



MATS UNIVERSITY, RAIPUR
SCHOOL OF FASHION DESIGNING & TECHNOLOGY

SYLLABUS

For

(Two Year Full-time Degree Programme)

Master of Design - Fashion Designing

(M. Des. - FD)

2025-27

(Semester Based Course)

SEMESTER -I

Semester - I			
Course Title	Design Research Methodology & Ecommerce (Theory)	Credits	4
Course Code	MDES DSC-101		
Learning Level			PO
CO	Course Outline		
CO1	Demonstrate the ability to choose methods appropriate to research aims and objectives		PO6
CO2	Understand the limitations of particular research methods		PO6
CO3	Develop skills in qualitative and quantitative data analysis and presentation		PO6
CO4	Develop advanced critical thinking skills		PO6
CO5	Demonstrate enhanced writing skills		PO6

Objective - This subject is designed to provide a clear know-how about various kinds of research, research methods and methodology to generate a research plan. It also includes role of IT in research.

Module I

Meaning and Objective of Research: Type of Research Descriptive/Analytical Research, Applied v/s/ Fundamental Research, Qualitative/Quantitative Research, Other types of Research, Significance of research and scientific method.

Module II

Research Process - Criteria of goods research, Identification research problem, Selection of problem, defining the research problem.

Module III

Research Design - Meaning and purpose of research design, Features of a good research design, Different research designs, Measurement & scaling techniques.

Module IV

Sampling Design - Implication and steps involved in sample design, Criteria of selection of sample, Different types of samples, Collection of data - primary and secondary, Interpretation of data - Techniques of analysis and precautions in interpretation.

Module V

Role of Computer in Research, Report Writing - Significance, Different Steps in report writing, Layout of report, Mechanics of writing a research reports,

Precautions of writing research report, Introduction to multimedia- its components, Multimedia applications. Applications of IT in Fashion Technology, E-commerce

Reference Books

1. *Hand Book on Methodology of Research* - R.P.A. Devadas.
2. *Introduction to research in education*, Ary Hort Reinhart (1982)
3. *Research in education*, best J N, Prentice hall, Delhi (1979)

Semester - I			
Course Title	Digital Design (Lab)	Credits	4
Course Code	MDES DSC-102		
Learning Level			PO
CO	Course Outline		
CO1	To use software, develop designs and draw		PO4
CO2	learn about software tools color theory, layout		PO4
CO3	to create concepts and ideas and to even sell them using Branding and advertising		PO4

Objective - This subject provides an understanding of Graphic Design to achieve competence in Computer Graphics. It inculcates the ability to represent and create Digital designs using image editing and image processing.

Module I

Introduction to tools of Coral Draw & Photoshop, Understanding Vector and Bitmap images & its Property.

Module II

Logo designing, Fabric Rendering, stitching detail & Flat sketches.

Module III

Layer merging, visiting card, Pamphlets & Menu card designing.

Module IV

Tech pack, Floats, T-shirts, Print designing & Texture development.

Module V

Conceptualized digital designing project – Trend page, Magazine cover page.

Reference Books

1. "Logo Design Love" by David Airey
2. "Creative Stuff: An Activity Book for Visual Thinkers" by Dave Gouveia and Chris Elkerton

Semester - I			
Course Title	Fashion Illustration & Design (Lab)	Credits	4
Course Code	MDES DSC-103		
Learning Level			PO
CO	Course Outline		
CO1	Students will learn to draw fashion figures by understanding body proportions		PO1,PO9
CO2	They will be able to enhance their rendering skills using different color mediums.		PO1,PO9
CO3	They will learn to draw different clothing lines based on principal and elements of design		PO1,PO9
CO4	Students will learn to draw garment with embroidery & appliqué design techniques by understanding its effects.		PO1,PO9
CO5	They will create stylized figures and innovative fabric textures that enhance their capability as an illustrator and enable the students to present an effective portfolio by using their illustration skills		PO1,PO4,PO9

Objective - The subject refines the students drawing and illustration skills with special emphasis on developing a signature style of sketching, provides understanding and exposure to design elements and visual communication of the same through illustration techniques.

Module I

Introduction to basic fashion figures – female, male, kids.

Module II

Detail in study in pencil and colour with light and shade of different types of folds, gathers and shape of fabric in dresses.

Module III

Effect of principal and elements of design in dresses, creating various textures using different techniques and medium – Nets, Knits, Velvet, Lace, Denims, Fur, Corduroy

Module IV

Samples of Fancy embroidery stitches and appliqué work.

Module V

Analyzing body shape and design of any celebrity and convert it into stylized fashion figures

Reference Books

1. *Fashion Drawing: The Basic Principles* - Anne Allen and Seaman.
2. *Professional Fashion Illustrations* - Julian Seaman.
3. *Encyclopaedia of Fashion Details* - Patrik John Ireland
4. *Fashion and Colour* - Mary Garth.

