



**Savitribai Phule Pune University**

**Faculty of Interdisciplinary**

**M. Voc- Fashion Technology**

**Syllabus under NEP**

**(First- & Second-Year Syllabus)**

**Revised Syllabus will be implemented with effect from the academic  
year 2023-24**

**Preamble:**

PDEA's Baburaoji Gholap College Sangvi Pune has made the decision to change the syllabi of across various faculties from June, 2023 by incorporating the guidelines and provisions outlined in the National Education Policy (NEP), 2020. The NEP envisions making education more holistic and effective and to lay emphasis on the integration of general (academic) education, vocational education and experiential learning. The NEP introduces holistic and multidisciplinary education that would help to develop intellectual, scientific, social, physical, emotional, ethical and moral capacities of the students. The NEP 2020 envisages flexible curricular structures and learning based outcome approach for the development of the students. By establishing a nationally accepted and internationally comparable credit structure and courses framework, the NEP 2020 aims to promote educational excellence, facilitate seamless academic mobility, and enhance the global competitiveness of Indian students. It fosters a system, where educational achievements can be recognized and valued not only within the country but also in the international arena, expanding opportunities and opening doors for students to pursue their aspirations on a global scale.

In response to the rapid advancements in science and technology and the evolving approaches in various domains of Fashion Technology and related subjects, the Board of Studies in Fashion Technology at PDEA's Baburaoji Gholap College Sangvi Pune, has developed the curriculum for the M.Voc. Fashion Technology, which goes beyond traditional academic boundaries. The syllabus is aligned with the NEP 2020 guidelines to ensure that students receive an education that prepares them for the challenges and opportunities of the 21st century. This syllabus has been designed under the framework of the Choice Based Credit System (CBCS), taking into consideration the guidelines set forth by the National Education Policy (NEP) 2020, LOCF (UGC), NCRF, NHEQF, Prof. R.D. Kulkarni's Report, Government of Maharashtra's General Resolution dated 20th April and 16th May 2023, and the Circular issued by SPPU, Pune on 31st May 2023.

A Fashion Technology Post Graduates equips students with the knowledge and skills necessary for a diverse range of fulfilling career paths. Fashion Technology Post graduate students find opportunities in various fields, including procurement, Visual Merchandiser, Fashion Stylist, Fashion Designer, Costume Designer, Fashion Blogger, Fashion Reporter, Fashion Consultant & Entrepreneur., Entrepreneurship Development, and many other Fashion and Fashion related organizations.

Throughout their Two-year PG program, students explore the significance of Students of all post-graduation programs should have acquired the following, developing intellectual, personal and professional abilities through effective communicative skills; ensuring high standard of behavioral attitude through literary subjects and shaping the students socially responsible citizens.

Independently research, evaluate, and analyze cultural and aesthetic trends, both historical and contemporary, on textile surface design products and use information to develop creative and sophisticated design concepts.

Overall, revising the Fashion Technology syllabi in accordance with the NEP 2020 ensures that students receive an education that is relevant, comprehensive, and prepares them to navigate the dynamic and interconnected world of today. It equips them with the knowledge, skills, and competencies needed to contribute meaningfully to society and pursue their academic and professional goals in a rapidly changing global landscape.

**Information:**

1. **One semester** = 15 weeks (12 weeks actual teaching and 3 weeks for internal evaluation, tutorials, problem solutions, student's difficulty solution, etc.)
2. As per NCrf :
  - Theory course: A minimum of 15 hours of teaching per credit is required.
  - Laboratory course: A minimum of 30 hours in laboratory activities per credit is required.
3. **1-credit theory** = 15 hours i.e. for 1 credit, 1 hour per week teaching is to be performed.

15 hours of 1-credit are splinted as 12 hours actual teaching + 3 hours Tutorial (practice problem solving sessions, repeated discussion on difficult topics, discussion on student's difficulties, questions discussion and internal evaluation)

**4. 1-credit practical = 30 hours.** Thus, 1 credit practical = 2 contact hours in laboratory per week

30 hours splinted as 24 hours' actual table work and 6 hours for journal competition, oral on each practical and other internal evaluation.

**5. Each theory courses of any type (major, minor, vsc, vec, oe/ge, vec, sec, cc, etc.) is of 2 credits.**

**a. Theory per semester:** Contact hours = 24 teaching + 6 tutorials (problem solving sessions, repeated discussion on difficult topics, difficult solution, questions discussion and internal evaluation)

**b.** Each course will be of two modules, One module = 15 hours

**c.** Each module may consist of one or more than one chapter.

**6. Each practical course of any course is of 2 credits = 60 hours per semester**

**a.** Minimum 12 laboratory sessions must be conducted in one semester.

**b.** Each laboratory sessions should be 4 hours.

**c.** If practical is short, then two short practical's should be included in one laboratory sessions.

**d.** In 12 laboratory sessions maximum 2 demonstration sessions or table work sessions may be included and must be designed carefully for 4 hours' sessions.

**e.** 4 hours' laboratory sessions include - performing table work (practical), calculation, writing results and conclusion, and submission of practical in written form to practical in charge.

**f.** Prelab oratory reading and post laboratory work / questions should be assigned on each practical and this will be the part of internal evaluation.

**7. Design syllabus of each theory and practical course as per above guidelines.**

**a. Theory syllabus** should be given module wise and chapter wise.

**b. Theory syllabus** should include name of topic, number of teaching hours allotted, detailed point wise syllabus, page numbers, references book no.

**c.** It is recommended that, **design syllabus of one theory course from maximum two references books** and they will be called as main reference books/text books. Below that, you can add names of more reference books and they will be supplementary reference books.

**d. Syllabus of practical** must be given practical wise. Name of experiment and aim of the experiment should be clearly mentioned. Mention reference book number or bibliography for each practical. At least 16 practicals' must be included in syllabus from which 12 practical's will be actually conducted. If practical is short, then two short practical's will be considered as one practical.

**e.** At the end of syllabus of theory and practical course, a list of references book should be given number wise.

**f. At the end of each theory and practical course 6 CO should be given.**

#### **A. Names of UG and PG courses related to Specialization**

**Important Note:** For specialized subjects wherever designing of practical course is not adequate then included, theory course of 2 credits in place of practical course.

Semester	Major Courses	Major Elective Curses	Minor Curses	VSC	IKS
I	2 theory + 1 Practical			1 Theory	1 Theory
II	2 theory + 1 Practical		1 Theory + 1 Practical	1 Practical	0
III	3 theory + 1 Practical		1 Theory + 1 Practical	1 Theory	0

IV	3 theory + 1 Practical		1 Theory + 1 Practical	1 Practical	0
V	3 theory + 2 Practical	1 Theory + 1 Practical	1 Theory + 1 Practical	1 Theory	0
VI	3 theory + 2 Practical	1 Theory + 1 Practical		1 Practical	0
	<b>VII and VIII Sem honours degree with major</b>				
VII	5 theory + 2 Practical	1 Theory + 1 Practical	0	0	0
VIII	5 theory + 2 Practical	1 Theory + 1 Practical	0	0	0
	<b>VII and VIII Sem honours degree with research</b>				
VII	4 theory + 1 Practical	1 Theory + 1 Practical	0	0	0
VIII	4 theory + 1 Practical	1 Theory + 1 Practical	0	0	0

# MVoc- Fashion Technology

## Choice Based Credit System Syllabus To be implemented from Academic Year 2023-2024

Structure of the course: **M.Voc. –: Fashion Technology**

Year	Semester	Course Type	Course Code	Course Title/Subject Name	Credit
1	I	Theory (Major core)	MFT-101-MJ	Entrepreneurship Management	2
		Theory (Major core)	MFT -102-MJ	Apparel Industry	2
		Theory (Major core)	MFT -103-MJ	Fashion Marketing & Merchandising	2
		Theory (Major core)	MFT -104-MJ	Recent advances in Textile Industry	2
		Theory (Major core)	MFT -105-MJ	Study of Manufacturing process	2
		Practical (Major Core)	MFT -106-MJP	Adv. Pattern Making and Garment construction	4
		Major Elective Theory	MFT -107-IKS (Any one)	History of Indian Costume	2
				Indian Art Application	
		Major Elective Practical	MFT -108 -VSC (Any one)	Adv. Fashion Illustration	2
				Fashion Draping	
		Research Methodology	MFT -109-RM	Research Methodology	4
					22

## MVoc- Fashion Technology

---

Year	Semester	Course Type	Course Code	Course Title/Subject Name	Credit
1	II	Theory (Major core)	MFT-201-MJ	Fashion in Home Textiles	2
		Theory (Major core)	MFT -202-MJ	Apparel Manufacturing Technology	2
		Theory (Major core)	MFT -203-MJ	Import Export Management-I	2
		Theory (Major core)	MFT -204-MJ	Fashion Forecasting	2
		Theory (Major core)	MFT -205-MJ	Fashion Merchandising	2
		Practical (Major Core)	MFT -206-MJP	Fashion Styling	4
		Major Elective Theory	MFT -207-IKS (Any one)	<b>Indian Costume</b>	2
				Traditional Textile of India	
		Major Elective Practical	MFT -208 -VSC (Any one)	Fashion Grading	2
				<b>Study of Natural Dyes</b>	
		Internship on job training	MFT -209-OJT	Craft Documentation	4
					22

## MVoc- Fashion Technology

Year	Semester	Course Type	Course Code	Course Title/Subject Name	Credit
2	III	Theory (Major core)	MFT-301-MJ	Smart Textiles & Functional Clothing	2
		Theory (Major core)	MFT -302-MJ	Brand Management	2
		Theory (Major core)	MFT -303-MJ	Material Management	2
		Theory (Major core)	MFT -304-MJ	Visual Merchandising	2
		Theory (Major core)	MFT -305-MJ	Import Export Management-II	2
		Practical (Major Core)	MFT -306-MJP	Transformational Reconstruction	4
		Major Elective Theory	MFT -307-IKS (Any one)	Design concept	2
				Traditional Embroidery of India	
		Major Elective Practical	MFT -308 -VSC (Any one)	Fabric Manipulation Techniques	2
				Textile Design Process	
		Research Project	MFT -309-RP	Design Research & Methods	4

