

SWAMI VIVEKANAND UNIVERSITY

SAGAR (M.P.)



SYLLABUS

For

M.A. in Fashion Designing

Course Code : MAFD

Department of Fashion Designing

Faculty of Fashion Designing

Duration of Course : 2 Year

Examination Sem : Semester

Examination System : Grading

Swami Vivekanand University, Sironja Sagar (M.P.)

2016-2018

SWAMI VIVEKANAND UNIVERSITY

SAGAR (M.P.)



SYLLABUS

For

M.A. in Fashion Designing

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Swami Vivekanand University, Sironja Sagar (M.P.)

2016-2017



Draft & Pattern making technology MAFD -101

Unit-1

Marks:9

Standard measurement charts for children, Standard measurement charts for adults- male and female, Taking measurements- three styles of taking measurement, areas of measurements, Drafting tools, Basic grain lines-straight,.

Unit-2

Marks:9

Drafting of Basic bodice block of a child. Drafting of sleeves- plain, puffed, flare, lego' mutton, ruffle, cap, raglan, drop shoulder, epaulette, tulip, hanky, Bushirt, Magyar, kimono, Dolmon, shirred, bell, bishop, lantern. Drafting of Collars – Peter pan, cape, bias, flat tennis, sailors, Chelsea, bishop, shawl, wing, shirt, rippled, Chinese, coat, cowl.

Unit-3

Marks:8

Drafting of Kids -slip and panty and romper, Drafting of frocks(A line, circular, frock with yoke, frock with empire, normal and low waist line), Drafting of skirts- gathered, novelty gathered, two tied, pleated(knife, box inverted, sunray, kick), straight, a- line, pegged, tulip, circular, gored, handkerchief, hip rider, slashed, Drafting of a Jumpsuit.

Unit-4

Marks:8

Designing of all kinds of casual and formal wear garments for children (romper, frock, skirt, night suit, sundress, jumpsuit) Paper patterns of all kinds of casual and formal wear garments for children (romper, frock, skirt, night suit, sundress, jumpsuit), on full scale, with all specifications.

Unit-5

Marks:14

Drafting of an Adult bodice block, Drafting of adult sleeve and its alterations. Drafting of Women's saree blouse and choli blouse, Drafting of salwar kameez, churidaar pajama, pajama, kalidaar kurta, Drafting of trousers and shirt. Designing of all kinds of adult casual and formal wear garments (blouse, top, skirt, salwar suit, night suit, nighty gown, kurta pyjama, trousers), Paper patterns of all kinds of adult casual and formal wear garments (blouse, top, skirt, salwar suit, night suit, nighty gown, kurta pyjama, trousers), on full scale, with all specifications.

Internal

Marks:8

Practical

Book recommended:

Advanced Drafting & Draping by Manmeet Sodhia Kalyani Publishers



Swami Vivekanand University, Sagar(M.P.)



Library reference:

Basic Processes and clothing const. by Sherie Doongaji Rajj Prakashan.

Text book of clothing and textiles by Sushma Gupta Kalyani Publishers Pattern cutting

made easy by Gillian Holman Batsford Garment const. skills by Premlata Malik Kalyani Publishers



Textile studies-I MAFD -102

Unit-1

Marks:9

Classification of fiber-natural and manmade, names and source, Flow chart for production processes of woolen, worsted, cotton and blended yarns.

Unit-2

Marks:9

Properties and uses of natural (vegetable and animal) fibers - cotton, silk, wool, linen, etc. Properties and uses of man made fibers.-nylon, rayon, acetate acrylic, mod acrylic, etc.

Unit-3

Marks:8

Conversion of fiber to yarn- blending, opening, cleaning, carding, doubling, combing, drawing, roving, spinning, yarn twisting

Unit-4

Marks:8

Identification of fibers- feeling test, burning test, chemical test, Fiber quality requirement for suitability of fabrics

Unit-5

Marks:8

Elementary idea of the processes of conversion of yarn into fabric, i.e., weaving, knitting, non-woven, Industrial visit.

Sessional

Marks:8

Book recommended:

Introduction to textiles by KVP Singh Kalyani Publishers

Library reference:

Textiles-fiber to fabric by Bernard P. Corbman McGraw- Hill



Sketching & fashion Illustration MAFD -103

Unit-1

Marks:9

What is color? Dimensions of colour- hue, intensity and value. Colour wheel, Colour mixing, color schemes and combinations- complimentary, analogous, split complimentary, warm and cool colors, tints, tones and shades, monochromatic, achromatic, pastels and dusty pastels. - The effect of these color schemes. Effect of colors- red, green, blue, yellow, pink, orange, purple, black, white, grey, neutrals.

Unit-2

Marks:9

Textures - thread pulling, thread crumple, thread rolling, paper dabbing, wax rubbing, wax drop, smoke, blade, leaf, flower, butterfly, lace, jute, thumb, matchstick, sponge, cabbage, potato, onion, chilly, lady finger, ink drop, ink blow, drop ink, batik, leather, dry brush, mesh, comb, cloth dabbing etc. Textural effects, Use of textures in fashion designing etc.

Unit-3

Marks:8

Fashion terminology commonly used in the industry, Classic and innovative fashion details- necklines, collars, sleeves, waistlines, cuffs, skirts, trousers, yokes, waistlines, pockets, etc. Illustration of garments.

Unit-4

Marks:8

Elements of design- dot, line, checks, silhouettes, colour, texture, etc.-its effects. Principles of design- repetition, gradation, dominance, Unity, harmony, contrast, proportion, balance, rhythm- its effects.

Unit-5

Marks:8

Basic block figures• Normal figure and fashion figures, Fashion block figures with all, Basic croqui drawing- all sizes, Fleshing of block figures, Draping of garments, Designing on varied themes, e.g., environment, seasons, cosmetics, jewellery, etc. Use of all kinds of colour mediums.