Semester - I			
Course Title	Intellectual Property Rights (Theory)	Credits	4
Course Code	MDES DSC-104		
Learning Level			PO
CO	Course Outline		
CO1	Distinguish and understand various forms of IPRs.		PO1
CO2	Identify criteria to fit one's own intellectual work in particular form of IPRs.		PO1,PO3,PO7
CO3	Apply statutory provisions to protect particular form of IPRs.		PO2,PO7
CO4	Develop skill of making search using modern tools and techniques.		PO2,PO7
CO5	Identify procedure to protect different forms of IPRs national and international level.		PO3,PO7

Objective - This subject imparts the basic understanding of Intellectual Property Rights (IPR) specifically as applied to the area of creative arts, fashion design and textile industry. The idea is to give an overall exposure to the students so that they not only learn how to protect their own rights but also learn how to respect others' rights.

Module I

Introduction to Intellectual Property Rights, present market scenario & need of intellectual property rights, types of IPR.

Module II

Copyright- Patent introduction to copyright & Patent, applicability& duration, difference between copyright and patent.

Module III

Industrial design & Trademark, introduction, applicability& duration, difference between Industrial design & Trademark.

Module IV

Trade secret & Geographical Indication, introduction, applicability & duration, difference between Trade secret & Geographical Indication.

Module V

Study of different brands, companies, industries and their IPR should contain Copyright, Patent, Industrial design, Trademark, Trade secret & Geographical Indication

Reference Books

1. *Intellectual property the law of copyrights, patents and trademarks*, By Schechter, Roger E. & Thomas, John R.
2. *Intellectual Property Articles and Books*: By Adam Daniel Moor, Department of Philosophy and Information School, University of Washington, 2001, 2004.
3. *Correa, Carlosm M., Research handbook on the protection of intellectual property under WTO rules: intellectual property in the WTO.*

Semester - I			
Course Title	Study of Tools & Techniques for Fashion Media (Project)	Credits	4
Course Code	MDES DSC-105		
Learning Level			PO
CO	Course Outline		
CO1	To understand the methods of writing media reports and articles		PO8
CO2	To able to understand work process in the field of fashion media		PO8
CO3	Understand issues of fashion media.		PO8
CO4	Understand the procedure of writing & publishing a Fashion Magazine		PO8

Objective - Fashion Media is one of the newest, most exciting avenues to open up in the fashion and lifestyle industry. With the multitude of domestic and international brands, companies and designers exploding into the Indian retail scenario, it has become essential for each of them to develop a unique brand identity and maximize its visibility. This is made possible by Fashion Communication professionals, who excel in extending the design strategy beyond the domain of the product, to include all aspects of communication design.

This subject should include following topics –

- Trend & Design Analysis
- Content Writing
- Fashion styling
- Fashion Photography.
- Graphic Design
- Consumer Behaviour etc.

Semester - I			
Course Title	Fashion Styling (Project)	Credits	2
Course Code	MDES DSC-106		
Learning Level			PO
CO	Course Outline		
CO1	Students will learn about fashion and new style techniques of different garments and will be able to introduce to today's fashion industry in a more creative way.		PO1
CO2	Students will gain knowledge about national and international fashion styles		PO1,PO3,PO7
CO3	Students will gain knowledge about costume, makeup, accessories and background and its impact on overall styling.		PO2,PO7
CO4	Students get Skilled in hand art to express ideas on draping styling through mind mapping and visual research.		PO2,PO7
CO5	Students are made capable to apply their knowledge in identifying the trends of fashion also they are made capable to showcase their collections and design work through digital media.		PO3,PO7

Objective - The course investigates the in-depth look at the dynamics of the image - making industry and thereby the many roles of the fashion stylist today. The integral focus is on the creation of a fashion image, for the runway, editorial fashion pages, advertising, catalogues or music promos, etc to inculcate understanding and projecting styling as an attitude, a fantasy, a way of living.

Module I

Introduction subject, understanding need of styling fashion and media.

Module II

Analyzing and study styling of famous Indian and international stylists

Module III

Importance of costume, makeup, accessories and background and its impact in overall styling.

Module IV

Thematically understanding the concept of fashion and styling and implementing in live projects.

Module V

Styling, image editing and presentation of project.

Reference Books:

1. *Fashion Stylist: A How to Guide Paperback* – April 20, 2012, by **Gillian Armour AICI CIP.**
2. *Style Wise: A Practical Guide to Becoming a Fashion Stylist* by **Shannon Burns-Tran.**
3. *The Book of Styling: An Insider's Guide to Creating Your Own Look* By **Somer Flaherty**

SEMESTER -II

Semester - II			
Course Title	Introduction To Nonwoven & Technical Textile	Credits	4
Course Code	MDES DSC-201		
Learning Level			PO
CO	Course Outline		PO7
CO1	To familiarize the students with nonwoven fabric and of technical textiles		PO7
CO2	To understand the process of nonwoven fabric manufacturing		PO7
CO3	Student will able to know about end used of nonwoven and technical textile in day to day life		PO7
CO4	Student will able to j=know how technical textile is used for garment		PO7
CO5	Student will able to know application of nonwoven in various apparel accessories		PO7

Module I

Introduction to Technical Textiles ,Scope of technical textiles, Fibers used in technical textiles

Module II

Technical yarns, Technical fabrics Finishes used for Technical Textiles, Introduction to nonwoven, Definition of Nonwoven and Introduction to textiles Composites, Type of Nonwoven, Type of Technical Textile

Module III

Production process of Nonwoven fabric – web formation, bonding methods and finishing.