## MVoc- Fashion Technology

Year	Semester	Course Type	Course Code	Course Title/Subject Name	Credit
2	IV	Theory (Major core)	MFT-401-MJ	Fashion Retailing	2
		Theory (Major core)	MFT -402-MJ	Film Theater & Costume	2
		Theory (Major core)	MFT -403-MJ	Fashion Advertising and Sales Promotion	2
		Theory (Major core)	MFT -404-MJ	Production Planning and Control	2
		Practical (Major Core)	MFT -405-MJP	Design Collection & Portfolio Presentation	4
		Major Elective Theory	MFT -406-IKS (Any one)	Costumes For Indian Classical Dances	2
				Khadi: Tradition to Fashion	
		Major Elective Practical	MFT -407 -VSC (Any one)	Product Development	2
				Design for Special Needs	
		Research Project	MFT -408-RP	Research Project	6
					22



# MVoc- Fashion Technology

## SEMESTER-I

M.Voc. in Fashion Technology			
Course Name	Entrepreneurship Management		
Course Code	MFT-101-MJ		
Class	F.Y.M.Voc.	Semester	I
No. of Credits	02	Contact Hours	30
<b>Aim</b> <ul style="list-style-type: none"><li>To Develop the Knowledge about Basic Entrepreneurship Management.</li></ul>			
<b>Objectives</b> <ul style="list-style-type: none"><li>To promote entrepreneurship amongst the students.</li><li>To analyze the environment related to small scale industry and business.</li><li>To understand the process and procedures of setting up small enterprises.</li><li>To develop management skills for entrepreneurship development.</li></ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"><li>Student will learn and improve their Entrepreneurship skill.</li></ul>			
Unit	Topics	Credit	Lectures
Unit I	<b>Introduction to Entrepreneurship:</b> Definition, Characteristics, employment promotion	1/2	7
Unit II	<b>Business environment for the entrepreneur:</b> Government of India's policy towards promotion of entrepreneurship, reservations and sanctions for small scale sector.	1/2	8
Unit III	<b>Agencies for development of entrepreneurship:</b> Role of SSI, procedures and formalities for setting up SSI, role of MIDC in industrial development, Role of NSIC- supply of machinery and equipment on hire purchase, voluntary organization, Bank loan.	1/2	8
Unit IV	<b>Personal Effectiveness:</b> Factors affecting entrepreneur's role, effective communication skills, achievement motivation, goal orientation, psychological barriers of self-employment, creativity, assertiveness, quick response.	1/2	7
<b>References:</b> <ol style="list-style-type: none"><li>SKG Sundaram (2016), Entrepreneurship: A Handbook for Beginners, SNDT Women's University, Mumbai.</li><li>Kanitkar A.(1995), Entrepreneurs and Micro enterprises in Rural India, New Age International, New Delhi.</li><li>K.Sadgrove (1997), The Complete Guide to Business Risk Management, Jaice Publishing House, Mumbai.</li><li>W. Harrel, (2004), For Entrepreneurs Only.</li></ol>			

## MVoc- Fashion Technology

M.Voc. in Fashion Technology			
Course Name	Apparel Industry		
Course Code	MFT-102-MJ		
Class	F.Y. M.Voc.	Semester	I
No. of Credits	02	Contact Hours	30
<b>Aim</b> <ul style="list-style-type: none"> <li>To promote an understanding of Fashion and Apparel Design in relation to the needs of fashion, contractual furnishings, home Apparel, and the business-to-business Apparel products.</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>To develop awareness about the working of apparel industry</li> <li>To impart technical knowledge about various departments of apparel industry</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>Students will be able to identify, analyze, and apply trends in the Apparel industry.</li> </ul>			
Unit	Topics	Credit	Lectures
Unit I	<b>Introduction to Apparel industry:</b> Classification as per the size, labor etc. <b>Cutting:</b> Importance of cutting, requirements of cutting, production processes in cutting room, planning, spreading, cutting, preparation for sewing.	1/2	7
Unit II	<b>Fusing:</b> Purpose of fusing, the process of fusing, requirement of fusing as per fabric, fusing machinery for garment parts, methods of fusing and quality control in fusing. <b>Sewing:</b> Classification of stitches & seams, seam defects and stitching defects, feed systems, sewing threads, sewing needles, machinery and equipment.	1/2	8
Unit III	<b>Pressing &amp; Finishing:</b> Object, classifications, means, components, machinery and equipment, garment finishing and inspection, Quality Standards of some giant retailers, TUV, SGS and ASTM testing standards.	1/2	7
Unit IV	<b>Production technology:</b> Manual systems, make through systems, straight line systems, modular production systems, unit production systems, quick response systems	1/2	8
<b>References:</b> <ol style="list-style-type: none"> <li>Garment technology for fashion designers by Gerry Cooklin.</li> <li>Introduction to clothing manufacturing by Gerry Cooklin.</li> <li>Clothing construction and wardrobe planning by Dora S. Lewin, Mabel Goode</li> <li>Bowers, Manetta Knttunen- The Macmillan Co New York</li> <li>Garment technology by Dr. V. Subramanian – winter school booklets 1990</li> <li>BIS publications 1989.</li> <li>The Technology of clothing manufacture, Carr &amp; Latham, Blackwell Publications, 2000.</li> </ol>			

## **MVoc- Fashion Technology**

<b>M.Voc. in Fashion Technology</b>			
<b>Course Name</b>	<b>Fashion Marketing &amp; Merchandising</b>		
<b>Course Code</b>	<b>MFT-103-MJ</b>		
<b>Class</b>	<b>F.Y. M.Voc.</b>	<b>Semester</b>	<b>I</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>30</b>
<b>Aim</b> <ul style="list-style-type: none"> <li>Fashion Marketing &amp; merchandisers stay acutely aware of past and present fashion trends to project what consumers will want in the future.</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>To impart knowledge regarding the marketing environment and prevalent merchandising practices.</li> <li>To guide the process of product development towards the market needs.</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>Students will be able to analyze and use Fashion Marketing &amp; Merchandising use effectively in their design process.</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Unit I	<ul style="list-style-type: none"> <li><b>Dynamics of Fashion:</b> Fashion Terminology, factors influencing fashion, Origins of fashion, the producers of fashion, profile of the fashion industry.</li> <li><b>Marketing and Merchandising:</b> Core Concepts, Marketing Mix and marketing environment, Marketing and merchandising environment of India.</li> </ul>	1/2	7
Unit II	<ul style="list-style-type: none"> <li><b>Market Segmentation, Targeting and Positioning (STP):</b> Concepts and methods of market segmentation, needs for positioning, positioning through various means, formulation of positioning maps</li> </ul>	1/2	8
Unit III	<ul style="list-style-type: none"> <li><b>Product in relation to fashion:</b> Classification of fashion, Product life cycle, the process of product development, the making of a brand, branding strategies, Brand management and brand image building</li> </ul>	1/2	7
Unit IV	<ul style="list-style-type: none"> <li><b>Promotion and Distribution:</b> Role of promotion, methods of promotion, Advertising, Sales promotion, Personal Selling: Designing and management of different methods of promotion, and their employment in relation to cost effectiveness and product life cycle, different channels of distribution: selection and management, designing and management of retail outlet.</li> </ul>	1/2	8
<b>References:</b> <hr/>			

## MVoc- Fashion Technology

---

2. Kotler P. (2016), Marketing Management
3. Frings(2016). *Fashion from Concept to Consumer* Prentice Hall.
4. Sen Gupta, Brand Positioning, Tata McGraw Hill.
5. O'Leary Peter, Consumer Behaviour and Marketing strategy, 5<sup>th</sup> Edition, McGraw Hill.

M.Voc. in Fashion Technology			
Course Name	Recent Advances in Textile Industry		
Course Code	MFT-104-MJ		
Class	F.Y.	Semester	I
No. of Credits	02	Contact Hours	30
<b>Aim</b> Advancement in textile technology has been combined with Higher education courses in textile science: present and future.			
<b>Objectives</b> The objective is to present the latest research results together with basic concepts related to the most advance textile industry.			
<b>Course Outcomes</b> Course aims to provide knowledge of the latest technological advances in textile and facilitating the achievement of Course Learning Outcomes: Unit.			
Unit	Topics	Credit	Lectures
Unit I	Introduction of Recent Advances in Textile Industry, explore different topics selected by student.	1/2	7
Unit II	Survey regarding selected topic,	1/2	8
Unit III	Compile the project	1/2	7
Unit IV	Final document submission	1/2	8

---

## MVoc- Fashion Technology

M.Voc. in Fashion Technology			
Course Name	Study of Manufacturing Process		
Course Code	MFT-105-MJ		
Class	F.Y.	Semester	I
No. of Credits	02	Contact Hours	30
<b>Aim</b> <ul style="list-style-type: none"> <li>The main aim of any production system is <b>to achieve a minimum possible total production time.</b></li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>To impart awareness of quality parameters required for apparel quality products.</li> <li>To acquaint students with working atmosphere of fashion and apparel industry.</li> <li>To develop understanding regarding supply chain and CSR.</li> <li>To give knowledge about importance of packaging</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>Students will gain insight about fashion industry.</li> <li>Students will develop comprehensive understanding of the fashion industry, its markets, and the particular role of the fashion product designer and developer within the industry.</li> <li>Students will understand the importance of labels, it making as well as it connectivity with consumers.</li> <li>Students will be able to understand working of various department of fashion industry</li> </ul>			
Unit	Topics	Credit	Lectures
Unit I	Structure of the Clothing Industry, Sectors of the Clothing Industry, Product Types and Organization,	1/2	7
Unit II	Design Department, Marketing Department Finance Department.	1/2	8
Unit III	Purchase Department, Production Department, Operations Department. Garment Costing, Merchandise Pricing.	1/2	7
Unit IV	Production Engineering, Basic Method Study. Basic Work Measurement, Principles of Quality Control. Quality from Design to Dispatch, Inspection Systems	1/2	8
<b>References:</b> <ol style="list-style-type: none"> <li>1. Manufacturing Science" by Ghosh A and Mallick A K</li> <li>2. Manufacturing Technology: Foundry, Forming and Welding" by Rao P N</li> <li>3. "Introduction to Manufacturing Processes" by Schey J</li> <li>4. "Materials and Processes in Manufacturing" by DeGarmo E P and Black J T and Kohser R A</li> <li>5. "Injection Mold Design" by David O Kazmer</li> </ol>			