Internal

Marks:8

Book recommended:

Design Studies by Manmeet Sodhia Kalyani Publishers

Library reference:

Fashion and color by Mary Garthe Rockport Publishers Color Harmony 2 by Bride M.Whelan Rockport Publishers Fashion Source Book by Kathryn Mckelvey Blackwell Science Encyclopedia of fashion details by Patrick John Ireland Batsford 9 Heads by



Swami Vivekanand University, Sagar(M.P.)



Nancy Riegelman Pearson Education Fashion Sketchbook by Abling Fairchild



History of Fashion India MAFD -104

Unit-1

Marks:9

Origin of Clothing(Dress),Stone age,Neolithic Age, Bronze Age,Vedic Age, Changing scenario of Indian costumes, Costumes and fashions in the Mohenjodaro period, Rajasthani style of sari of the 15th century, Dress During Mauryan and Sunga Period.

Unit-2

Marks:9

Independence movement and its influence in ushering in khadi, Dresses during Kushan Period, Dresses during Satvaha Period,Dresses during Gupta Period.Dresses During Mughal period.

Unit-3

Marks:8

Indian traditional textiles (embroided- kasida, chickenkari, Kantha, phulkari), Traditional embroideries of Chamba rumal, kathiawar, kutch, gujarati, Sindhi, gold and silver embroidery. Fabric, Colours, motifs, stitches used in Indian traditional embroidery, Woven Indian traditional textiles- (kota, baluchaar, brocade, kangiveram, chanderi, tangail)

Unit-4

Marks:8

Brief history of these woven textiles of India. Colours and motifs used in woven Indian traditional textiles, Production processes of various woven Indian textiles. Printed- (hand block printing-sanganeri) traditional textiles of India. Dyed- (Ikkat, patola, tie and dye) traditional textiles of India. Painted- (kalamkari.) traditional textiles of India. Brief history of printed, dyed and painted textiles of India. Colours, motifs, stitches used in printed dyed and painted Indian traditional textiles of India. Production processes of various dyed, printed and painted Indian textiles.

Unit-5

Marks:8

Painted- (kalamkari.) traditional textiles of India. Brief history of printed, dyed and painted textiles of India. Colours, motifs, stitches used in printed dyed and painted Indian traditional textiles of India. Production processes of various dyed, printed and painted Indian textiles.

Internal

Marks:8

Book recommended:

History of Fashion by Manmeet Sodhia Kalyani Publishers.



Swami Vivekanand University, Sagar(M.P.)



Library reference:

Traditional Indian Textiles by Parul B. Abhishek Publications
Insiders Guide to South India by Brian Bell APA Publications
A celebration of style by Sharada Dwivedi AJSK Publications
Colourful Textiles of Rajasthan by Gulab Kothari Jaipur Printers
Fashion Kaleidoscope by Meher Castelino Rupa and company
Indian Fashion by Hindol Sengupta Pearson Education
A celebration of style by Sharada Dwivedi AJSK Publication



Computer Application and Design MAFD -105

Unit – I PRACTICAL-

Marks:50

Introduction to Computers:

Computers in our Lives, Why study Computer Technology, Importance of Computer Literacy, Computer in your career (Computer Knowledge opens doors, Computer Graphics & Design), A (Super computers, Mainframe Computers, Minicomputers, Workstations, Personal Computers, Variants of Personal Computers), Introduction to Information Technology & Information Technology Industry Processing Data, Defining Data, Processing, Knowledge, applications of Computers, History of Computers, Computer Generations, Shapes/Types of Computers Information, How Computers represent data, Units of measure of computer memory and storage, Fundamental Computing Model (Input – Process – Output), How computers process data

Unit - II

Parts of a Multimedia Personal Computer

Hardware & Software, How hardware make system useful. Critical hardware– (Motherboard, Processor, Memory, input devices, output devices, storage devices), Input Devices, keyboard, mouse, trackball, Alternate input devices (Pen, Touch-screen, Game Controllers, Bar Code Readers, Image Scanners, OCR< Microphones, Video Input, Digital Camera), Output Devices, Monitors, Its different types, Comparison of various types of monitors, video controllers, PC projectors, Sound Systems, Printers and its different types, Functioning of various types of Printers. Storage Devices, How data is organized on a Magnetic Disk, Magnetic Storage Devices (Floppy Disks, Hard Disks, Magnetic Disks, Tape Drives, Zip Drives), Optical Storage Devices, (CD-ROM, DVD-ROM, CR-Recordable, CD-Rewritable, Photo CD). Processing Devices, Central Processing Unit, CPU Speed, Different types of CPUs, Memory, Cache Memory, Main Memory, Flash Memory (USB Memory Sticks), Different Connector Ports, Slots and Boards. CVT, UPS.

Unit - III

Computer Software:

Explanation of a Computer Software (Need, Definition, Application etc), Basic Types of Software (Application Software and System Software), Operating System, The role of the operating system, The User interface-GUI and CUI, running programs, Managing Files, Managing Hardware, Utility Software(Paint, Wordpad, Notepad, Calculator). Different operating systems (Unix, DOS, Mac OS, Windows 3.x, OS/2 Warp, Windows NT, Windows 95 & 98, Linux, Windows 2000. Device Drivers, Applications Software - Common Examples Computer Security Concerns, Ergonomics, Ergonomic



Workstations, Virus & Antivirus Word Processing Programmes, Word Processing

Programmes and Their Uses, The Word Processor's Interface, Entering & Editing Text , Copying, Cutting, Pasting, Formatting Text, Character Formats (Fonts, Type Size), Paragraph Formats (Line and Paragraph Spacing, Indents and alignments, Tabs & Tab Stops, Borders, Shading and Shadows), Document Formats (Page and Size and Orientation, Headers and Footers, Columns and Sections). Special Feature of Word Processing Software Language Tools – (Spell Checker, Grammar Checker, Thesaurus), Tables, Mail Merge, Adding Graphics & Sounds Converting Documents into World Wide Web pages.