Module IV

- Study of nonwoven interlining materials, their properties, and end-uses) collars, cuffs, waistbandsProvide structure, shape, insulation, and softness in coats, suits, etc..

Module V

Study of Sewing Threads, Labels & Tapes: Including care labels, brand tags, and functional tapes like seam sealing.Fasteners: Zippers, buttons, Velcro, and elastic tapes

for closure and fit. Shoelaces & Drawcords: Functional elements in footwear and sportswear., Specialty Fabrics: Umbrella cloth (taffeta) and others used for specific clothing needs.

REFERENCE BOOKS:

- 1) Adanur S, 'Handbook of Industrial Textiles', Wellington Sears.
- 2) Horrocks A.R, 'Handbook of Technical Textiles', Woodhead Publishing.
- 3) Wilusz E, 'Military Textiles'.
- 4) Fung W, & Hardcastle M, 'Textiles in Automotive Engineering'.
- 5) Scott R A, 'Textiles for Protection'.
- 6) Mallick P K, 'Fibre-Reinforced Composites'.
- 7) Miravate A, '3-D Textile Reinforcements in composite materials'.
- 8) Sen A K, 'Coated Textiles Principles and Applications'
- 9) Jinlian H U, 'Shape memory polymers and Textiles'.
- 10) Brown P J, & Stevens K, 'Nanofibres & Nanotechnology in Textiles'.

Semester - II			
Course Title	Fashion Process for Special Need (Project)	Credits	2
Course Code	MDES DSC-202		
Learning Level			PO
CO	Course Outline		
CO1	Students will learn to relate between costume, society (special children) and environment.		PO1
CO2	Students will learn about fashion and new style techniques of different garments and will be introduced to today's fashion industry in a more creative way.		PO1
CO3	Students can perform independent research of small scale and apply them in garments (design project). And will get the chance to showcase their collection in exhibitions and fashion shows.		PO2,PO10
CO4	Students will explore designing of different textile material and techniques.		PO1
CO5	They will learn about different challenges and design different clothing based on it.		PO1

- Project report must be done by individual student
- Study of different types of costumes for different group of people like Maternal wear, Handicapped etc.
- Creating concepts for Designing
- According to the inspiration & concept design 3 or 4 garments
- Should include following design process:
 - ✓ Theme
 - ✓ Mood
 - ✓ Colour
 - ✓ Trend & research
 - ✓ Client
 - ✓ Illustration
 - ✓ Flat sketch
 - ✓ Fabric & swatch
 - ✓ Tech pack
 - ✓ Cost sheet
 - ✓ Photo shoot

Note: *students need to take approvals from subject faculty before as well all in all steps while creating their garments.*

Semester - II			
Course Title	Fashion Marketing & Management (Theory)	Credits	4
Course Code	MDES DSC-203		
Learning Level			PO
CO	Course Outline		
CO1	Describe the apparel market and environment		PO4
CO2	Relate merchandising and business function		PO7
CO3	Modify the store setup by using visual merchandising		PO7
CO4	Combine merchandising presentation and customer relationship		PO7
CO5	Collect export marketing and documentation		PO8

Objectives: To acquaint the students with business organization and to familiarize them with basic management processes and concepts.

Module I

Basics of Management: Definition, nature, purpose and scope, role of management, Ethics and social responsibility of management. **Evolution of management thought,** Contribution made by Taylor, Gantt, Gilbreth, Fayol, Weber, Elton Mayo, Likert and McGregor, Peter F. Drucker, M.E. Porter.

Module II

Planning: Types of plans, process of planning, Management by Objectives, Nature and purpose of strategies. **Decision-Making:** Importance and steps in Decision Making.

Organizing: Concept of organization, process of organizing, bases of departmentation, Authority & Power, Staffing-Directing- Delegation-authority, responsibility, accountability, Steps to make delegation effective. Decentralization-purpose and types of decentralization.

Module III

Delivering and Promoting Product: Supply Chain Decisions: Nature, Types, Channel Design and Channel Management Decisions, Retailing, Wholesaling, Managing Logistics and Supply Chain. **Promotion Decisions:** Communication Process, Promotion Mix, Advertising, Sales Promotion, Public Relations, Direct Selling and Online Marketing. **Personal Selling:** Personal Selling Process, Managing the Sales Force, Designing Quota & Territories, Evaluating Performance.

Module IV

Understanding Marketing and Consumers: Definition, Importance, Scope, Various Marketing Concepts, Marketing Mix, Marketing vs. Selling, Effect of Liberalization and Globalization, Creating Customer Value.