## **MVoc- Fashion Technology**

<b>M.Voc. in Fashion Technology</b>			
<b>Course Name</b>	<b>Advanced Pattern Making &amp; Garment Construction</b>		
<b>Course Code</b>	<b>MFT -106-MJP</b>		
<b>Class</b>	<b>F. Y</b>	<b>Semester</b>	<b>I</b>
<b>No. of Credits</b>	<b>04</b>	<b>Contact Hours</b>	<b>120</b>
<b>Aim</b> <i>Pattern making</i> technique This function connects design to production by producing paper templates for all components such as cloth, hemming, fusible etc. which have to be cut for completing a specific garment			
<b>Objectives</b> To familiarize students with tools and methodologies of pattern making. To understand the language of pattern making and develop the ability to create designs through the flat pattern method. To enable the students to draft basic bodice block, skirt block and sleeve block.			
<b>Course Outcomes</b> Pattern is a hard paper which is made by following each individual component for a style of garment or apparel. Actually, pattern is a template from which the parts of a garment are traced onto fabric before being cut out and assembled. It is one of the most important parts of garment manufacturing industry.			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Module I	Drop Shoulder Garment	1/2	15
Module II	Exaggerated Armhole	1/2	15
Module III	Cascades Garment	1	30
Module IV	Jump Suit	1/2	15
Module V	Crop Top and Skirt	1	30
Module VI	Sheath Dress	1/2	15
<b>References:</b> <ul style="list-style-type: none"> <li>• The Art of Fashion Draping by Connie Amaden-Crawford published by Fairchild Publications.</li> <li>• Draping for Fashion Design by Hilde Jaffe &amp; Nurie Relis published by Pearson Education.</li> <li>• Pattern making for Fashion Design., Armstrong &amp; Joseph.H., Harper &amp; Row Publications.</li> <li>• Designing Apparel Through the Flat Pattern., E. Rolfo Kopp &amp; Zelin., Fairchild Publications.</li> <li>• How to Draft Basic Patterns., E. Rolfo Kopp &amp; Zelin., Fairchild Publications</li> </ul>			

## MVoc- Fashion Technology

M.Voc. in Fashion Technology			
Course Name	History of Indian costumes		
Course Code	MFT -107-IKS (Elective 1)		
Class	F.Y.	Semester	1
No. of Credits	02	Contact Hours	30
<b>Aim</b> To understand history behind the clothing from last two decade			
<b>Objectives</b> In the last two decades, the history of dress and its related area of textile history have developed into immensely popular fields of study. It brings together scholars for an interdisciplinary dialogue between the history of dress/textile and the history of art.			
<b>Course Outcomes</b> Students will be able to apply historic costume knowledge to modern fashion design construction.			
Unit	Topics	Credit	Lectures
Unit I	<b>History of traditional Indian Costume</b> <ul style="list-style-type: none"> <li>Indus Valley Civilization period: Concept, Material &amp; Source of Inspiration</li> <li>Vedic period: Concept, Material &amp; Source of Inspiration</li> </ul>	1/2	7
Unit II	<ul style="list-style-type: none"> <li>Mauryan period: Concept, Material &amp; Source of Inspiration</li> <li>Gupta period: Concept, Material &amp; Source of Inspiration</li> </ul>	1/2	8
Unit III	<ul style="list-style-type: none"> <li>Mughal period: Concept, Material &amp; Source of Inspiration</li> </ul>	1/2	7
Unit IV	<ul style="list-style-type: none"> <li>Rajput period: Concept, Material &amp; Source of Inspiration</li> </ul>	1/2	8
<ul style="list-style-type: none"> <li><b>References:</b> 1. JamilaBrijBhushan, “The Costume and Textiles of India”, Prentice Hall, 2000.</li> <li>Fillow J and Bernard N Thomas and Hudson, “Traditional Indian Textiles”, Prentice Hall, 1993.</li> <li>Hart A North S V and A Museum, “Historical Fashion in detail the 17th and 18th Centuries”, McMillan, 1998</li> <li>What People Wore When: A Complete Illustrated History of Costume from Ancient Times to the Nineteenth Century for Every Level of Society - Melissa Leventon</li> <li>A History of Costume (Dover Fashion and Costumes) - Carl Kohler</li> </ul>			

## MVoc- Fashion Technology

M.Voc. in Fashion Technology			
Course Name	Indian Art application		
Course Code	MFT -107-IKS (Elective II)		
Class	F.Y.	Semester	I
No. of Credits	02	Contact Hours	30
<b>Aim</b> <ul style="list-style-type: none"> <li>Art and design stimulate creativity and imagination. It provides visual, tactile and sensory experiences and a special way of understanding and responding to the world.</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>To organize art appreciation sessions and lectures on visual art by eminent personalities from India at schools and colleges. ... To develop skills and make art history relevant to art practice and make students aware of their environment, material and social and cultural context.</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>Understanding of main feature of <i>Indian</i> &amp; International culture, civilization and Heritage.</li> <li>An understanding of basic principles of design and tone, concepts, media and formats, and the ability to <i>apply</i> them to a specific aesthetic intent</li> </ul>			
Unit	Topics	Credit	Lectures
Unit I	Introduction to techniques of Surface ornamentation State wise textile printing – Kalamkari, Bandhani, Batic, etc Adaptation of techniques in theme designing <ul style="list-style-type: none"> <li>▪ Inspiration board</li> <li>▪ Mood board</li> <li>▪ Work on textures</li> <li>▪ Collect swatches &amp; making the detailing board</li> </ul>	1/2	7
Unit II	Ornamentation by experimenting Design development sheets (Make a swatch through surface ornamentation & mixing in many ways) Ornamentation with texture Fabric swatches	1/2	8
Unit III	Perfection of Design – Toil making of a theme Co-ordinate Accessories	1/2	7
Unit IV	Final Presentation in Present of external Jury member	1/2	8
<b>References:</b> <ol style="list-style-type: none"> <li>Indian Art: A Concise History by Roy.C.Crevan</li> <li>Elements of Indian Art</li> <li>The Ideals of Indian Art Book by Ernest Binfield Havell</li> <li>The Ideals of Indian Art Hardcover – 26 August 2016 by Ernest Binfield 1861-Havell</li> <li><u>Elements of Indian Art: Including Temple Architecture, Iconography and</u></li> </ol>			



## **MVoc- Fashion Technology**

<b>M.Voc. in Fashion Technology</b>			
<b>Course Name</b>	<b>Advance Fashion Illustration</b>		
<b>Course Code</b>	<b>MFT -108 -VSC Elective- 1</b>		
<b>Class</b>	<b>F.Y</b>	<b>Semester</b>	<b>I</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>60</b>
<b>Aim</b> To study its acceptance among consumers from textile and non-textile background.			
<b>Objectives</b> The objective of this course is to understand the textile raw material like fibers, fiber source .... other forms of textiles like non-woven, felt, lace and braids			
<b>Course Outcomes</b> This is a course that is offered to apparel / fashion design students. This course exposes them to various non-textile materials that can probably make a garment and make them think of numerous possibilities that exist. Creative use of materials can be done. Various methods such as cut, join, deform, twist, scoop etc. make and add new dimensions to various material that are being used. Students will be able to develop a library of fashion dresses.			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Module I	Draped garment croquis, fabric rendering on croquis (Printed cotton, silk chiffon, velvet, denim, wool and knit)	1/2	15
Module II	Theme based stylized collection <b>Developing your own style</b> <b>Fashion/stylized figure</b> <ul style="list-style-type: none"> <li>Final Illustration</li> </ul> <b>Men, women, kids with theme and suitable background.</b> <ul style="list-style-type: none"> <li>Technical drawing or flats sketches of pattern showing construction details.</li> </ul>	1/2	15
Module III	<b>Men, kids with theme and suitable background.</b> Technical drawing or flats sketches of pattern showing construction details.	1/2	15
Module IV	<b>Women with theme and suitable background.</b> Technical drawing or flats sketches of pattern showing construction details.	1/2	15
<b>References:</b> <ol style="list-style-type: none"> <li>Fashion Resource Book-research for design by Robert Leach published by Thames &amp; Hudson.</li> <li>Fashion Design course-principles, practice &amp; techniques: The ultimate guide for aspiring fashion designers by Steven Faerm published by Thames &amp; Hudson.</li> <li>Fashion Design Drawing course principles, practice &amp; techniques: The ultimate guide for aspiring fashion artist by Caroline Tatham &amp; Julian Seaman published by Thames &amp; Hudson.</li> </ol>			

## MVoc- Fashion Technology

M.Voc. in Fashion Technology			
<b>Course Name</b>	<b>Fashion Draping</b>		
<b>Course Code</b>	<b>MFT -108 -VSC Elective-II</b>		
<b>Class</b>	<b>F.Y.</b>	<b>Semester</b>	<b>I</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>60</b>
<b>Aim</b> <ul style="list-style-type: none"> <li>Draping for fashion design is the process of positioning and pinning fabric on a dress form to develop the structure of a garment design</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>To develop skills and hands on fashion fabrics and draping art</li> <li>To impart creative design ideas with seamless and semi stitched garments</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>Student can created garments by working directly on a mannequin using techniques often referred to as “draping” or “moulage”.</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Module I	Draping and stitching One- Piece Cowl Sheath	1/2	15
Module II	Draping and stitching Creative designer top with any of the structural detail	1/2	15
Module III	Draping and stitching Creative designer top developed by dart manipulation through draping	1/2	15
Module IV	Draping and stitching designer Skirt	1/2	15
<b>References:</b> <ol style="list-style-type: none"> <li>Connie Amaden-Crawford, (2012), <i>The Art of Fashion Draping</i>, Bloomsbury Academy</li> <li>Antonio Donnanno, (2017), <i>Fashion Pattern Making Techniques</i>, Promopress</li> <li>Helen Joseph- Armstrong, (2013), <i>Draping for Apparel Design</i></li> <li>Hilde Jaffe, Nurie Relis, (2005), <i>Draping for Fashion Design</i>, Prearson, Prentice Hall</li> <li>Connie Amaden Crawford, <i>The Art of Fashion and Design</i>, Fairchild Publications</li> <li>Abling, Bina and Maggio, Kathleen, <i>Integrating Draping, Drafting and Drawing</i>, Fairchild Books, Inc.</li> </ol>			