Unit - IV

Computer Graphics:

Different Computer Graphic Files like GIF, JPEG, PNG, BMP, TIFF etc, Introduction to Computer Graphic Application, Image Scanner, Types, Installation, Basics of Scanning. Basic Computer Graphics Skills (using CorelDraw or Macromedia Fireworks or Pain Shop Pro), Definition and Difference between Raster & Vector Graphics, Introduction to different computer graphic files like BMP, PNG, TIFF, GIF, JPEG, Setting up a graphics page in terms of width, height, resolution and color. Creating Basic Shapes like Lines, Rectangles, Squares, Circles, Ellipses, Polygons, Free Form Shapes, Modifying basic shapes, Selecting the above created shapes, changing lines, fills, colors, textures of the selection., Using Text Tool, Creating Text Objects, Changing Font, Font Size and Color of the Text Objects. Installing and Using a Scanner. Scanning and Saving files in different file formats according to file size and resolution.

Presentation Graphics:

Basic purpose of Presentations, Slides, Presentation Programme Interface, Process of creating a presentation, Basic rules of a good presentation, Formatting Slides, Creating Slide Shows.

Unit - V

Internet Usage Concepts:

Understanding Internet, Physical Structure of Internet, Logical Structure of Internet, Internet Concepts, Common softwares used on Internet (Browsers, Email Clients, Web Servers, Domain Name Servers, Browser Plugins), Introduction to a Web Page and Web Site, Web Address. Understanding a General Web Site: Text Information, Graphical Information, Animations, Navigation Bars/ Menus, Hyperlinks and Forms. General Types of Sites: Simple Profile Website, Web Portals, Email Sites, Search Engines. Using a Search Engine to Find Information on the Net. Popular Search Engine Sites like, Google, Yahoo, Lycos, Rediff Search etc. Understanding a search “keyword”, Using “ “



and + signs in specifying keywords. Managing Emails: Creating an Online email account, email account user names and passwords, opening an email account, understanding inbox, compose, sent items etc folders of a web based email account. Creating and Sending Emails. Opening Emails. Sending Attachments with emails. Downloading Attachments from emails. Net etiquettes.

Surfing Internet, Emails, Sending , Receiving and Managing Emails, Address Books Computer Graphics, Creating Simple Computer Graphics.

Identifying a Network, Different Structure of Networks, Network Topologies, Accessing Resources in a Network, Sharing Resources in a Network.

Presentation Graphics Practical:

Marks:100

- File: Page Setup, Slide Sizes & Orientation, Orientation of Slides, Notes, Handouts, Outlines.
- Edit: Duplicate, Delete, Select all, Find & Replace
- View: Normal, Slide Sorter, Slide Show (F5), Notes Page, Master[slide master, handout master, notes master] , Color & Grey Scale, Toolbars, Grids & Guidelines, Header Footer, Zoom
- Insert: Slide No, Duplicate, Text Boxes, Pictures, Table, Slide from Files
- Format: Font, Slide Layout, Slide Design, Background, Setting the default settings.
- Tools: Spellings
- Slide Show: View Show, Setup Show, Rehearse Timings, Animation Scheme, Custom animations, Custom Shows, Slide Transitions, Hide Slide, Animation Scheme, Custom Shows.
- Window: Arrange All, Cascade, New Window, Switch between windows.
- Help, Office Assistant

Advanced Word Processing Skills, Presentation Graphics, Basic Computer Graphics Skills (using CorelDraw or Macromedia Fireworks or Paint Shop Pro), Securing Computer Data, Using Acrobat Reader, Advanced Internet Usage Concepts.

Practical Using a Personal Computer:

- Recognizing various Parts and switches of a PC & Peripherals
- Starting and shutting down a Windows PC
- Introduction to Windows
- Identifying various components of a Window (Desktop, Task Bar, Icons, Start Menu)
- Using the Mouse
- Introduction to Start Menu, Desktop, Task Bar and Icons.
- Creating a text file.
- Using the Keyboard



- Starting & Closing Computer Application.
- Creating/ Using different types of Computer files like : text files, graphics file, audio file, video file, database file, spreadsheet file, presentation file etc.
- Fundamentals of Data Organization on a PC, Introduction to a File System, Using a File System, Preparing a Drive, Creating, Modifying and Transferring Data on different Drives.
- Performing File Management operation in Text Mode and Graphics Mode
- Installing and Uninstalling a Window Based Application.
- Using Windows Accessories.
- Using a Word Processing Application
- Using a Spreadsheet Application.

Word Processing Practical:

- File : Save as a web page, Search options, viewing page properties, customizing page setups, margins, paper, layouts
- Edit: Using goto to go to Page, Footnotes, End Note
- View: Header, Footer, Zoom, Normal Layout, Web Layout, Print layout, Outline Layout, Toolbars, Creating a Custom Toolbar.
- Insert: Symbols, Comments, Pictures, Bookmarks, Hyperlinks, Files
- Format: Background, Themes, Auto Formats, Bullets & Numbering, Border & Shading Tab Settings.
- Tools :Language, Word count, Thesaurus, Password Protecting a file, Auto Correct, Options Settings overview, using Mail Merge Wizard, Envelops & Letters Wizard.
- Table : Drawing, Inserting, Deleting, Sorting a Table , Merge cells, Split cells. Auto fits.
- Window: Split, Arrange, Switching between documents
- Help : About Microsoft Word. Spreadsheet Software
- Spreadsheet Programs and their uses
- The spreadsheet's interface
- Entering Data in a Worksheet, Labels, Values, Dates, Formulas,
- Editing and Formatting a worksheet
- Adding Charts and Images to a Worksheet.