Analyzing Marketing Environment- Micro, Macro Corporate Strategic Planning: defining role marketing strategies, marketing planning process.

Marketing Information System: Concept and Components, Understanding Consumer Behavior, Factors Influencing Consumer Buying Behavior, Business Buying Process, Understanding Business Buyer Behavior.

Module V

Emerging Trends in Marketing: Green Marketing, Event Marketing, Network Marketing, Direct Marketing, Social Marketing, Buzz Marketing/ Viral Marketing, Consumerism, **Customer Relationship Management (CRM)**, Customer Satisfaction, Loyalty, Retention, Global Marketing, Rural Marketing,

Reference Books

1. *Harold Koontz & Heinz Weihrich: Essentials of Management, Tata McGraw Hill*
2. *Stoner, Freeman, Gilbert Jr.: Management Prentice Hall India.*
3. *Heinz Weihrich & Harold Koontz: Management (A Global Perspective), Tata McGraw Hill.*
4. *Stephen Robbins & Coulter: Management Prentice Hall India.*

Semester - II			
Course Title	Conceptualized & Stylized Illustration (Lab)	Credits	2
Course Code	MDES DSC-204		
Learning Level			PO
CO	Course Outline		
CO1	Students will gain knowledge about national and international designer's design.		PO1,PO9
CO2	Students will learn to draw fashion figures by understanding body proportions		PO9
CO3	To enable the students to present an effective portfolio by using their conceptual illustration skills		PO1,PO9
CO4	They will create style figures for different categories		PO1,PO9
CO5	They will be able to draw different clothing lines based on selected/ particular themes. Students will learn about fashion and new style techniques of different garments and will be able to introduce it to today's fashion industry in a more creative way.		PO1,PO9

Objective - The course aims to understand the application of Elements and Principles of design to fabric and apparel. It seeks to explore the implication of design elements towards aesthetic appeal to the fabric / garment & principles of design in understanding silhouette, drape, feel and visual impact.

Module I

Study of illustration of best national and international designers/illustrators.

Module II

Different body and their proportions-height-hairstyle-facial expressions.

Module III

Conceptual illustrations –

- Avant garde
- Haute couture
- Traditional
- Formal & semiformal.

Module IV

Stylise illustration for different categories-

- Toddler

- kids(girl & boy)
- teenager
- Women
- Men

Module V

Students have to choose and approve particular theme and create and illustrate a collection of 10 garments, should include following:

- Theme
- Mood
- colour story
- 10 stylize illustrations
- Including accessories
- Background details

Semester - II			
Course Title	Innovative Fashion (Project)	Credits	4
Course Code	MDES DSE-201		
Learning Level	PO		
CO	Course Outline		
CO1	Students will be able to relate between innovative fashion, new trend -costume, society, and environment.	PO4	
CO2	They get skilled in hand art to express ideas on sheets through mind mapping and visual research	PO1,PO9	
CO3	Ability to create theme relevant boards which are essential in the design process	PO1	
CO4	Students will learn about innovative fashion and new style, techniques of different garments and will be able to introduce it to today's fashion industry in a more creative way.	PO1,PO9	
CO5	Students work will be best showcased, and they will get a chance to discuss and explain their work professionally.	PO3,PO10	

Objective - The Subject is developed to create closer links between design and industry, and to widen the horizon of design students, enabling them to make informed references to the dynamics of the design stake holders- to users, the market, new technology, economics, politics, law & the global environment.

- Make a group of 3-4 students
- Study of innovative fashion
- Creating concepts for Designing
- According to the concept design any innovative garment
- Should include following design process:
 - ✓ Theme
 - ✓ Mood
 - ✓ Colour
 - ✓ Trend & research
 - ✓ Client
 - ✓ Illustration
 - ✓ Flat sketch
 - ✓ Fabric & swatch
 - ✓ Tech pack
 - ✓ Cost sheet
 - ✓ Photo shoot

Note: students need to take approvals from subject faculty before as well all in all steps while creating their innovative dress.

Semester - II			
Course Title	Costume Studies Report (Project)	Credits	4
Course Code	MDES DSE-202		
Learning Level			PO
CO	Course Outline		
CO1	Students will learn the difference in the costumes of different art forms.		PO1
CO2	Develop an understanding about story, script, and character.		PO2
CO3	Students will understand the concept of costume designing and making in related to story		PO2
CO4	Students will be able to prepare different props, costumes, makeup for a particular concept/ script/ character.		PO1,PO7

Objective - *The subject aims to understand and appreciate aesthetics of Costumes and their meanings in living performing arts and ritualistic traditions.*

- ✓ Make a group of 3-4 students
- ✓ Study of different types of costumes all over the world
- ✓ Creating concepts for Designing
- ✓ According to the inspiration & concept design any garment
- ✓ Should include following design process:
 - Theme
 - Mood
 - Colour
 - Trend & research
 - Client
 - Illustration
 - Flat sketch
 - Fabric & swatch
 - Tech pack
 - Cost sheet
 - Photo shoot