## MVoc- Fashion Technology

M.Voc. in Fashion Technology			
Course Name	Research Methodology		
Course Code	MFT -109-RM		
Class	S.Y.	Semester	III
No. of Credits	04	Contact Hours	60
<b>Aim</b> <ul style="list-style-type: none"> <li>To gain familiarity with a phenomenon or to achieve new insights into it (studies with this object in view are termed as exploratory or formulative research studies);</li> </ul>			
<b>Objective</b> <ul style="list-style-type: none"> <li>To understand the significance of research methodology in fashion &amp; apparel designing.</li> <li>To understand the types, tools &amp; methods of research and develop the ability to construct data gathering instruments appropriate to the research design.</li> <li>To understand and apply the appropriate statistical technique for the measurement scale and design.</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>demonstrate knowledge of <b>research</b> processes (reading, evaluating, and developing); identify, explain, compare, and prepare the key elements of a <b>research</b> proposal/report; compare and contrast quantitative and qualitative <b>research</b> paradigms, and explain the use of each</li> </ul>			
Unit	Topics	Credit	Lectures
Unit I	1) Nature & significance of Research – - Meaning - Types - Research process - Research problems - Review of Literature - Report writing	1	30
Unit II	1) Layout of Research Paper – - Meaning of Research paper 2) Prepare Study paper	1	30
Unit III	Types of Research: Historical, Survey, Experimental, Case Study, Social Research, Participative Research	1/2	15
Unit IV	1) Introduction of Statics - Importance & scope of statics - Functions & limitation measures of central tendency – Mean, median, mode - Measures of dispersion range, quartile, deviation, mean deviation & standard 2) Case study of anyone with example of statics <ul style="list-style-type: none"> <li>Justification</li> <li>Theory, Hypothesis, Basic Assumptions, Limitations and Delimitations of the problem</li> </ul>	1/2	15

## **MVoc- Fashion Technology**

---

Unit V	1) Survey research – - Marketing research - Fashion forecasting - Preference study	1/2	15
Unit VI	1) Creation of new product – - Study fabrics - Yarns - Fibers - Steps involved given research	1/2	15

### **References:**

1. Bhandarkar P.L. and Wilkinson T.S. (2000): Methodology and Techniques of Social Research, Himalaya Publishing House, Mumbai
2. Bhatnagar G.L. (1990): Research Methods and Measurements in Behavioural and Social Sciences, Agri Cole Publishing Academy, New Dehi.
3. Dooley D. (1995): Strategies for Interpreting Qualitative Data: Sage Publications, California.
4. Gay L.R. (1981, 2<sup>nd</sup> Edition): Common Problems Proper Solutions: Avoiding Errors in Quantitative Research, Beverly Hills, Sage Publications, California.
5. Mukherjee R. (1989): The Quality of Life: Valuation in Social Research, Sage Publications, New Delhi.
6. Stranss A And Corbin J. (1990): Basis of Qualitative Research: Grounded Theory Procedures and Techniques, Sage Publications, California.
7. Research methodology, Dr. Mahesh Kulkarni, Nirali Prakashan
8. Foundation of research
9. Bryman A. & cramer D. (1994) Quantitative data Analysis for social scientists
10. Van Maanen (1983) Qualitative Methodology. Sage Publication
11. Sumati Mulay and Sabarathanam V.E. (1980) Research Methods in
12. Extension Education. New Delhi, Sole Selling Agents, MANASHYAN

## MVoc- Fashion Technology

M.Voc. in Fashion Technology			
Course Name	Fashion in Home Textiles		
Course Code	MFT-201-MJ		
Class	F.Y.	Semester	2
No. of Credits	02	Contact Hours	30
<b>Aim</b> <ul style="list-style-type: none"> <li>To know the importance of home textiles in fashion perspective.</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>To impart knowledge about various types of home furnishings and their end uses.</li> <li>To be able to understand the factors involved in care &amp; handling of home textiles</li> <li>To get the knowledge about various textile materials and methods involved in home furnishing construction</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>To get the idea of difference between apparel and home furnishing industry and their work process.</li> <li>To update self with latest advancements in materials and methods of construction</li> </ul>			
Unit	Topics	Credit	Lectures
Unit I	Meaning, Definition to Home Textiles, Classification, Scope in fashion, <b>Categories of Home Textiles:</b> Types of weaves used, weight of the fabric, drapability, functionality, finishes applied & performance factor required for: <b>Kitchen Textiles:</b> Pot holders, Aprons, Dish cloth, Hand towels, Fridge cover, Fridge Handle covers, Mixi cover, Grinder covers etc.	1	15
Unit II	<b>Window Textiles:</b> Sun filters (Sheers and Nets), Semi-sheers, Reflective Textiles, Curtain fabrics & Drapes, Blinds <b>Table Textiles:</b> Woven & Non-woven types <b>Towels:</b> Bath Robes, Beech Towels, Kitchen Towels, Terry Towels, Napkins <b>Bed Textiles:</b> Sheets & Pillow Cases, Blankets & Rugs, Fire proof blankets, Baby blankets. Bed Spreads, Mattress covers, Pads	1	15
Unit III	<b>Floor Coverings:</b> Tufted carpets, Hard floor coverings, resilient floor coverings, soft floor coverings, Rugs, Needle felt backings, woven carpet. <b>Wall Covering:</b> Tapestries, Wall hangings, Textiles for screens & Room Dividers, Draperies and curtains <b>Living room Furnishings:</b> Sofa covers, cushion, cushion covers, Upholsteries, Bolster and Bolster c <b>Made-ups used in Hospitals:</b> Bed covers and pillow covers		

## MVoc- Fashion Technology

Unit IV	<b>Care of Home Textiles:</b> Source and softness of water used, methods of softening water, types of soaps and detergents to be used, methods of washing, kneading and squeezing, suction washing, Identification of stain, general procedure for stain removal, Bleaches for stain removal, optical brighteners and blues.		
<b>References:</b> <ul style="list-style-type: none"> <li>• <b>Textile Design: The Complete Guide to Printed Textiles for Apparel and Home Furnishings</b> <i>Author: Carol Joyce</i></li> <li>• <b>Textiles</b> <i>Author – Bobbie Sumberg</i></li> <li>• <b>Printed Textile Design</b> <i>Author: Amanda Briggs Good</i></li> <li>• <b>Woven Textile Design</b> <i>Author : Jan Shenton</i></li> </ul>			

M.Voc. in Fashion Technology			
<b>Course Name</b>	<b>Apparel Manufacturing Technology</b>		
<b>Course Code</b>	<b>MFT -202-MJ</b>		
<b>Class</b>	<b>F.Y.</b>	<b>Semester</b>	<b>2</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>30</b>
<b>Aim</b> <ul style="list-style-type: none"> <li>• To get the idea of effect of quality on cost, to link it in the business perspective.</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>• To impart knowledge about fabric defects and methods of detecting defects.</li> <li>• To be able to understand the factors involved in quality of apparels and accessories</li> <li>• To get the knowledge about quality monitoring during construction process.</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>• To know the importance of Quality in business perspective, to be familiar with various quality concepts used in apparel industry.</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Unit I	<b>Introduction to Quality Concepts:</b> Definition and Concept of Quality, Importance of Quality products, Quality Control & Quality Assurance Evolution of quality concepts: SQC, TQC, TQM, ISO 9000, Japanese Participative management system, Kaizen, SMED, 5 S system, Six Sigma.	1/2	7
Unit II	<b>Quality inspection of fabrics:</b> Different types of defects in fabrics - Minor and Major defects, their remedies. Inspection of defects: 4 point and 10 point systems.	1/2	8

## **MVoc- Fashion Technology**

Unit III	<b>Quality Assurance for Process:</b> Quality monitoring in pattern making, cutting and garment construction, warehousing and shipping. Inspections procedures to avoid problems	1/2	7
Unit IV	Quality standards and tolerances CAPM and Quality of product, Impact of advanced apparel manufacturing technology on quality	1/2	8

### **References:**

1. "Apparel Manufacturing: Sewn Product Analysis" by Ruth E Glock, Grace I. Kunj, Pearson Education
2. Managing Quality in the Apparel Industry, New age international (P), Ltd. Publishers, Pradip Mehta & Satish Bhardwaj.
3. Quality Assurance for Textiles and Apparel by Sara j. Kadolph, Fairchild Pub.Inc. New York, 2007.
4. Grover E G and Hamby D. S " Hand Book of Textile Testing and Quality Control", Wiley Eastern Pvt. Ltd., New Delhi, 1969.
5. Testing and Quality management by V.K Khotari.

