish, New Delhi. 30 Sep 2005

Instruction of Question Paper setter

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M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Statistics
SUBJECT CODE: MFD2302
SEMESTER: III
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
3	0	0	0	3

Internal Assessment:40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: The objective of the course is to familiarize the Students with the basic tools of statistics. The main emphasis will be on the application of these tools in managerial decision making, especially with respect to the production, designing and developing Designs.

CO1: The objective of the course is to familiarize the Students with the basic tools of statistics.

CO2: The main emphasis will be on the application of these tools in managerial decision making, especially with respect to the production, designing and developing Designs.

CO3: The main emphasis will be on the application of these tools in managerial decision making, especially with respect to the production, designing and developing Designs.

CO4: Students will clearly communicate quantitative ideas both orally and in writing to a range of audiences.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Presentation and analysis of statistical data – Bar & column graphs, pie Charts, histograms, Ogives, Lorenz Curve. . Measures of Central Tendency and dispersion: Mean, Median, Mode, range, Mean deviation. 	9
UNIT-II	<ul style="list-style-type: none"> Standard deviations, coefficient of Variations. Correlation & Regression.. 	9
UNIT-III	<ul style="list-style-type: none"> Probability Theory and Distributions, Theorem of Addition and Multiplication, Normal, Binomial and Poisson distribution. . Theory of Sampling and Sampling Distributions – Mean, Differences of Means, Differences of proportions 	9
UNIT-IV	<ul style="list-style-type: none"> Test of Hypotheses: Z test, t test, chi (x) square test. 	9

Recommended Books:

- Chou, Ya- lun: Statistical Analysis: Holt, Rinchart and Winston, New York 1976.
- Gupta S.P and Gupta M.P.: Business Statistics, Sultan Chand and Sons, New Delhi, 1986.
- Levin R.T.: Statistics and management, Prentice Hell New Delhi, 1984
- Loomba N.P.: Management – A Quantitative Perspective, Macmillan, Pub. Co., New Delhi 1978.
- Markland R.E.: Topics in Management Science, John Wiley & Sons New York, 1983

M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS**Instruction of Question Paper setter**

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M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Design Research Method**SUBJECT CODE: MFD2303****SEMESTER: III****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
3	0	0	0	3

Internal Assessment:40**End Term Exam: 60****Duration of Exam; 3 Hrs**

Objective and outcome of course: To learn to work in a team and to maximize individual contributions towards attaining depth in the study and Effective choice and use of research techniques in relation to the research problem

CO1: To learn to work in a team and to maximize individual contributions towards attaining depth in the study and Effective choice.

CO2: To learn to use of research techniques in relation to the research problem

CO3: To understand some basic concepts of research and its methodologies & identify appropriate research topics.

CO4: To select and define appropriate research problem and parameters

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction / Origin Need for Research Design ,Nature of Good Research Design ,Theory – Grounded, Situational, Feasible, Redundant, Efficient ,Types of Research Design ,Typology of Research study ,Exploratory or Formulative Research,Descriptive Research or Statistical Research ,Explanatory Research Experimental Research or Analytical Research	9
UNIT-II	Compilation of sources and data – What is the purpose of study? ;What are the sources of needed data? ;What should be the place or area of the study? ;What time, approximately, is required for the study? ;What should be the amount of materials or number of cases for ;What type of sampling should be used? ;What method of data collection would be appropriate? ;How will data be analyzed? ;What should be the approximate expenditure	9
UNIT-III	Analysis of case study A plan that specifies the sources and type of information relevant to the research problem. A strategy specifying which approach distill be used gathering and analyzing data. Also includes the time and cost budgets since most studies are done under these two constraints	9
UNIT-IV	Final preparation of Report Experience Survey by Best Hypothesis ,Behavioural Possibility ,Knowledge of Facilities ,Control Factor ,Knowledge of Helping Persons	9

Recommended Books:

- Ahuja Ram ,Research Method, (2010)New Delhi: RawatPublication)
- Borwankar P.V, Research Methodology, (1995)New Delhi: Seth Publisher

Instruction of Question Paper setter

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M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Digital Portfolio/Fashion Show**SUBJECT CODE: MFD2304****SEMESTER: III****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	0	4	0	2

Internal Assessment:60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: To trained the students to prepare theme based collection for ramp show by collecting all designing process.