Books Recommended:

Peter Norton's Introduction to Computers 4th Ed. By Peter Norton TMGH.



Fashion Photography & Fashion Show MAFD -106

OBJECTIVE-Introduce the student to photography and guide them on tools required for fashion photography.

PRACTICAL-

Marks:50

UNIT-I

- Introduction to photography as a technique and art? How is image created?
- Basic parts of a professional camera and its function.
- Lighting techniques- indoor and outdoor

UNIT-II

- Principles of compositions
- Lenses, focal point and its uses
- Fashion styling

UNIT-III

- Framing
- View point and camera angle

UNIT-IV

- Shooting with models and makeup artists.
- Taking photographs on basic principles of photography

UNIT-V

- Indoor model photography
- Take photographs for fashion portfolio
- Exposure and depth of field, lighting, image editing.

REFERENCE:-

- Introduction to fashion design by Patrick John Ireland
- Fashion sketch book by Bina Ablang.

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Textile studies II - MAFD 201

Unit-I

Marks:9

Identification of fabric samples (warp and weft direction),

Unit-II

Marks:9

Different types of weaves/ weaving designs – plain, satin, sateen, twill, jacquard, bird's eye, basket, ribbed, crepe, pile, lappet, dobby, triaxial. Properties and uses of each of the weaves. Essential properties of fabric.

Unit-III

Marks:8

Comparative studies of the woven and knitted fabrics- construction and advantages of each. Elementary idea of machinery used in woven, knitted and non woven fabrics.

Unit-IV

Marks:8

Non - woven - classification, Method of production of non wovens- web formation, bonding the web, needle punching the web, finishing. Characteristics of non woven fabrics, Uses of non wovens. Decorative fabric construction- braiding, netting, lace.

Unit-V

Marks:8

Analyses of fabric samples- file work.

Internal

Marks:8

Practical:

Book recommended:

Fabric Studies by KVP Singh Kalyani Publishers

Library reference:

Textiles- fiber to fabric by Bernard P. Corbman McGraw- Hill



Inspirational fashion MAFD -202

Unit-I

Marks:9

Designing on themes like culture, environment, monuments, seasons etc. Illustrating dresses made on innovative themes.

Unit-II

Marks:9

Appreciation of any five Indian fashion Designers Collection and illustration of the work of these Indian designers Brief history on the work of these designers. The famous and celebrated designs of these designers, The shows, studios, and expertise of these designers.

Unit-III

Marks:8

Designing Clothes line for Kids wear using different themes and fabrics. Designing clothesline for Women wear using different themes, fabrics, and surface ornamentations. Different Presentation Techniques- its forms and purpose.

Unit-IV

Marks:8

Collage work- collage on the dress, collage in the background, its effective use. Swatch board- and the use of swatches on the surface texture of the dresses illustrated, Front and back illustration- the use and different illusion effect.

Unit-V

Marks:8

Client board and its effective use in designing dresses for a Particular client. Stylization of fashion figures, stylization of dresses. Textural effects- effect of silk, velvet, net, chiffon, satin, brocade, etc. Survey board, mood board and theme board.

Internal

Marks:8

Book recommended:

Illustrating Fashion by Kathryn Mckelvey Blackwell Series.

Library reference:

Fashion Design, drawing by Elisabetta Drudi Batsford and presentation.

Fashion Kaleidoscope by Meher Castelino Rupa and company

Indian Fashion by Hindol Sengupta Pearson Education



Knitting technology MAFD -203

Unit-I

Marks:9

Knitted garments-introduction, Difference between woven and knitted structures, Classification of knitted garments, Weft knitted fabrics- plain, rib, purl, etc. Warp knitted fabrics- tricot, kitten raschel , crochet, Milanese knit, simplex, Other knitted constructions- jacquard, pile, fleece, high pile, terry knit, velour knit.

Unit-II

Marks:9

Fully cut knitted garments- knit type, uses, Fully fashioned knitted garments- knit type, uses Integral knitted garments- knit types, uses, Cut stitch shaped knitted garments.- knit type, uses, processes involved

Unit-III

Marks:8

Seam and stitches used in knitting, Machinery used for knitted garments.

Unit-IV

Marks:8

Flat bed, two-bar warp knitting machine, circular jacquard knitting machine, circular pile knitting machine.

Unit-V

Marks:8

Quality control, Defects in knitted fabrics, Industrial visit.

Sessional

Marks:8

Practical:

recommended:

Knitting Technology by KVP Singh Kalyani Publishers

Library reference:

Textiles- fiber to fabric by Bernard P. Corbman McGraw-Hill. Question Paper Pattern:
Knitting Technology (Theory)



History of Fashion State MAFD -204

Unit-1

Marks:9

Traditional costumes of the people of India. Traditional costumes of people of Jammu & Kashmir – hindu and muslim men and women, Traditional costumes of people of Himachal Pradesh-male and female costumes of people of upper and lower hills(the gaddies and paharies) Traditional costumes of people of Punjab, - male and female costumes.

Unit-1I

Marks:9

Traditional costumes of people of Rajasthan - male and female costumes. Traditional costumes of people of Gujarat- male and female costumes.

Unit-1II

Marks:8

Traditional costumes of people of Madhya Pradesh- male and female costumes. Traditional costumes of people of Uttar Pradesh - male and female costumes.

Unit-1V

Marks:8

Traditional costumes of people of Maharashtra & Goa - male and female costumes. Traditional costumes of people of Maharashtra- male and female costumes.

Unit-V

Marks:8

Traditional costumes of people of East India(Assam, Manipur Meghalay,Tripura ,Nagaland West Bengal male and female costumes. Traditional costumes of people of South India- male and female costumes.
India and French influences on global fashion.