<b>M.Voc. in Fashion Technology</b>			
<b>Course Name</b>	<b>Import Export Management-I</b>		
<b>Course Code</b>	<b>MFT -203-MJ</b>		
<b>Class</b>	<b>F.Y. M.Voc.</b>	<b>Semester</b>	<b>2</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>30</b>
<b>Aim</b>			
<ul style="list-style-type: none"> <li>To impart knowledge about export business.</li> </ul>			
<b>Objectives</b>			
<ul style="list-style-type: none"> <li>To analyze the business environment related import criteria.</li> <li>To incorporate the knowledge of best practices for global market.</li> </ul>			
<b>Course Outcomes</b>			
<ul style="list-style-type: none"> <li>To develop management skills for international business.</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Unit I	<b>Introduction to International Trade:</b> The emerging global scenario, The business of international trade, Trade barriers, Foreign exchange-Exchange rate determination (Spot & forward), The Euro dollar market, WTO, Trade liberalization.	1/2	7

---

## MVoc- Fashion Technology

---

Unit II	<b>International marketing:</b> Introduction, International marketing channels, Market selection and market profiling, Product strategies, Promotion strategies, Export pricing, Export finance, Export risk insurance, Export packaging and labeling, Quality control and pre shipment inspection	1/2	8
Unit III	<b>Foreign trade:</b> Foreign trade control and Exim policy, Export promotions, Export procedures and documents, Major problem of India's export sector	1/2	7
Unit IV	<b>Firm Establishment</b> Introduction, Export Promotion Councils and their role , Registration, Formalities, Registration Cum Membership Certificates, Import Export Code, RBI Code.	1/2	8

### References:

1. Francis Cherunilam, (1998), *International Trade and Export Management* – Himalaya Publication, Mumbai.
2. R.K. Jain, (April 2003 Fourth Edition), *Exim Policy Input Output Norms – Duty Exemption Scheme 2002-2007*, Centax publication pvt. Ltd. New Delhi.
3. Kristen K, Swanson, Judith C Everett, *Promotion in the Merchandising Environment*, Fairchild Publication.
4. Paras Ram, *Hand Book Of Import And Export Procedures*
5. Govt. Of India: *Hand Book Of Import And Export Procedures*
6. Bose. A., (Oct–Dec 1965), *Streamline Your Export Paper Work*, International Trade Form
7. How To Start Export
8. CBI Booklets – Netherland
9. ECGC Services And Guidelines
10. AEPC Booklets



## MVoc- Fashion Technology

M.Voc. in Fashion Technology			
<b>Course Name</b>	<b>Fashion Forecasting</b>		
<b>Course Code</b>	<b>MFT -204-MJ</b>		
<b>Class</b>	<b>F.Y.</b>	<b>Semester</b>	<b>2</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>30</b>
<b>Aim</b> <ul style="list-style-type: none"> <li>To understand a global career that focuses on upcoming trends.</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>TO produce better forecasts. But in the broader sense, the objective is to improve organizational performance—more revenue, more profit, increased customer satisfaction</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>A <b>fashion</b> forecaster predicts the colors, fabrics, textures, materials, prints, graphics, beauty/grooming, accessories, footwear, street <b>style</b>, and other styles that will be presented on the runway and in the stores for the upcoming seasons.</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Unit I	<ul style="list-style-type: none"> <li><b>Introduction to Forecasting:</b></li> <li>Demand forecasting</li> </ul>	1/2	7
Unit II	<ul style="list-style-type: none"> <li>Trend forecasting</li> </ul>	1/2	8
Unit III	<ul style="list-style-type: none"> <li>Brand forecasting</li> <li>Trend Analysis</li> </ul>	1/2	7
Unit IV	Color forecasting <ul style="list-style-type: none"> <li>- Make Panton color chart using color schemes</li> <li>- Make unique color combination with prints sample</li> <li>- Analyzes long term forecasting color</li> </ul>	1/2	8
<b>References:</b> <ol style="list-style-type: none"> <li>Fashion Forecasting by Kathryn McKelvey and Janine Munslow (2008), Wiley-Blackwell. ISBN: 9781405140041.</li> <li>Fashion Forecasting by Evelyn L. Brannon (2010), Fairchild Publications. ISBN:1563678209.</li> <li>Color Forecasting For Fashion by Kate Scully and Debra Johnston Cobb (2012), Laurence King Publishing. ISBN: 9781856698207.</li> <li>Fashion Forward: A Guide To Fashion Forecasting by Chelsea Rousso (2012), Fairchild Books. ISBN: 9781563679247.</li> <li>Fashion Trends: Analysis And Forecasting by Eundeok Kim, Ann Marie Fiore and Hyejeong Kim (2011), Berg Publishers. ISBN: 9781847882936.</li> <li>The Trend Forecaster's Handbook by Martin Raymond (2010), Laurence King. ISBN: 9781856697026.</li> <li>Sustainable Fashion And Textiles Design Journeys by Kate Fletcher (2008), Routledge Publishers. ISBN: 1844074811.</li> </ol>			

---

## MVoc- Fashion Technology

---

M.Voc. in Fashion Technology			
Course Name	Fashion Merchandising		
Course Code	MFT -205-MJ		
Class	F.Y	Semester	II
No. of Credits	02	Contact Hours	30
<b>Aim</b>  Merchandising is the practice in the retail industry of developing floor plans and three-dimensional in order to maximize sales.			
<b>Objectives</b>  Perhaps the primary objective in merchandising is displaying products so that customers will be enticed to buy them. A merchandiser chooses the basic layout of a store to encourage the most sales and determines what will be displayed where.			
<b>Course Outcomes</b>  Learning Outcomes. Graduates will be able to demonstrate the application of oral, written, and visual communication skills to present specifications/information and support decision making. Graduates will be able to demonstrate the applied skills of industry specific technology knowledge and skills.			
Unit	Topics	Credit	Lectures
Unit I	<b>Systems and Principles of Merchandising</b> <ul style="list-style-type: none"><li>• Merchandising terminology,</li><li>• Significance &amp; scope,</li><li>• Role and responsibility of merchandiser in the clothing industry,</li><li>• Merchandising interface with other departments in an apparel organization.</li></ul>	1/2	7
Unit II	<b>Merchandise Planning and Order Execution</b> <ul style="list-style-type: none"><li>• Elements of planning, calendar planning, order management, buyer contacts and communication, selling and booking of orders, sampling process, yarn and fabric programming, route card drafting, production controlling.</li></ul>	1/2	8

---

## MVoc- Fashion Technology

---

Unit III	<b>Fashion Buying</b> <ul style="list-style-type: none"><li>• Buying house,</li><li>• Role of fashion buyer, buying cycle, types of buyers,</li><li>• Buying seasons and their significance in product planning, market planning, merchandise planning,</li></ul>	1/2	7
Unit IV	<b>Business Communication</b> <ul style="list-style-type: none"><li>• Importance of communication, communication process, presentation skills, barriers to effective communication, communication in organization, information systems and controls, management information system.</li></ul>	1/2	8

**References:**

- Reference Material
- Ellen Diamond (Second Edition), Fashion Retailing
- Donnellan John, Merchandise Buying and Management, Fairchild Publications Inc.
- Dickerson Kitty, Inside the Fashion Business (7th Ed.), Pearson education Inc. P 224, 2007
- Rosenau Jeremy, Wilson David, Apparel Merchandising- The Line starts Here (2<sup>nd</sup> Ed.), Fairchild Books, NY, Pg 168,2006
- P.S. Ravichandran, Textile Marketing Merchandising 2005, SSMITT & PC Co. Op.Stores, Komarapalayam
- Levyeweit 6th Edition, Retail Management

## **MVoc- Fashion Technology**

<b>M.Voc. in Fashion Technology</b>			
<b>Course Name</b>	<b>Fashion Styling</b>		
<b>Course Code</b>	<b>MFT -206-MJP</b>		
<b>Class</b>	<b>F.Y.</b>	<b>Semester</b>	<b>2</b>
<b>No. of Credits</b>	<b>04</b>	<b>Contact Hours</b>	<b>120</b>
<b>Aim</b> <ul style="list-style-type: none"> <li>Fashion Stylists advise their clients on how to improve their appearance by using suitable clothing and accessories.</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>To understand style statements of trends</li> <li>To innovate new style statement</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>students will be able to: • Understand the <b>fashion styling</b>, creative direction and communication process and develop the creative, intellectual and technical skills necessary to practice within the <b>fashion</b> industry</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Module I	1) Use magazine picture & insert images to create presentation - 20th century men's /women's style - Vintage style - Classic style - Explain style detailing - Make P.P.T	1	30
Module II	1) Select any 3 National & 3 International designer's collection showcased during past fashion show. Collect pictures or videos for the same. Explain the themes, stories and write overall review	1	30
Module III	1) Styling according to personality	1/2	15
Module IV	2) Change style according to human figure, occupation, income, society - Specification	1/2	15
Module V	2) Change style according to human figure - Tribal women / men - Middle class - As consultant of designer	1/2	15

## **MVoc- Fashion Technology**

Unit VI	1) Fabric style with sewing techniques - Tucks, gathers, quilting, smoking, pleats, Shirring, Drawstring, embroidery, appliqué work - Make a sample using above techniques - Utilization of the sample in garment - Make final sketches	1/2	15
<b>References:</b>  1. Mastering Fashion Styling (Palgrave Master Series) Paperback by Jo Dingemans 2. The Book of Styling by Somer Flaherty 3. Freehand Fashion: Learn to sew the perfect wardrobe - no patterns required! (Kindle Edition) by <u>Chinelo Bally</u> 4. Fashion: A History from the 18th to the 20th Century (Hardcover) by <u>Kyoto Costume Institute</u> 5. <u>London Society Fashion 1905–1925: The Wardrobe of Heather Firbank (Hardcover)</u> by <u>Cassie Davies-Strodder</u> 6. Dressed: A Century of Hollywood Costume Design (Hardcover) by <u>Deborah Nadoolman Landis</u>			

<b>M.Voc. in Fashion Technology</b>			
<b>Course Name</b>	<b>Indian Costume</b>		
<b>Course Code</b>	<b>MFT -207-IKS Elective -I</b>		
<b>Class</b>	<b>F.Y.</b>	<b>Semester</b>	<b>2</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>30</b>
<b>Aim</b> The aim of this course is to help the student to attain the following industry identified competency through various teaching learning experiences: <ul style="list-style-type: none"> <li>Design contemporary fashion based on Indian and World costumes from past fashion to future fashion.</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>To understand style statements of Indian Costume</li> <li>To innovate new style statement according to their traditional costume</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>Modify fashions of western countries from different time periods to create contemporary garments.</li> <li>Create styles inspired from the eastern costumes for given design requirement.</li> <li>Use elements, styles and accessories pertaining to various states of India</li> </ul>			