Note: *students need to take approvals from subject faculty before as well all in all steps while creating their garments.*

Semester - II			
Course Title	Craft Studies & Design & Practices (Project)	Credits	2
Course Code	MDES DSC-205		
Learning Level			PO
CO	Course Outline		
CO1	Knowledge of craft and their variations.		PO2
CO2	Full knowledge of different types of crafts and their application.		PO2
CO3	Designing for Crafts with diverse utilities.		PO2
CO4	Communicate effectively in the field of Craft Industry.		PO2

Objective - The subject teaches the methodology of literature search & secondary data search for a diagnostic study in the context of the unorganized sector. The process of Collation & Presentation of the data in a documented format as well as the following stages of product ideation, design process and prototype development for subsequent design dissemination would be addressed.

- Introduction to subject, different national and local crafts.
- Identifying and analyzing craft cluster for studies.
- the project must have the following :
 - ✓ Objective
 - ✓ Location information
 - ✓ History of location and craft
 - ✓ Geographical location
 - ✓ Demography
 - ✓ Economical and social activities
 - ✓ Introduction of craft
 - ✓ Global market for the craft
 - ✓ Various crafts and their location
 - ✓ Crafts of state (Chhattisgarh)
 - ✓ Influence of craft in contemporary art/design
 - ✓ Methodology (for data collection) -interview/questioner /observation
 - ✓ Flowchart of craft making process with supporting photographs
 - ✓ Design directory of craft
 - ✓ Raw material and their sources
 - ✓ Stake holders
 - ✓ Result and discussion-Charts
 - ✓ Conclusions-strength & weakness

Semester - II			
Course Title	Basic & Functional Textile (Project)	Credits	4
Course Code	MDES DSC-206		
Learning Level			PO
CO	Course Outline		
CO1	Student will learn about the current scenario of fashion and textile industry		PO3
CO2	Student will understand about corporate social responsibility in textile and apparel industry		PO3
CO3	Student will understand the process required in textile and apparel industry		PO3

Objective - *The subject aims to orient the students in the field of functional /technical textiles and enable them to use the concepts in design research.*

- *Group work of 2-3 students in each group*
- *Studying Different textiles and their functionality.*
- *Identifying topic of study*
- *Report must include these following points:*
 - ✓ Objective
 - ✓ About the textile
 - ✓ Functionality and specialty of textile
 - ✓ Uses in textile/fashion /medical /appeal industry
 - ✓ Scope of product development in future
 - ✓ Costing
 - ✓ Product/swatch development process with supporting photographs
 - ✓ Flowchart
 - ✓ Conclusions-strength & weakness

BRIDGE COURSE

Semester - II			
Course Title	Fashion Fundamentals (Theory)	Credits	4
Course Code	MDES BC-001		
Learning Level			PO
CO	Course Outline		

Module I-

Introduction to colour- the Colour theory- Colour Wheel- Dimension of colours- Colour harmony- Psychology of colours- various colour schemes.

Module II

Principles of design – Proportion – Balance – rhythm.

Module III

Basic concepts and Garment Details, types of silhouettes

Module-IV:

Factors affecting fashion, Fashion merchandising, Fashion terminology- classic, fad, croquis, brand, licensing, trend, silhouette, apparel , kun-ball-tags, haute couture etc.

Module-V:

Fashion Cycle- definition, stages of fashion cycle, Fashion Forecasting-why forecast, what to forecast, how to forecast.

Semester - II			
Course Title	Garment Designing & Construction (Lab)	Credits	4
Course Code	MDES BC-002		
Learning Level			PO
CO	Course Outline		

Module - I

Introduction about subject and tools & Techniques

Module – II

Illustration & Pattern Making

Module – II

Garment Designing Approval

Module- IV

Pattern Making & Cutting

Module – V

Garment Construction

SEMESTER -III

Semester - III			
Course Title	Entrepreneurship & Business plan development (Theory)	Credits	4
Course Code	MDES DSC-301		
Learning Level			PO
CO	Course Outline		
CO1	Student will explore entrepreneurial skills and management function of a company with special reference to sector.		PO10
CO2	Student will identify the type of entrepreneur and the steps involved in an entrepreneurial venture		PO10
CO3	understand various steps involved in starting a venture and to explore marketing methods & new trends in entrepreneurship		PO10
CO4	about Foundation of Entrepreneurship Development and its theories		PO10

Objective - The objective of the subject is to impart basic knowledge and skills in the areas of entrepreneurship and Small Business Management, preparing the students to set up their own enterprise.

Module I

Introduction: why entrepreneurship, what motivates entrepreneurship – Meaning, importance, demand, characteristics of Entrepreneur, Principles.