Internal

Marks:8

Book recommended:

History of Fashion by Manmeet Sodhia Kalyani Publishers.

Library reference:

Traditional Indian Textiles by Parul B. Abhishek Publications
Insiders Guide to South India by Brian Bell APA Publications
A celebration of style by Sharada Dwivedi AJSK Publications
Colourful Textiles of Rajasthan by Gulab Kothari Jaipur Printers
Fashion Kaleidoscope by Meher Castelino Rupa and company
Indian Fashion by Hindol Sengupta Pearson Education
A celebration of style by Sharada Dwivedi AJSK Publication



Pattern Drafting, Grading & Construction studies MAFD -205

Unit-I

Marks:50

Market survey of fabrics, buttons, laces and other trimmings used in garment construction. Tailoring techniques- basic hand stitches, seams and seam processes, neckline, finishes, pockets, plackets, tucks, fasteners, frills, etc.

Unit-II

Designing of child garments on different themes, Designing of adult garments on different themes, The layouts, markers and Plans ($\frac{1}{4}$ or $\frac{1}{6}$ scale), Paper patterns of different garments with varied fashion elements on full scale.

Unit-III

The paper patterns should be marked properly. Grading of the patterns to smaller and bigger sizes. Introduction to the sewing machine, Cutting and sewing- processes involved and precautions, etc.

Unit-IV

Construction of any five garments for children. Construction of any five garments for Adults having different themes, different fashion elements, and different surface ornamentation.

Unit-V

Introduction to contemporary embroideries stitches- stem, back, running, dot, seeding, straight, chain, open chain, twisted chain, wheat tear, lazy daisy, blanket, buttonhole, zigzag chain, double chain, raised chain, spider's web, sheaf, brick, Florentine, Holbein, Pekinese, cut work, four sided, goblin, woven bars, Cretan, fly, French knots, bullion knots, German knots, fish bone, Romanian, satin, long and short, couching, Jacobean trellis, thorn, cross stitch, chevron, herringbone, appliqué work, Ribbon work, lace work, rope work, other decorations and trimmings.

Internal

Practical:

Book recommended:

Garment Construction by Manmeet Sodhia Kalyani Publishers.



Library reference:

Garment Technology for Fashion designers by Gerry Cooklin Blackwell Science Step by step needlecraft encyclopedia by Judy Brittain Dorling Kindersley The technology of clothing manufacture by Harold Carr Blackwell Science Fabric, form and flat pattern cutting by Winifred Aldrich Blackwell Zarapkaar system of cutting by K R Zarapkaar Navneet



Computer Application –II MAFD -206

Unit - I Practical:

Marks:50

Introduction to Graphics and Graphics Devices:

Computer Graphics, Graphics Output Devices and their general properties like (Resolution and color capability), Graphics Input Devices. Drawing Geometry Introduction to Coordinate Frames and Color Theory Points, Vectors and Lines. Two dimensional Cartesian reference frames, Screen Coordinates, Three dimensional Cartesian reference frames.

Unit - II

Introduction to Color Theory:

Introduction to Color Modes, Working with different color models and modes, Using custom colors, Picking colors, Analyzing and editing colors, Looking at gamut issues, Creating duotones, Setting color balance, Setting hue and saturation, Adjusting brightness and contrast, Working with histograms, Retouching images, Color ranges and replace color options, Cropping images, Understanding Process and spot colors, Choosing pantone colors, Applying fill and stroke colors Mastering Computer Graphics Skill using Corel Draw, Introduction to CorelDraw.

Unit - III

Introduction to Vector and Raster:

Graphics Type. Starting CorelDraw, Introduction to Corel Draw Menu, Introduction to CorelDraw Page Setup. Introduction to various tools of CorelDraw Working with Shapes, Lines, Texts & Objects Creating rectangles, squares, Circles, Ellipses, Polygons, Stars and Spirals Selecting Fill and Outlines to any shape. Moving & Rotating Shapes freely and to Fixed angles. Drawing Curve and Straight Lines, Creating Simple and Artistic Texts. Formatting Texts by changing Font, Size and Shape of Text. Rotating texts, Assigning a Fill Color to text, Assigning outline color to text. Creating Paragraph Text, Aligning Texts, Adjusting Line & Letter Spacing in the paragraph text. Spell checking and finding and replacing texts. Selecting Single and Multiple Objects, Duplicating Objects, Grouping Objects, Trimming Objects, Locking and Unlocking Objects, Aligning Objects. Working with outlines and Fills.

Introduction to outlines, Defining outline width using Outline Flyout, Outline Pen Dialog Box, Setting the Line Cap Style, Changing the Outline Color Introduction to Fills, Uniform Fill, Fountain Fill, Two-Color Fountain Fill, Preset Fountain Fill, Pattern Fills, Two-Color, Full Color and Bitmap Pattern Fills, Texture Fills, PostScript texture Fills.



Unit - IV

Working with Curves

Introduction to Curves, Nodes and Segments,, Drawing Freehand Tools, Drawing Closed Curves, Curved Objects, Selecting Node on a Curved Object,, Adding, Removing and Joining Nodes. Bezier Tool, Drawing Curve with Bezier Tool, Drawing Straight Line with Bezier Tools Drawing with Artistic Media Tools using Preset and Brush Mode. Calligraphic Mode, Pressure- Sensitive Mode, Object Sprayer.