## MVoc- Fashion Technology

Unit	Topics	Credit	Lectures
Unit I	<p>Indian costumes-Northern Region</p> <p><b>1. Jammu and Kashmir</b> Costumes: Peharan, Salwar, Pattu, Skull Cap, Khaji. Costumes of Dogra. Zachaldara, Kharboo, Tribal villages.</p> <p>1. Accessories and Ornaments.</p> <p><b>2. Punjab</b> 1. Costumes: Tehmed, Kurta, Pyjama, salwar, Kameeze, Orhani. Churidar, Ghagra, Dupatta, Turban. Khes. 2. Accessories and Ornaments</p>	1/2	7
Unit II	<p><b>1. Rajasthan Costumes:</b> Dhoti, Bandiya, Angarakha, Potia, Jodhapur Breeches, Achkan, Pichranga Pagdi, Kamberbandh, Khes, Turban. Accessories and Ornaments</p>	1/2	8
Unit III	<p>Indian costumes-Southern and Western Region</p> <p><b>1. Gujarat</b> 1. Costumes: Kanchali. Chorno. Angarakha Ghagra, Pheto, Safo . Different types of Sarees and Textiles. 2. Accessories and Ornaments.</p>	1/2	7
Unit IV	<p><b>2. Maharashtra</b> 1. Costumes: Dhoti, Sadra, Pheta, Uparni, Barabandi, Coat, Pagdi, Choli, Golnesana, Sakachcha-Nesana 2. Draping style – Golnesana, Sakachcha-Nesana Dhoti, Pheta, Uparna, Accessories and Ornaments.</p> <p><b>3. Karnataka</b> 1. Costumes: Dhotara, Shalya, Turban, Kuppasa, Saree draping – Coorg saree. 2. Accessories and Ornaments</p>	1/2	8
<ul style="list-style-type: none"> <li>• <b>References:</b> 1. JamilaBrijBhushan, “The Costume and Textiles of India”, Prentice Hall, 2000.</li> <li>• Fillow J and Bernard N Thomas and Hudson, “Traditional Indian Textiles”, Prentice Hall, 1993.</li> <li>• Hart A North S V and A Museum, “Historical Fashion in detail the 17th and 18th Centuries”, McMillan, 1998</li> <li>• What People Wore When: A Complete Illustrated History of Costume from Ancient Times to the Nineteenth Century for Every Level of Society - Melissa Leventon A History of Costume (Dover Fashion and Costumes) - Carl Kohler</li> </ul>			

## MVoc- Fashion Technology

M.Voc. in Fashion Technology(FT)			
<b>Course Name</b>	<b>Traditional Textile of India</b>		
<b>Course Code</b>	<b>MFT -207-IKS Elective -II</b>		
<b>Class</b>	<b>F. Y</b>	<b>Semester</b>	<b>II</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>30</b>
<b>Aim</b> Courses in Computer studies are offered to enhance the interest of student in computer. The Information Technology prepares a student for basic knowledge using computer to solve data processing problems in daily life.			
<b>Objectives</b> The main objectives of printing are the production of attractive designs with well-defined boundaries made by the artistic arrangement of a motif or motifs in one or more colors. Printed fabrics are well protected from friction and washing if dyes or pigments are applied properly on fiber. Upon successful completion of a major in computer and information sciences, students will be able to: Demonstrate proficiency in problem-solving techniques using the computer    Demonstrate proficiency in the analysis of complex problems and the synthesis of Solutions to those problems.			
<b>Course Outcomes</b> Upon completion of this subject the student will be apply technical knowledge and perform specific technical skills.			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lecture</b>
Unit I	<b>Hand Woven Textile</b> <ul style="list-style-type: none"> <li>Balucheri</li> <li>Paithani</li> </ul> <b>Course outcomes</b> <b>1. Understand Hand Woven Textile of India</b>	1/2	7
Unit II	<b>Hand Woven Textile</b> <ul style="list-style-type: none"> <li>Patola</li> </ul> <b>Course outcomes</b> <b>2. Understand Hand Woven Textile of India</b>	1/2	8
Unit III	<ul style="list-style-type: none"> <li>Jamdani</li> <li>Kanjeevaram</li> </ul> <b>Course outcomes</b> <b>1. Understand Hand Woven Textile of India</b>	1/2	7
Unit IV	<ul style="list-style-type: none"> <li>Chanderi &amp; Maheshwari</li> <li>Banaracs brocades</li> </ul> <b>Course outcomes</b> <b>2. Understand Hand Woven Textile of India</b>	1/2	8

## **MVoc- Fashion Technology**

---

### **References:**

1. "Introduction to Computers" By Norton, Peter.
2. "Introduction to Computer Fundamentals" By Bright.
3. "Fundamentals of
4. Jhp-Computer Graphics" By Peter Shirley.
5. "Introduction to Computer Fundamentals" By Bright



## **MVoc- Fashion Technology**

<b>M.Voc. in Fashion Technology</b>			
<b>Course Name</b>	<b>Fashion Grading</b>		
<b>Course Code</b>	<b>MFT -208-VSC Elective-I</b>		
<b>Class</b>	<b>F.Y.</b>	<b>Semester</b>	<b>II</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>60</b>
<b>Aim</b> <ul style="list-style-type: none"> <li>Grading technique This function connects design to production by producing paper templates for all size.</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>To impart skills in basic techniques of pattern making.</li> <li>To provide the knowledge of different machines used for sewing.</li> <li>To impart pattern making and grading skills to the students.</li> <li>Lay a foundation for pattern development, pattern grading and pattern grading skills.</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>By learning this paper, the students will gain knowledge in taking measurements for preparing metric patterns and commercial patterns.</li> <li>They will acquire knowledge in different pattern manipulation techniques and style development.</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Module I	<b>Introduction To Grading</b> <ul style="list-style-type: none"> <li>Grading Concept and Importance</li> <li>Grading Terminology</li> <li>Sizes and Measurement Methods of Grading</li> </ul>	1/2	15
Module I	<b>Introduction To Grading</b> <ul style="list-style-type: none"> <li>Stack method</li> <li>Track Method</li> </ul> Types of Grading- Horizontal, Vertical, Diagonal	1/2	15
Module III	<ul style="list-style-type: none"> <li>Upper torso Garment</li> </ul>	1/2	15
Module IV	<ul style="list-style-type: none"> <li>lower torso Garment</li> </ul>	1/2	15
<b>References:</b> <ul style="list-style-type: none"> <li>Principles of Pattern Making &amp; Grading - <a href="http://buc.edu.in/sde_book/fashion_design.pdf">http://buc.edu.in/sde_book/fashion_design.pdf</a></li> <li>Indian Garments - <a href="http://www.ushainitiatives.com/wp-content/uploads/2014/08/Indian-Garment-Design-Course-book.pdf">http://www.ushainitiatives.com/wp-content/uploads/2014/08/Indian-Garment-Design-Course-book.pdf</a></li> </ul>			

## MVoc- Fashion Technology

M.Voc. in Fashion Technology			
<b>Course Name</b>	<b>Study of Natural Dyes</b>		
<b>Course Code</b>	<b>MFT -208-VSC Elective -II</b>		
<b>Class</b>	<b>F.Y.</b>	<b>Semester</b>	<b>2</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>60</b>
<b>Aim</b> <ul style="list-style-type: none"> <li>This course will provide a hands-on foundation to green design and assessment of green products</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>To enable the students to measure and interpret colour values of dyed and printed goods. The students should be able to dye and print natural and manmade fibers with different classes of dyes and evaluate the effect of various dyes and auxiliaries on color yield and dyeing quality.</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>Apply various dyes on yarns/ fabrics of different fibers and fiber blends</li> <li>Print textile fabrics in different styles using suitable dyes</li> <li>Evaluate the colour by using computer colour matching system</li> <li>Evaluate the colour fastness properties</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Module I	<ul style="list-style-type: none"> <li>Introduction to Natural dyes and different types of Natural dyes</li> </ul>	1/2	15
Module II	Natural dyeing of yarns/ fabrics of different fibers <ul style="list-style-type: none"> <li>Application of various Natural dyes</li> <li>Dyeing with natural dyes</li> <li>Effect of dyeing parameters and their evaluation using spectrophotometer</li> </ul>	1/2	15
Module III	<ul style="list-style-type: none"> <li>Develop Natural dyes from fruits and vegetables</li> <li>Develop Samples with fruits and vegetables Dyeing</li> </ul>	1/2	15
Module IV	<ul style="list-style-type: none"> <li>Catalogue of samples of various kinds of printing on different textile substrates</li> <li>Create own design product based on Natural Dyes</li> </ul>	1/2	15
<b>References:</b> <ul style="list-style-type: none"> <li>Aspland J. R., (1997) Textile Dyeing and Colouration, NC: AATCC.</li> <li>Clarke, W. (1977) An Introduction to Textile Printing, London: Butterworth and Co. Ltd</li> <li>Duff, D.G. and Sinclair, R.F. (eds.) (1989), Gile's Laboratory Course in Dyeing, 4th Edition, West Yorkshire: Society of Dyers and Colourists, England.</li> <li>Miles, L.W.C. (1994) Textile Printing, 2nd ed., West Yorkshire: Society of Dyers and Colourists, England.</li> <li>Rastogi, D. and Chopra, S. (Eds.) (2017) Textile science, India: Orient Black Swan Publishing Limited.</li> <li>Shenai, V.A. (1987) Chemistry of Dyes and Principles of Dyeing, Vol II, Bombay: Sevak Publications.</li> <li>Shore, John (Ed) (1990) Colorants and Auxiliaries: Organic Chemistry and Application Properties, Vol. 1 &amp; 2, West Yorkshire: Society of Dyers and Colorists.</li> <li>Trotman, E. R. (1984) Dyeing and Chemical Technology of fibers, Sixth edition, England: Charles Griffin and Company Ltd.</li> </ul>			

## **MVoc- Fashion Technology**

---

<b>M.Voc. in Fashion Technology(FT)</b>			
<b>Course Name</b>	<b>Craft Documentation</b>		
<b>Course Code</b>	<b>MFT-209-OJT</b>		
<b>Class</b>	<b>F.Y</b>	<b>Semester</b>	<b>II</b>
<b>No. of Credits</b>	<b>04</b>	<b>Contact Hours</b>	<b>120</b>
<b>Aim</b>  Craft Documentation is a way to research, study, experience a craft and the region for students, and also document it as a source of knowledge and reference for other students, designers and researchers			
<b>Objectives</b>  To introduce Indian culture through the crafts, so that school students ... To understand the processes of creating a craft object from start to finish.			
<b>Course Outcomes</b>  The process documents and explains the significant characteristics of a craft; the materials, process, tools and techniques involved in creating it; as well as the applications (Interior Architecture elements, Furniture, Objects and Accessories) of the Traditional and Vernacular Crafts.			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Unit I	Introduction -Art, Craft, Non-Textile Design	1/2	15
Unit II	Aim of Art Craft and Non-Textile Design    Resourcing	1/2	15
Unit III	Selection of Any One Indian or International Craft & Non-Textile Design	1	30
Unit IV	Observation of Selected Craft & Non-Textile Design	1	30
Unit VI	Process of Making Handcrafted Article & Non-Textile Design	1/2	15
Unit VI	End Product of Final Product and Documentation & Non-Textile Design	1/2	15