CO1:To trained the students to prepare theme based collection for ramp show by collecting all designing process .

CO2: To Incorporate reflection and self-assessment in learning outcomes.

CO3: To increase student visual and digital literacies.

CO4: To prepare a collection for fashion show based on a particular theme

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Fashion Forecasting for collection to make by market research Selection of theme 	10
UNIT-II	<ul style="list-style-type: none"> Preparation of inspiration Board, Mood Board, Theme Board Color Board, Swatch Board 	10
UNIT-III	<ul style="list-style-type: none"> Illustration of designs for collection to make on selected theme Finalizing the designs 	10
UNIT-IV	<ul style="list-style-type: none"> Pattern preparation for the selected designs Construction of the final garments. 	10

Recommended Books

- CAD for Fashion Design by Renee Weiss Chase, Prentice hall Pub
- CAD/CAM Computer Aided Design & Manufacturing by Mikell P Groover & Mory W Zimmers. Jr, Pearson Education , Pub.2000 CAD/CAM/CIM by R.Radhakrishnan, S.subramanyan, V.Raju, New Age International Pub.
- Fashion Design on Computers By M.kathleenColursy, Prentice Hall.2004
- Winfred Aldrich, CAD in Clothing & Textiles, Blackwell Science, 1994

Instruction of Question Paper setter

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M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Professional Communication**SUBJECT CODE: MFD2305****SEMESTER: III****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	0	4	0	2

Internal Assessment:60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: At the end of this course, the students will be able to Communicate fluently and develop all the four skills in communication namely listening, speaking, reading and writing.

CO1:To equip the students with English language skills needed in academic and professional world and to inculcate human/ethical values in them.

CO2:To make the students aware about the basics of English language and make them proficient in reading, writing, comprehension and speaking skills.

CO3: On completion of this course, the students will be able to Understand the basic concept of phonetics.

CO4:Use appropriate communication skills in specific contexts like Group discussions, Presentations and Interviews.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Basics of Communication: Meaning, Objectives Importance and Role of Communication; The Communication Process; Types of Communication: Oral & Written, Internal & External , Verbal & Non verbal ,Upward & Downward, Body Language & Gestures Facial Expression, Eye contact, Gestures, Postures, Appearance, Touch, Space, Time, color, Vocalization.	10
UNIT-II	Barriers and Gateways to Communication: Overcoming Barriers. Group communication, Tenses in a Nutshell –Structures of Present, Past & Future Tenses, Uses of Tenses in English, Punctuation: Commas, Semi-colons, colons, Hyphens & Dashes, Apostrophes, Vocabulary Building - Antonyms and Synonyms; Prefixes and Suffixes, Tactful Use of Language: Asking for action, talking about errors, Techniques of Emphasis.	10
UNIT-III	Routine Business Letters: Importance & Essentials of Business Letters Types of letter-, formal/informal letters, Application Letter ,Complaint Letter , Inquiry Letter, Order Placing Letters.	10
UNIT-IV	Email & Other Organizational Communication- Email etiquette, Advantages & Characteristics of Emails, E-mail–Format, Drafting, Sending, Forwarding E-mails and reply to the E-mails, Internal communication: Notice, Circular, Memo, External Communication – Asking for Quotations, Correspondence with Banks & Financial Institutions Reports, Essay Writing.	10

Recommended Books:

Soft Skills- Know You and Know the World, Author-Dr.K.Alex. pub... USA

M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

Instruction of Question Paper setter

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M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Integrated Project –III (Generic Subject)**SUBJECT CODE: MFD2306****SEMESTER: III****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	0	2	0	1

Internal Assessment: 60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: Develop their own style and technique and learn how to express their views about their own style.

CO1: Develop their own style and technique and learn how to express their views about their own style.

CO2: The students are able to contribute to innovative thinking and to innovation processes.

CO3: The student have extended their experience in prioritising needs when integrating projects with competing objectives.

CO4: To increase the creativity of students

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Attend Exhibitions	
UNIT-II	Attend workshops and Industrial visit	
UNIT-III	Submit Portfolio of session work	
UNIT-IV	Report will be submitted on given subjects on month prior to the end of the session on pervious paintings.	

Recommended Books:**Instruction of Question Paper setter**

- (i) Exhibition of his/her own art work done during 1st and 2nd Semester. Exhibition will be conducted at the end of semester.
- (ii) Review about art exhibitions.