Unit - V

Special Effects:

Introduction to Special Effects, Blending Tool, Contouring Objects, Distorting Objects, Envelop Tool, Extruding of the object, Vector Extrusion. Drop Shadow, Creating Drop Shadow, Changing Color of Drop Shadows, Removing Drop Shadows. Applying Lenses, Applying Perspectives. Filters, Gradients, Patterns, Textures, Swatches effects Layouts (Development of different types of Boards) Drawing Basic Male, Female and Kids Figure in Corel Draw with Grids and Guidelines and Converting them into Objects. Drawing Basic Figure Forms (Legs, Arms, Heat etcT) with Grids and Guidelines and Converting them into Objects.Saving and Exporting Images. File formats, opening, saving, importing, exporting, compression, printing, saving for web, publishing as PDF , exporting images with transparency Printing Images.

Reference Book:

Corel Draw By Ramesh Bangia

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2017-2018



Apparel Production and Quality Control MAFD 301

To give students an awareness regarding the equipments, and use in garments industry.
To provide an insight into the aspects of quality control in the industry.

Unit I

Marks:9

Fabric department –Fabric checking Cutting and pattern making –Spreading, Requirement of spreading process ,Methods spreading , Nature of package ,Use and importance of market, Methods of market planning ,,Cutting –Type of cutting machines, causes of defect in cutting, Bundling and Ticketing.

Unit II

Marks:9

Production-Sewing Machine –Regular Sewing Machine, Over Lock .Inter lock, Safety Stitching, Blind stitching, Button hole, Button sticking, River Snap, Bar taking Embroidery. Work aid ,-Machine Bed, Machine table, work chair, Bundle clamps, stackers, Attachments-Folder and guides, Finishing ,care labeling ironing and packing.

Unit III

Marks:8

Quality control- Terminologies, Quality control and Quality- assurance Quality department, The process of production. Apparel testing and Quality control-Standard,- Definition and benefits of standards, Various International Standards, Quality parameter of yarn/Fabric/Garment/Accessories, Testing – Testing laboratories, Various tests,-Yarn/ Fiber , Testing agencies.

UnitIV

Marks:8

Inspection-Type of Inspection, Acceptable Quality level.

Unit V

Marks:8

Certification in apparel Industry. Social Accountability-8000(SA8000)International Standard, Organization(ISO)World responsible Apparel Production(WARP)
Total Quality Management (TSM)

Suggested Readings:-

Introduction to clothing manufacture- Gerry Cooklin- Blackwell Science, Australia
Garment Technology for fashion designers- Gerry Cooklin- Blackwell Science, Australia
the Technology of Clothing Manufacture- Harold Carr and Barbara Latham- Blackwell Science, Australia



Fashion Industry, Marketing and Management MAFD 302

Unit - I

Marks:9

Introduction to Fashion Industry, Indian and Global Fashion Market, Levels of fashion industry- couture, ready to wear, mass production. Organizational set-up of fashion industry, The different departments, personnel and their job, Career in fashion industry

Unit – II

Marks:9

Introduction to Marketing, Nature and Scope of Marketing, The Marketing Concept
Market Segmentation, Targeting and Positioning

Unit - III

Marks:8

Strategic Marketing, Fashion market and marketing environment, Fashion marketing planning, Market research. User's buying behavior, Marketing communication.

Unit -IV

Marks:8

Management - Concepts, Principles & Characteristics., Advertising, Sales promotion techniques.

Unit - V

Marks:8

Exhibitions & sales, fashion shows (concept and presentation skills, publicity campaigns.) Retailing- department stores, apparel speciality stores, discount retailing, franchise retailing, malls, direct selling, internet selling, catalogue selling, etc. Project.

Book recommended:

Fashion marketing & merchandising by Pooja Chatley Kalyani Publishers.

Library reference:

Fashion Marketing by Mike Essay Blackwell Science

Fashion Buying by Helen Goworek Blackwell



Fashion Illustration and Appreciation MAFD 304

Unit - I

Marks:9

Inspirational designing and presentation Design studio -designing based on different themes for a fashion show Listing of all aspects of the show- the background, the lights, the ramp, the accessories, the make-up, the fabric, surface ornamentation, etc. Accessory designing and illustration Illustration of Jewellery using various mediums like pearls, beads, gold and silver, diamonds, wood, wires, velvet, net, etc,

Unit - II

Marks:9

Designing and illustration of head gears, Designing and illustration of bags and belts using various mediums like leather, cane, pearls, beads, wires, velvet, net, etc. Designing and illustrating footwear of all types Designing and illustrating bows and ties on varied dresses. Illustrating hairstyles.

Unit – III

Marks:8

Appreciation of Western Fashion A brief history of any five western designer Collection and illustration of the famous designs of these designers, Popular and celebrated shows of these designers The studios and their expertise of these designers.

Unit - IV

Marks:8

Fashion Capitals – France and Milan - the designers, the design houses, the shows, The fashion markets, the labels, the institutes, the events, etc. Fashion Capital –London - the designers, the design houses, the shows, the fashionmarkets, the labels, the institutes, the events, etc.

Unit – V

Marks:8

Fashion Capital–Mumbai- the designers, the design houses, the shows, the fashion markets, the labels, the institutes, the events, etc. introduction to Fashion photography Cameras, Lenses and Films. Lighting Equipment and Studio Locations Fashion Shots.

Book recommended:

Fashion design process-innovation by Kathryn Mckelvey Blackwell & practice.

Library reference:

How Fashion Works by Gavin Waddell Blackwell

Fashion Shots by Alex Larg Roto Vision



Garment Ornamentation & Jewelry Designing MAFD 305

Unit – I

Marks:9

1.Surface Ornamentation- Introduction to ornamentation technique .Definition of different ornamentation tech, Equipments required for fabric ornamentation technique, selection and transfer design on fabric.

2.Embroidery-

- (a)**Hand Embroidery** –needle Different type of stitches by needle.
- (b)**machine Embroidery-** Different type of stitches by machine .
- (c)**Aari work**, Different types of stitches by Aari.