---

## **MVoc- Fashion Technology**

<b>M.Voc. in Fashion Technology</b>			
<b>Course Name</b>	<b>Smart Textiles &amp; Functional Clothing</b>		
<b>Course Code</b>	<b>MFT-301-MJ</b>		
<b>Class</b>	<b>S.Y. M.Voc.</b>	<b>Semester</b>	<b>III</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>30</b>
<b>Aim</b> <ul style="list-style-type: none"> <li>This study aims to present the overview of smart textiles, its types and functions.</li> </ul>			
<b>Objective</b> <ul style="list-style-type: none"> <li>To develop awareness and appreciation of art &amp; aesthetics in functional clothing</li> <li>To impart creative and technical skills for designing textiles with special emphasis on functionality.</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>To smart textile are materials and structures that sense and react to environmental conditions or stimuli, such as those from mechanical, thermal, chemical, electrical, magnetic or other sources.</li> <li>Textile science today stands on a novel, unexplored and a fantasy filled horizon.</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Unit I	<b>Functional Clothing:</b> Definition, Classification: Protective functional, Medical functional, Sports functional, Vanity functional, clothing for special needs. Role of fiber, yarn and fabric parameters on functional attributes of functional clothing.	1/2	7
Unit II	Engineering of functional clothing, Requirements from functional clothing: physiological, biomechanical, biomechanical, ergonomics, psychological. Process of material selection. Clothing design: pattern engineering, assembling of garment components. Testing of clothing for functionality. Various principles of fit: functional ease, movement analysis, prototype testing, etc.	1/2	8
Unit III	<b>Protective Clothing</b> – Short term and long-term survival, military protective clothing, physical, environmental, camouflage and battlefield requirements for military clothing,	1/2	7
Unit IV	Principles of ballistic protection, technical fibers and fabrics for ballistic protection, ballistic vests and helmets, protection against fire, protection against extreme weather conditions. Space garments.	1/2	8
<hr/> <hr/>			

---

## MVoc- Fashion Technology

---

### References:

- Edited by R Shishoo, Shishoo Consulting AB, Sweden, “Textiles in sport”, Woodhead Publishing Ltd.
  - A.R. Horrocks and S.C. Anand, “Handbook of Technical Textiles”, Woodhead Publishing Ltd.
  - H. Mattila, “ Intelligent Textiles and Clothing:”, Woodhead Publishing Ltd.
  - Floyd. K.L. and Taylor, H.M., Industrial Applications of Textiles,
  - Poundeyhimi. B. Vascular Grafts: Textile structures and their performance.
  - Mathews. A and Hardingham M., Medical and Hygiene Textile Production.
  - Bajaj. P. and Sengupta. A.K. Protective Clothings.
  - Indian Journal of Fibre and Textile Research.
  - Sandra Keiser & Myrna B. Garner “Beyond Design”
  - Sarah E.Braddock and Marie O’Mahony, “Techno Textiles- Revolutionary Fabrics for fashion and design”
- 
-

## **MVoc- Fashion Technology**

<b>M.Voc. in Fashion Technology</b>			
<b>Course Name</b>	<b>Brand Management</b>		
<b>Course Code</b>	<b>MFT-302-MJ</b>		
<b>Class</b>	<b>S.Y.</b>	<b>Semester</b>	<b>III</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>30</b>
<b>Aim</b> <ul style="list-style-type: none"> <li>Brand management aims at building brand equity and making it grow over time.</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>Create identification and brand awareness.</li> <li>Guarantee a certain level of quality, quantity, and satisfaction of a product or service.</li> <li>Help in the promotion of the product.</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>Understand what a product is, the various levels which make it up, and different types of products</li> <li>Understand how products can be classified, and the nature of the product line and product mix.</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Unit I	Fundamentals of fashion brand - Concept of fashion brand equity - Awareness, identify, image, elements, personality, & positing	1/2	7
Unit II	Fashion Brand Extensions - Pros & Cons of brand extension - Category related extension - Image related extension	1/2	8
Unit III	Fashion brand equity - Quantitative & Qualitative methods - Brand equity measurement system - Brand Valuation	1/2	7
Unit IV	. Fashion Brands - National Brand - International Brand - Designer Brand – Any five How to build Brand Luxury fashion brand	1/2	8
<b>References:</b> <ul style="list-style-type: none"> <li>Luxury fashion branding, by Uche Okonkwo</li> <li>Luxury Brand management, by Michel Granger</li> </ul>			

## **MVoc- Fashion Technology**

<b>M.Voc. in Fashion Technology (FT)</b>			
<b>Course Name</b>	<b>Material Management</b>		
<b>Course Code</b>	<b>MFT-303-MJ</b>		
<b>Class</b>	<b>S.Y</b>	<b>Semester</b>	<b>III</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>30</b>
<b>Aim</b> <ul style="list-style-type: none"> <li>Materials management is the capability firms use to plan total material requirements. The material requirements are communicated to procurement and other functions for sourcing.</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>Efficient production scheduling</li> <li>To take make or buy decisions</li> <li>Prepare specifications and standardization of materials</li> <li>To assist in product design and development</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>Identifying the scope for integrating materials management function over the logistics and supply chain operations</li> <li>Analysing the materials in storage, handling, packaging, shipping distributing and standardizing.</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Unit I	Integrated Materials Management: Need, scope, advantage, concept; materials requirement planning and budgeting; make or buy decision; ABC and VED analysis	1/2	7
Unit II	Purchasing Management: Purchase system, policy and procedure;	1/2	8
Unit III	Source selection, vendor development and evaluation; legal aspects of buying.	1/2	7
Unit IV	Stores Management: Stores system and procedures; stores accounting and stock verification; disposal of surplus and scrap.	1/2	8
<b>References:</b> <ol style="list-style-type: none"> <li>Gopalakrishnan, P. and Sunderashan, M : Handbook of Materials Management, Prentice Hall of India.</li> <li>R. Mishra: Materials Management, Excel Books</li> <li>Nair: Purchase and Materials Management, Vikas</li> <li>Dutta, A.K.: Integrated Materials Management, Prentice Hall of India</li> <li>Bhattacharya, S.C.: Modern Concepts on Materials Management</li> <li>Dobler, D.W. &amp; Others: Purchasing and Materials Management, McGraw Hill.</li> </ol>			

## MVoc- Fashion Technology

---

M.Voc. in Fashion Technology			
<b>Course Name</b>	<b>VISUAL MERCHANDISING</b>		
<b>Course Code</b>	<b>MFT-304-MJ</b>		
<b>Class</b>	<b>S.Y.</b>	<b>Semester</b>	<b>III</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>30</b>
<b>Aim</b> <ul style="list-style-type: none"> <li>Visual Merchandising course aims to impart candidates both theoretical and practical knowledge. During the course, students are first taught the important concepts of Visual Merchandising. After this, they are taught how to use them in real life scenario.</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>Visual merchandising is presenting products in an aesthetically pleasing way. It integrates both elements of design and psychology to create eye-catching product displays that will grab the attention of shoppers and arouse positive emotions within them. The main objectives are to improve sales and brand identity.</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>Understand basic promotion and advertising including various media for retail advertising (newspaper, radio, direct mail) and the design, layout, and production of ads and promotional point of purchase material.</li> <li>Design and build scale model and prop suitable for use in display and exhibition. Use basic display skills such as covering, stapling, and mounting.</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Unit I	<ul style="list-style-type: none"> <li><b>Fundamentals Of Visual Merchandising:</b></li> <li>visual merchandising and display, purpose of visual merchandising, store image, target customers, seasonal visual merchandise and windows.</li> </ul>	1/2	7



## MVoc-I Fashion Technology CBCS

Unit II	<ul style="list-style-type: none"> <li>• <b>Elements And Principles Of Design In Visual Merchandise:</b> Introduction, objective, design elements- line, colour, texture, shape and form. Principles - balance, emphasis, proportion, rhythm, repetition.</li> </ul>	1/2	7
Unit III	<ul style="list-style-type: none"> <li>• <b>Display And Display Settings:</b></li> <li>• Mannequin: types of mannequin - realistic, semi realistic, abstract, semi abstract, headless; dressing up of mannequin. Types of display - one item, line of goods, related merchandise, assortment, promotional vs institutional. Type of display settings - realistic, environmental, semi-realistic, fantasy, abstract.</li> </ul>	1/2	8
Unit IV	<ul style="list-style-type: none"> <li>• <b>Store And Window Settings:</b></li> <li>• Exterior of the store - signs, marquees, outdoor lightning, banners, planters, awning; window in store front - the angled front, the arcade front, the corner, display, closed back, open-back, island, shadow boxes, elevated, deep, tall.</li> <li>• <b>Light And Its Impact On Colour:</b></li> <li>• Importance, types - primary lighting, secondary lighting, coloured lights and filters, planning store lighting.</li> </ul>	1/2	8

### References:

1. Martin M.Pegler, "Visual Merchandising and Display", Berg Publishers, UK, 2006.
2. Laine stone, Jean Samples, "Fashion Merchandising – An Introduction", Mc Graw Hill Book Co, New York, 2001.
3. Diamond J, "Fashion Retailing - A Multi – Channel Approach", Prentice Hall, New Jersey, 2000.