M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Project Dissertation (Thesis)**SUBJECT CODE: MFD2401****SEMESTER: IV****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	0	10	0	5

Internal Assessment: 60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: The objective is to prepare a detailed project work on one of the subject areas covered in the syllabus .

CO1: The objective is to prepare a detailed project work on one of the subject areas covered in the syllabus .

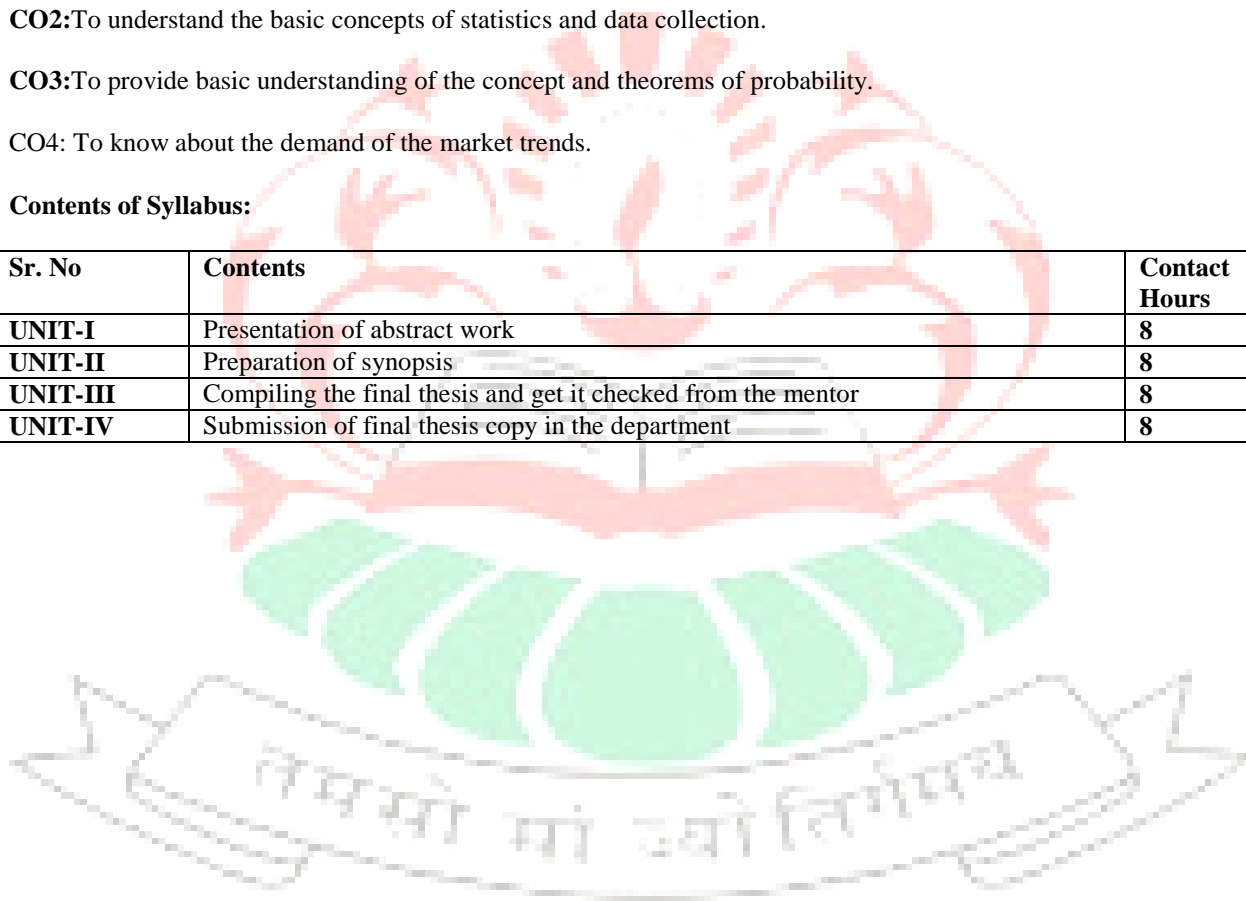
CO2: To understand the basic concepts of statistics and data collection.

CO3: To provide basic understanding of the concept and theorems of probability.