Module II

Education, innovation and entrepreneurship Fashion and apparel Entrepreneurship education, importance of Fashion and apparel design as Entrepreneurial Avenue, incubators for Fashion and apparel Entrepreneurial training

Module II

Socio-cultural factors, Access to early stage finance Business environment for entrepreneurship, Role of Entrepreneurship in the Economy: Creating Value

Module IV

Entrepreneurship in India, The importance of government policies Entrepreneurship and the Banking Sector, risk management

Module V

Workplace management responsibilities – Controlling costs –Labour scheduling, store maintenance – Reducing inventory shrinkage, **Store Design** – Layouts – signage and Graphics – Feature Areas – Space management – Visual Merchandising –Fixtures, Presentation techniques

Customer Service strategies – Service recovery –Listening to customers, providing a fair solution, Resolving problems quickly

Reference Books

1. *Retailing Management* by Michael Levy, Barton A Weitz, Ajay Pandit
2. *The Business of Fashion designing, Manufacturing and Marketing* by Leslie Davis Burns, Nancy O Bryant
3. *Inside fashion Business* by Dickerson Kitty G.

Semester - III			
Course Title	Apparel Quality Analysis (Theory)	Credits	4
Course Code	MDES DSC-302		
Learning Level			PO
CO	Course Outline		
CO1	To learn the importance of quality in various processes of the garment industry		PO2
CO2	To determine the fabric testing of various material		PO4
CO3	To understand the concept and importance of care labels		PO1,PO7
CO4	To Judge the quality of fabrics		PO1

Objectives:

- To familiarize students with different apparel quality standards, their underlying principles and the international accepted standards and test methods.
- To familiarize students with the different testing equipments, their underlying principles and the international accepted standards, test methods and the language of measurement
- To develop understanding of the importance of quality control in Apparel field.

Module I

Introduction to quality standards, Levels and sources of quality standards, British standards and ISO standards, ISO 9000, ISO 1400, ASTM Standards, Total management system .

Module II

- Eco-management of textile and apparel
- Global scenario
- Eco mark & environment friendly textiles
- Garment defects
- Cutting defects
- Sewing defects
- Assembly defects
- Pressing
- Finishing and packing defects

Module III

- Eco specification & restrictions in apparel & textiles
- Dry cleaning using ozone depleting chemicals
- Azo dye stuffs
- Color fastness

- Brightness • Softening agents

Module IV

- Starting a quality control program
- Implementation of quality system in production line
- Product specification and analysis using analytical tools
- Quality management through inspection
- Testing and sewing quality tools

Module V

- Quality costs and customer returns
- Inspection procedures
- AQL and quality control

References Books

1. *An introduction to quality control for the apparel industry* By Pradip V. Mehta, J.S.N. International, 1985
2. *Managing quality in the apparel industry* By Pradip V. Mehta, Satish K. Bhardwaj

Semester - III			
Course Title	Trend Research & Forecasting (Project)	Credits	4
Course Code	MDES DSC-303		
Learning Level			PO
CO	Course Outline		
CO1	Students will be able to relate between new trend - costume, society and environment.		PO1
CO2	They will get Skilled in hand art to express ideas on sheets through mind mapping and visual research		PO1,PO9
CO3	Students will learn about fashion and new style techniques of different garments		PO1,PO3
CO4	Introduce them to today's fashion industry in a more creative way.		PO1
CO5	Students can perform independent research of small scale and apply them in garments (design project). And get the chance to showcase their collection in exhibitions and fashion shows.		PO2,PO10
CO6	Students will explore designing of different textile material and techniques		PO2

Objective - *To understand the concept of trend research that leads to forecasting and its utilization to make future plans and develop new product range*

- Project report must be done by individual student
- Study of different types of trends and analyzing forecast and understanding market & consumer demand.
- Understand different season & work according to those forecasts.
- According to the trend & forecast, design 3 or 4 garments including accessories.
- Should include following design process:
 - ✓ Theme
 - ✓ Mood
 - ✓ Colour
 - ✓ Trend & research
 - ✓ Client
 - ✓ Illustration
 - ✓ Flat sketch
 - ✓ Fabric & swatch
 - ✓ Tech pack
 - ✓ Cost sheet
 - ✓ Photo shoot

Note: *students need to take approvals from subject faculty before as well all in all steps while creating their garments.*

Semester - III			
Course Title	Professional practices & Ethics (Theory)	Credits	4
Course Code	MDES DSC-304		
Learning Level			PO
CO	Course Outline		
CO1	Understand issues of ethics and morality specifically related to the Fashion designing profession.		PO10
CO2	Develop strategies for undertaking research and design for projects and select appropriate research methods on projects.		PO10
CO3	Demonstrate an understanding of management skills.		PO10
CO4	Student will learn about the own partnership firm and learn about how to start their own new business. Also, about the basic income tax laws.		PO10
CO5	Identify and use appropriate sources of information when developing professional documents		PO10

Objective - This subject focuses on the basic principles of communication, ethics and etiquettes for the work place.