Unit-II

Marks:9

Printing-

- (a) **Hand print-** Tie N Dye ,Block, Batiks, Screen, Stencil.
- (b) **Machine print-**Roller Printing, Emboss Print.

2.Painting-

- (a)Tools and material used for painting, methods of fabric painting, Glass painting, Nib painting and Cone painting.

Unit-III

Marks:8

Training Material

- (a)Pippin, Laces ,Tubing, Cording ,Decorative buttons, beads, Ribbons, Sequins, Appliqué work, Patch work and any other stitches are used.
- (b) Lather Technique & Accessrios

Unit-IV

Marks:8

Jewelry Design-

To learn skills needed to generate and exemplify for a range of jewelry (with illustration and making).

- (a)Introduction to gold and metallurgy.
- (b) Study of different metal used in jewelry setting.

Unit-V

Marks:8

(a)**History of Indian Jewelry-** Rajasthani , Mughal, South Indian, Tribal, ,Bengali Ancient dance and costume jewelry.

(b)**Astrology and jewelry-** Usage of astrology in jewelry, jewels and jewelry in astrological light.

(c)Traditional and Modern processes.

(d)Traditional and latest processes , techniques and process of jewelry designing.

(e)Fashion and costume jewelry, study of famous jewelry. Designs materials, convertibles, making etc.

(f)Scope and prospects. Market trends, and carrier opportunities in jewelry designing.

SWAMI VIVEKANAND UNIVERSITY

SAGAR (M.P.)



SYLLABUS

For

M.A. in Fashion Designing

Course Code : MAFD

Department of Fashion Designing

Faculty of Fashion Designing

Duration of Course : 2 Year

Examination Sem : IVth Semester

Examination System : Grading

Swami Vivekanand University, Sironja Sagar (M.P.)

2016-2017



Fashion merchandising and marketing (theory) MAFD 401

Objective

To help students to comprehend the role of merchandiser.

Unit-I

Marks:9

Fashion Terminology ; fashion fed,classic,style,trends apparel high fashion mass fashion boutique couture couturier couturier taste silhouette Theories of fashion adoption Fashion cycle; stages of fashion cycle length of cycle broken fashion cycle acceleration and retarding factors

Unit-II

Marks:9

Fashion business; introduction scope forms of business organization Fashion merchandising; introduction role and responsibility of merchandiser

Unit-III

Marks:8

Understanding marketing and marketing process; nature and scope Strategic planning in the markets; the fashion markets and the marketing environment Introduction and development of fashion market; fashion market size and structure. Market research; consumer market and behavior of consumers. International and domestic fashion markets; haute couture prêt-a-porter mass production Fashion markets of world; Italy Paris India

Unit-IV

Marks:8

Fashion forecasting; trend analysis merchandize planning. Range development product and range development on the basis of fashion calendar market research

Unit-V

Marks:8

Advertisings- role and types of advertising, Sales promotion; techniques promotional stores, Fashion photography design studios, Collection shows fashion shows publicity

Books recommended;

Essential reading; Merchandising buying management's john Dunnellon 2007 Fairchild book Kitty G Dickerson inside the fashion business 7th edition 2003 prentice hall Elaine stone the dynamics of fashion 2004 Fairchild Jay diamond élan diamond the ward of fashion 2007 Fairchild



Advanced Garment Construction Draping & Drafting – II MAFD 402

OBJECTIVE: Student is introduced to the bias cut. Muslin fitting on mannequins and live models. Draping according to chosen sketches. The making of patterns in accordance with muslins and realizing them fabric (final project) To understand and apply the knowledge of advanced garment construction techniques.

Unit I

Marks:9

Developing Patterns for Adult Garments, Nighty and gown Choli blouse , Ladie’s salwar Kameez Ladie’s saree blouse Trousers for ladies , Formal shirt for ladies (with collars and cuffs) Jackets

Unit II

Marks:9

Introduction to: Track grading Nest grading Grading the following: Basic bodice block Basic sleeve block. Basic skirt Trousers.

Construction of:

- Nighty / gown
- Choli blouse, long body blouse
- Ladie’s salwar Kameez
- Ladie’s saree blouse(plain, belted)
- Lehnga(sharara, garara, kali)
- Trousers for ladies
- Formal shirt for ladies (with collars and cuffs)
- Jackets
- Evening gown

UNIT – III

Marks:8

Draped Dress Project

- a. Draping of Draped Dress Project from the selected photograph or sketch
- b. Cut the fabric using pattern pieces and sew the dress using industrial machine.
- c. Conclusion and Presentation of the completed Draped Dress Project on dress from by each student.

Draped Gowns Project

- a. Selection of picture for draping project.
- b. Selection of the right fabric.

Use of specialty fabrics like silk, georgette & other light weights in designer outfits.

- How to handle and understand the drape of various fabrics.
- Demonstration on draping and handling of various different fabrics.
- Conversion of draped garment to final model or customer and trial fits.



- Presentation of Project on dress form, pass up muslin pieces and paper pattern.
- FINAL submission of stitched garment prepared using techniques of draping.

UNIT – IV

Marks:8

Dropped shoulder Yoke shirt with pleats, collar band detail and collar.

ACTIVITY: Submission of last weeks' drape. Demonstration of the draping method of the above. Students to begin under lecturer's supervision.

Draping of Basic Sleeve and Mandarin collar onto the Princess Bodice.

ACTIVITY: Submission of last weeks' drape. Demonstration of the draping methods. Students to begin under lecturer's supervision.

Revision and All Submissions.

ACTIVITY: Submission of last weeks' drapes and any redo's. Demonstration of the draping methods. Students to submit designs/sketches of blouse project. Approval of blouse project designs and swatches.

UNIT – V

Marks:8

Blouse Project

ACTIVITY: Demonstration of the draping methods. Students to begin under lecturer's supervision.