CO4: To know about the demand of the market trends.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Presentation of abstract work	8
UNIT-II	Preparation of synopsis	8
UNIT-III	Compiling the final thesis and get it checked from the mentor	8
UNIT-IV	Submission of final thesis copy in the department	8



M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Industrial internship**SUBJECT CODE: MFD2402****SEMESTER: IV****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	0	4	0	2

Internal Assessment:60**End Term Exam: 40****Duration of Exam; 3 Hrs****Objective and outcome of course:** To provide the knowledge of work at domestic level.**CO1:**To provide the knowledge of work at domestic level.**CO2:**Understanding of the importance of sustainability and cost-effectiveness in designs and developments.**CO3:** to open understudies to genuine work life circumstances and to outfit them with the vital abilities that increase their activity keenness.**CO4:**The students are able to contribute to innovative thinking and to innovation processes.**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> • Introduction to Entrepreneurship. • Study of various essential aspects of Entrepreneurship. • Identification and development of essential entrepreneurial skills. 	8
UNIT-II	<ul style="list-style-type: none"> • Entrepreneurship Development. • 1 month internship in the Garment Industry, Working on Designing and Finally Forming a survey report on the industry, its type, its working, its departments and personnel, jobs undertaken, references, Observations, Precautions, etc. 	8
UNIT-III	<ul style="list-style-type: none"> • The report should have a detailed information about the industry the student joined for entrepreneurship, the type of industry(public sector/ private/ partnership), the names of directors, the departments of the industry, its personnel, their working, the jobs being undertaken at the industry, the products being manufactured, the marketing of the products, the raw material being used, the clients, etc 	8
UNIT-IV	<ul style="list-style-type: none"> • The report should also include the work done by the student during his/ her training, specifying what all new was learned during this period. • The report should be accompanied by the training certificate from the industry. • It should be signed by the student. 	8

Instruction of Question Paper setter

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M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Fashion Styling**SUBJECT CODE: MFD2403****SEMESTER: IV****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	0	4	0	2

Internal Assessment:60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: The Course Introduce with the work of a stylist and also creating an image of any collection by different strategies.

CO1: The Course Introduce with the work of a stylist and also creating an image of any collection by different strategies.

CO2:To provide hands-on experience using a set of complex technologies found in industry today to build prototypical solutions to solve current needs.

CO3:To promote an understanding of Fashion and Textile Design in relation to the needs of fashion, contractual furnishings, home textiles, and the business to business textile products.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> To have in-depth look at the dynamics of the image – making industry and thereby the many roles of the fashion stylist today. 	10
UNIT-II	<ul style="list-style-type: none"> The integral focus is on the creation of a fashion image, be it for the runway, editorial fashion pages, advertising, catalogues or music promos, to inculcate understanding and projecting styling as an attitude, a fantasy, a way of living. 	10
UNIT-III	<ul style="list-style-type: none"> Also to learn the fundamentals of beauty products / cosmetics / makeup with further refinement from everyday – daytime makeup to stage / theatrical / occasion / shoot – oriented makeup. To learn about characteristics of hair and hairstyling 	10
UNIT-IV	\To learn about significance of accessorization (jewelry, belts, bags and shoes) in styling. To know the procedure / methodology of a make-over of an ordinary person / model. To learn about fashion photography as an important mode of capturing an image created by a stylist	10

Recommendation:

Web Search

Follow Fashion Bloggers

Instruction of Question Paper setter

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M.Sc FASHION DESIGN SYLLABUS 2019 BATCH ONWARDS

SUBJECT TITLE: Integrated Project-IV(Generic Subject)**SUBJECT CODE: MFD2404****SEMESTER: IV****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	0	2	0	1

Internal Assessment: 60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: Develop their own style and technique and learn how to express their views about their own style.

CO1: Develop their own style and technique and learn how to express their views about their own style.

CO2: The students are able to contribute to innovative thinking and to innovation processes.

CO3: The student have extended their experience in prioritizing needs when integrating projects with competing objectives.

CO4: To increase the creativity of students.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Attend Exhibitions	
UNIT-II	Attend workshops and Industrial visit	
UNIT-III	Submit Portfolio of session work	
UNIT-IV	Report will be submitted on given subjects on month prior to the end of the session on pervious paintings.	

Recommended Books:**Instruction of Question Paper setter**

- (i) Exhibition of his/her own art work done during 1st and 2nd Semester. Exhibition will be conducted at the end of semester.
- (ii) Review about art exhibitions.