Module I

Introduction to subject, Need of professionalism

Module II

Manners, Importance of manners, Good & bad manners, what is etiquette- basic manners and etiquette, good & bad etiquette

Module II

Ethics, Workplace Ethics & Behavior, self-esteem-high & low self-esteem

Module IV

Observational learning, negative and positive behaviours, Bandura's social cognitive learning theory- Attention, Retention/Memory, Initiation, Motivation

Module V

Organizational Behaviour, individuals in organizations, work groups, how organizations behave

Reference Books

1. *Publications of Handbook on Professional practice by IIA.*
2. *Roshan Namavati, Professional practice, Lakhani Book Depot, Mumbai 1984.*
3. *WTO and GATT guidelines.*
4. *Working Ethics: How to Be Fair in a Culturally Complex World by Richard Rowson Jessica Kingsley, 2006.*
5. *Ethics and Professionalism , John Kultgen, University of Pennsylvania Press, 1988.*

Semester - III			
Course Title	Intenship (Project)	Credits	4
Course Code	MDES DSC-305		
Learning Level			PO
CO	Course Outline		
CO1	Describe use of advanced tools and techniques encountered during industrial training and visit.		PO5
CO2	Participate in the projects in industries during his or her industrial training.		PO5
CO3	Interact with industrial personnel and follow engineering practices and discipline prescribed in industry.		PO5
CO4	Develop awareness about general workplace behavior and build interpersonal and team skills.		PO5
CO5	Prepare professional work reports and presentations.		PO10

Students will have to conduct market survey in different sectors of fashion sectors and garment industries with reference to the current trends and styles in fashion and forecast the future trends and styles during the semester and asked to submit and present a report which will be evaluated by a team consisting internal and external experts.

Semester - III			
Course Title	Research Paper Publication	Credits	2
Course Code	MDES DSC-306		
Learning Level			PO
CO	Course Outline		
CO1			
CO2			
CO3			
CO4			
CO5			

Objective- Student has to write a review paper /research paper/book chapter to pass in this course.

SEMESTER -IV

Semester - IV			
Course Title	Design as Luxury (Theory)	Credits	4
Course Code	MDES DSC-401		
Learning Level			PO
CO1	Students understand the foundations, values, and philosophy behind luxury. Ability to identify what makes a product or brand “luxury”		PO1
CO2	Students learn advanced construction techniques and luxury-level finishing. Ability to create garments that meet couture standards.		PO7
CO3	Students can build a luxury brand identity and design communication strategies. Understanding of how luxury brands create aspirational value.		PO7
CO4	Students explore future trends and sustainable alternatives in luxury. Ability to apply innovation while maintaining luxury appeal.		PO7
CO5	Students can conceptualize and create a luxury collection end-to-end. Ability to strategize market positioning for luxury products.		PO7

Module I

Foundations of Luxury – Concepts, Culture & Evolution, Meaning of luxury: historical, cultural and contemporary perspectives, Evolution of luxury fashion houses Psychology of luxury consumption, Craftsmanship as a symbol of luxury , Case studies of Luxury brand

Module II

Luxury Design Aesthetics, Materials & Construction, Principles of luxury aesthetics, High-end fabrics: silk, cashmere, exotic skins, fine wool, haute couture materials Embroidery & couture techniques: Zardozi, Aari, Tambour beading (Lesage), Swarovski integration Surface luxury: texture, finish, sheen, hand-feel ,Haute couture draping and tailoring standards, Finishing & detailing for luxury garments

Module III

Luxury Brand Identity, Communication & Experience Design, DNA of luxury brands: storytelling, heritage, icons, monograms, Visual identity: logo, typography, colour prestige, packaging design, Luxury communication strategies: Celebrity culture Brand

ambassadors, High-fashion shoots, Runway storytelling, Customer experience (CX): store ambience, sensory design, hospitality Digital luxury: AR/VR try-ons, metaverse fashion, social media exclusivity, Fashion shows & luxury presentations

Module IV

Innovation, Sustainability & Future of Luxury Fashion, Redefining luxury: slow luxury, circular luxury, ethical production, Sustainable materials & eco-luxury trends, Technology-driven luxury: AI-driven design, 3D printing, Digital couture Luxury Apparel as per different generation

Module V

Luxury Collection Development & Market Strategy, Research → Concept → Mood board → Luxury Collection planning, Developing high-end design portfolios, pricing strategies in luxury fashion, Limited editions & exclusivity as design strategy, Global luxury consumer behaviour, Portfolio making, look-book creation & luxury presentation, Final luxury design project / mini couture collection

Semester - IV			
Course Title	Smart and Functional Fashion Apparel (Theory)	Credits	4
Course Code	MDES DSC-402		
Learning Level			PO
CO1	Eliminate the divide between "fashion" (aesthetics) and "engineering" (utility) by teaching students how to design garments that are both visually compelling and technically functional.	PO2	
CO2	To Provide a working knowledge of advanced materials to student.	PO7	
CO3	Student will understand the manufacturing process of smart and functional apparel.	PO7	
CO4	Evaluate the sustainability and ethical implications of smart wearables, including end-of-life recycling and e-waste management	PO7	
CO5	Create a market-ready prototype that solves a specific functional problem while maintaining high fashion aesthetics.	PO7	

Module 1: Foundations of Functional Fashion

This module introduces the intersection of fashion, function, and physiology.