Draping of Tent Blouse with Shawl Collar

Draping of Cowl Neckline

Draping of Cowl Armhole.

Draping of Draped Dress with Tailored Collar

References:

- Thomas Anna Jacob, "The Art of Sewing", UBS Publishers Distributors Ltd. New Delhi, 1994
- Readers digest- Sewing Book
- Verma G, "Cutting and Tailoring Theory", Asian Publishers, Delhi, 1999
- Armstrong Helen Joseph, "Pattern Making for Fashion designing".
- Mullick Prem Lata, "Garment Construction Skills".



Entrepreneurship MAFD 403

Objective;- the purpose of this paper is to prepare a ground where the students view- entrepreneurship as a desirable and feasible career option in particular the paper seeks to Build the necessary competencies and motivation for a career in entrepreneurship.

Theory;-

Unit-I

Marks:9

Entrepreneurship – definition role and expectation entrepreneurial styles and types characteristics of the entrepreneur

Unit -II

Marks:9

Role of government agencies in the entrepreneurship development- district industries centers (DIC) Small industries service institute (SISI)

Unit-III

Marks:8

Entrepreneurship development institute of India (EDII) National institute of entrepreneurship & small business development (NIESBUD) National entrepreneurship development Board(NEDB)

Unit -IV

Marks:8

Introduction to retailing , Retail industry, Trends in retailing , Classification of retail organization, Setting up a retail organization

Unit-V

Marks:8

Women Entrepreneurship Need Growth of women Entrepreneurship

PRACTICAL

Preliminary screening and aspects of the detailed study of the feasibility of the business idea

CASE STUDY- working one week in a local boutique understanding their work culture collection and compilation of the material by the participants under the guidance of the resource person submission of assignment Project Report Market survey/Research Report preparation submission and presentation

References :

Panda shiba charan entrepreneurship deveiopment new Delhi Anmol publications
Verma J.C. and gurpal singh small Business and industry A handbook for entrepreneurs sage new Delhi 2002



Sociology of fashion MAFD 404

Objective;-

To understand the effect of various social and psychological factor on clothing Content;-

Unit-I

Marks:9

Fashion and social visibility;- Theoretical perspectives-Thurston Veblen, s theory of leisure class (conspicuous consumption)George smell's trickledown theory Evolution of fashion –costumes from medieval to modern pared sources of fashion factors Favoring/retarding fashion cycle the role of fashion in garment industry

Unit-II

Marks:9

Sociological aspects of clothing;- Introduction to clothing behaves Purpose of clothing – modesty theory adornment theory and protection theory Factors affecting basic clothing needs-comfort social participation conformity prestige self expression attraction the opposite sex aesthetic and values Clothing-a nonverbal communication. Significance of clothing

Unit-III

Marks:8

Clothing and wearer-personality factors and choice of clothing-clothing awareness occupation Status and clothing choices-fashion as the mirror of society anti-fashion semiotics. Globalization consumerism and fashion Understanding the trends;-Market survey-developing a Consumer profile Market research definition and objectives'-developing the research design data Collection-analysis of data-presentng the findings

Unit-IV

Marks:8

Demographic trends;-

Effect of age sex income social class, economic status and ethnicity on clothing atmosphere climate

Unit-V

Marks:8

Psychographic trends Effects of personality attitude lifestyle and peer group on clothing.

Suggested Reading:-

The making of sociology Ronald Fletcher-rewash Clothing behavior –psychological analysis Usha kulshrestha and Radha kasyap pointer puplisher jaipur Consumer behavior in fashion Michael R Solomon and nancy J rabolt-pearson education



Portfolio development (practical) MAFD 405

OBJECTIVE;

Marks:50

Instruction of the examiner; The examiner will set one theme based question emphasis should be given to the theme design features and presentation. Instructions to the faculty; The art portfolio is an expression of a graduating student creativity, design/ability, technical expertise illustration and presentation skills. It should exhibit the students inclination towards the particular segment of the industry by identifying the target customers design requirements and pricing it should ideally comprise of 30-35 sheets keeping the following point in mind. Uniform format; It is important to keep all the sheet of same size to maintain visual continuity. Sheets should be grouped separately and systematically either horizontally or vertically. This ensures uniformity of presentation the presentation of the portfolio depends on the contents and also on layouts the end result should look very neat and professional. The portfolio must include; Curriculum vita Page of contents Theme of the project Mood board story board ideation board, colour palette and fabric chart Thumbnails, There should be inclusion of for male/female/kids Flat working drawings specification sheet showing technical strength are vitally important. line planning fabric indications, fabric conjunction with crocuses The collection is to be based on innovative fabric combination. Surface texture and ornamentation it is very important that the designs and embroidery motifs be original.

Books Recommended;

Essential reading;

1. Tata Sharon lee inside fashion design '1977, Francisco canfield press
2. Ireland Patrick john fashion design drawing and presentation 1996 B.T. bats ford London. Further Reading;
3. Allen and seaman fashion drawing-the basic presentation 1996.B.T. bastford London.
4. Seaman Julian. Professional fashion illustration 1995,B.T. bats ford, London.
5. Drake and Nicholas, fashion illustration1995, themes and Huston, London.
6. Abling bean fashion sketch book 2006,by Fairchild publication.
7. Vogue sketch cataiog. Survey and project (208)



Survey and project MAFD 406

Object;

Marks:50

It is mandatory for students to up an exhibition/fashion show/display at the end of the garment constructed in the work shop year should be included.

Project-

1. Samples for Traditional Embroideries.

Kantha

Kasuti

Kashida

Kutch

Chikankari

Chamba Rumal

Sindhi

Phulkari

Manipuri

2. Printing-

Hand printing

Block

Batik

Screen

Stencil

3. Machine print- Roller printing All paint

4. Jewelry Designing and making