- 1.1 The Concept of Function in Fashion:
 - Aesthetics vs. Utility: Balancing style with performance.
 - Psychology of wear: Comfort, mobility, and sensory perception.
 - The "3-Layer System" theory (Base, Mid, Outer layers).
- 1.2 Human Factors and Ergonomics:
 - Anthropometry for dynamic movement (designing for bodies in motion).
 - Thermoregulation mechanisms of the human body.
 - Moisture management and breathability requirements.
- 1.3 Material Selection for Apparel:
 - Overview of membrane technologies (Gore-Tex, Sympatex).
 - Selection of linings, interlinings, and trims for functional garments.

Module 2: Performance Apparel Design & Construction

Focuses on technical design skills required for sportswear, outerwear, and protective fashion.

- 2.1 Technical Pattern Making:
 - Articulation: dart manipulation and seam placement for movement.
 - Zero-waste pattern cutting for functional efficiency.
 - Compression garment construction.
- 2.2 Seaming and Assembly Technologies:
 - Sew-free technologies: Ultrasonic welding, laser cutting, and bonding.
 - Seam sealing and taping for waterproofing.
 - Placement of ventilation zones (mesh inserts, laser perforations).
- 2.3 Designing for Extremes:
 - Cold weather insulation (down vs. synthetic fill design).
 - High-visibility and reflective safety integration in urban fashion.

Module 3: Integrating Tech: Smart Fashion & Wearables

This module covers how to embed technology into garments without compromising style or wearability.

- 3.1 The Aesthetics of Technology:
 - Hiding vs. Highlighting: Design strategies for embedding electronics.
 - Hard-Soft Interfacing: Connecting rigid batteries/sensors to soft fabrics.
- 3.2 E-Textile Garment Construction:
 - Embroidery as circuitry (conductive threads in decoration).
 - Integration of LED lighting for fashion and safety.
 - Capacitive touch sensors (buttons/sliders) integrated into sleeves or pockets.
- 3.3 3D Printing and Digital Fabrication:
 - 3D printed fashion elements (structures, meshes, buttons).
 - 4D printing (materials that change shape over time/stimuli).

Module 4: Specialized Applications & Adaptive Wear

Applying functional concepts to specific fashion market sectors.

- 4.1 Athleisure and Activewear:
 - Yoga to Street: Designing for multi-context environments.
 - Bio-monitoring integration for fitness tracking.
- 4.2 Adaptive and Inclusive Fashion:
 - Designing for disability: Magnetic closures, seated fits, sensory-friendly fabrics.
 - Smart textiles for elderly care (fall detection, health monitoring).
- 4.3 Medical and Wellness Fashion:
 - Therapeutic textiles (drug-releasing fabrics, compression therapy).
 - UV protective clothing (UPF) design.

Module 5: Prototyping, Ethics, and Future Trends

The product development lifecycle and the future of the industry.

- 5.1 Prototyping Smart Garments:
 - Iterative design process: From breadboarding electronics to final tech pack.
 - Sourcing functional components vs. standard notions.
- 5.2 Care and Durability:
 - Washability standards for e-textiles.
 - Detachable component design (making electronics removable for washing).
- 5.3 Sustainability and Circularity:
 - The e-waste problem in fashion.
 - Biodegradable smart materials.
 - Digital fashion and virtual prototyping (CLO3D).

Recommended Reference Books

1. "Activewear: Forecasting, Design and Tech Packs" by *E.R. Witt and M.B. LePechoux*
2. "Smart Textiles for Designers: Inventing the Future of Fabrics" by *Rebecca Pailes-Friedman*
3. "Fashion and Technology: A Guide to Materials and Applications" by *Aneta Genova*

Semester - IV			
Course Title	Patent Design (Research Work)	Credits	6
Course Code	MDES DSC-403		
Learning Level			PO
CO	Course Outline		
CO1			
CO2			
CO3			
CO4			
CO5			

Objective : Student has to create new design or process or product and have to apply for Patent.

Semester - IV			
Course Title	Final Dissertation With Thesis	Credits	8
Course Code	MDES DSC-404		
Learning Level			PO
CO	Course Outline		
CO1	Plan, and engage in, an independent and sustained critical investigation and evaluation of a chosen research topic relevant to Fashion environment and society		PO6
CO2	Systematically identify relevant theory and concepts, relate these to appropriate methodologies and evidence, apply appropriate techniques and draw appropriate conclusions		PO6
CO3	Understand and apply ethical standards of conduct in the collection and evaluation of data and other resources		PO6
CO4	Communicate research concepts and contexts clearly and effectively both in writing and oral		PO6
CO5	Will be able to design a costume according to the research done		PO6

The module aims to apply the knowledge and skill acquired during the course work in an identified area in a real life context. It may be culmination of students' personal ideas and investigation towards the realization of an original body of work.