## MVoc-I Fashion Technology CBCS

### M.Voc. in Fashion Technology

<b>Course Name</b>	<b>Import Export Management-II</b>		
<b>Course Code</b>	<b>MFT -305-MJ</b>		
<b>Class</b>	<b>F.Y. M.Voc.</b>	<b>Semester</b>	<b>2</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>30</b>
<b>Aim</b> <ul style="list-style-type: none"> <li>To impart knowledge about export business.</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>To analyze the business environment related import criteria.</li> <li>To incorporate the knowledge of best practices for global market.</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>To develop management skills for international business.</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Unit I	<b>Foreign Trade Documents:</b> <ul style="list-style-type: none"> <li>Need, Rationale</li> <li>Types of documents relating to goods- Invoice, Packing Note and List , Certificate Of Origin</li> <li>Certificate Relating To Shipments– Mate Receipt , Shipping Bill, Certificate of Measurement, Bill Of Lading, Air Way Bill</li> </ul>	1/2	8
Unit II	<ul style="list-style-type: none"> <li>Documents Relating To Payment- Letter of Credit, Bill Of Exchange, Letter Of Hypothecation, Bank Certificate for Payment</li> </ul> Document Relating To Inspection– Certificate of Inspection, GSP and Other Forms.	1/2	7
Unit III	<b>Import Procedure:</b> Import License, Procedure For Import License, Import Trade Control Regulation Procedure, Special Schemes, Replenishment License, Advance License, Split Up License , Spares for after Sales Service License, Code Number, Bill of Entry	1/2	7
Unit IV	<b>Shipment And Customs:</b> <ul style="list-style-type: none"> <li>Pre-Shipment Inspection and Quality Control, Foreign Exchange Formalities, Pre shipment Documents, Shipment of Goods and Port Procedures, Customs Clearance</li> </ul> Post Shipment: Formalities and Procedures, Claiming Duty Drawback and other benefits, Role of Clearing and Forwarding Agents	1/2	8

## MVoc-I Fashion Technology CBCS

### References:

11. Francis Cherunilam, (1998), *International Trade and Export Management* – Himalaya Publication, Mumbai.
12. R.K. Jain, (April 2003 Fourth Edition), *Exim Policy Input Output Norms – Duty Exemption Scheme 2002-2007*, Centax publication pvt. Ltd. New Delhi.
13. Kristen K, Swanson, Judith C Everett, *Promotion in the Merchandising Environment*, Fairchild Publication.
14. Paras Ram, *Hand Book Of Import And Export Procedures*
15. Govt. Of India: *Hand Book Of Import And Export Procedures*
16. Bose. A., (Oct–Dec 1965), *Streamline Your Export Paper Work*, International Trade Form
17. How To Start Export
18. CBI Booklets – Netherland
19. ECGC Services And Guidelines
20. AEPC Booklets

M.Voc. in Fashion Technology			
<b>Course Name</b>	<b>Transformational Reconstruction</b>		
<b>Course Code</b>	<b>MFT-306-MJP</b>		
<b>Class</b>	<b>F.Y. M.Voc.</b>	<b>Semester</b>	<b>2</b>
<b>No. of Credits</b>	<b>04</b>	<b>Contact Hours</b>	<b>120</b>
<b>Aim</b> <ul style="list-style-type: none"> <li>Advanced pattern technique module that is rooted in the fundamentals of flat pattern making</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>Given an introduction and thought dart manipulation which included valley technique, chasing grain lines and inserting ruffles.</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>To get the desired fit, incorporate cylindrical human body and for the design element. Students went on to implement this process in the fabrics purchased by them which had stripes and patterns. Individual guidance was given for the concept to be grasped well.</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Module I	<ul style="list-style-type: none"> <li>TR technique- Cutting &amp; Sewing (exercise on Half Bodice)</li> <li>TR technique- Adding Volumes and designing onto</li> </ul>	1	30
Module II	<ul style="list-style-type: none"> <li>TR Draping technique (Exercise onto a Front Bodice)</li> </ul>	1	30
Module III	<ul style="list-style-type: none"> <li>3D dart manipulation</li> </ul>	1/2	15
Module IV	<ul style="list-style-type: none"> <li>Origami technique</li> </ul>	1/2	15
Module V	<ul style="list-style-type: none"> <li>TR vortex technique</li> </ul>	1/2	15

## MVoc-I Fashion Technology CBCS

Module VI	Practicing: <ul style="list-style-type: none"> <li>Balloon technique</li> <li>Gathered Technique</li> </ul>	1/2	15
<b>References:</b> Transformation Reconstruction 2 by Shingo Sato, Antiquity Press (2014) Video demonstrations by Shingo Sato You tube videos on TR Cutting			

M.Voc. in Fashion Technology			
<b>Course Name</b>	<b>Design Concept</b>		
<b>Course Code</b>	<b>MFT-307-IKS Elective-I</b>		
<b>Class</b>	<b>F.Y. M.Voc.</b>	<b>Semester</b>	<b>2</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>30</b>
<b>Aim</b> <ul style="list-style-type: none"> <li>Student understand current scenario in fashion forecasting, Design process, fashion design concept and process.</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>To understand current scenario in fashion forecasting and movement of fashion on local and global level.</li> <li>To gain knowledge about design process followed by designers for creating a collection of garments.</li> <li>To provide skills for development of inspiration and mood boards relevant to a particular theme or season.</li> <li>To equip students with knowledge of various components of fashion library, identify them in current fashion and apply them in their own designing.</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>Students are able to identify a trend (through trend research forecast) and recognize its movement in local markets as affected by global market</li> <li>Ability to create theme relevant boards which are essential to the design process</li> <li>Skilled in hand art to express ideas on sheets through mind mapping and visual research</li> <li>Students can perform independent researches of small scale and apply them in design project.</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Unit I	<ul style="list-style-type: none"> <li>Secularism in India</li> <li>Impact of diverse influences.</li> <li>British Invasion in India</li> </ul>	1/2	7
Unit II	<ul style="list-style-type: none"> <li>Events and their role in the engineering Sports.</li> <li>social changes of a society</li> </ul>	1/2	8
Unit III	<ul style="list-style-type: none"> <li>The Khadi Movement</li> </ul>	1/2	7

## MVoc-I Fashion Technology CBCS

Unit IV	<ul style="list-style-type: none"> <li>Information technology</li> <li>Effect of recent environmental influences on society</li> </ul>	1/2	8
<b>References:</b> Hideaki Chijiwa, Colour harmony – “A Guide to creative colour Combination”. Helln Goworek, “Drawing Course a step by step Guide” Blackwell Publications. HW. Janson & Anthony Janson, “History of art” the western radition, revised 6th edition, Upper saddle rivet Roy C. Craven, “Indian Art”, Thames & ‘Hudson.			

M.Voc. in Fashion Technology			
<b>Course Name</b>	<b>Traditional Embroidery of India</b>		
<b>Course Code</b>	<b>MFT-307-IKS Elective -II</b>		
<b>Class</b>	<b>F.Y.</b>	<b>Semester</b>	<b>2</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>60</b>
<b>Aim</b> <ul style="list-style-type: none"> <li>Courses in Computer studies are offered to enhance the interest of student in computer. The Information Technology prepares a student for basic knowledge using computer to solve data processing problems in daily life.</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>To learn the traditional costumes and Embroidery in India.</li> <li>To know the woven and dyed textile.</li> <li>To learn the traditional embroidery of India.</li> <li>To gain knowledge about traditional prints and dyes.</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>Upon completion of this subject the student will be apply technical knowledge and perform specific technical skills.</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Unit I	<b>Embroidered Textile Of India</b> <ul style="list-style-type: none"> <li>Phulkari of Punjab</li> <li>Chikankari of Uttar Pradesh</li> <li>Kantha of West Bengal</li> <li>Kasuti of Karnataka</li> </ul> <b>Course outcomes</b> <b>1. Understand the concept and importance of</b>	1/2	15

## MVoc-I Fashion Technology CBCS

Unit II	<ul style="list-style-type: none"> <li>Kashida</li> <li>Chamba Rumal</li> </ul> <p><b>Course outcomes</b></p> <ol style="list-style-type: none"> <li>Understand the concept and importance of Embroidered Textile of India</li> <li>To learn different state wise embroidery</li> </ol>	1/2	15
Unit VI	<ul style="list-style-type: none"> <li>Kachchi embroidery of Gujrat</li> </ul> <p><b>Course outcomes</b></p> <ol style="list-style-type: none"> <li>Understand the concept and importance of Embroidered Textile of India</li> <li>To learn different state wise embroidery</li> </ol>	1/2	15
Unit VI	<ul style="list-style-type: none"> <li>Gold &amp; Silver work</li> </ul> <p><b>Course outcomes</b></p> <ol style="list-style-type: none"> <li>Understand the concept and importance of Embroidered Textile of India</li> <li>To learn different state wise embroidery</li> </ol>	1/2	15
<b>References:</b> Traditional Embroideries of India' Shailaja D. Naik			

M.Voc. in Fashion Technology			
<b>Course Name</b>	<b>Fabric Manipulation Techniques</b>		
<b>Course Code</b>	<b>MFT-308-VSC Elective -I</b>		
<b>Class</b>	<b>F.Y.</b>	<b>Semester</b>	<b>2</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>60</b>
<b>Aim</b> <ul style="list-style-type: none"> <li>Student can understand different Fabric Manipulation techniques to understand stitching to gather fabric, creating areas of tension and release in a sculptural effect.</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>To develop awareness and appreciation of structural art &amp; aesthetics in Garments</li> <li>To impart creative and technical skills for designing garments through manipulating fabric with special emphasis on structural design</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>Students will be able to develop a library of fashion manipulation techniques.</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Module I	<ul style="list-style-type: none"> <li><b>Controlled Crushing</b></li> <li>Gathering: Single Edge gathering, Opposite Edge Gathering, All-Sides Gathering</li> </ul>	1/2	15

## MVoc-I Fashion Technology CBCS

Module II	<ul style="list-style-type: none"> <li>• <b>Controlled Crushing</b></li> <li>• Shirring: Pattern Shirring</li> </ul>	1/2	15
Module III	<ul style="list-style-type: none"> <li>• <b>Supplementary Fullness</b></li> <li>• Ruffles: Single- and Double-edged gathered ruffles</li> </ul>	1/2	15
Module IV	<ul style="list-style-type: none"> <li>• <b>Supplementary Fullness</b></li> <li>• Flounces: Circular Flounce, Controlled Flounce</li> <li>• Godets</li> </ul>	1/2	15
<b>References:</b> <ol style="list-style-type: none"> <li>1. The art of Manipulating fabric, Colette Wolff</li> <li>2. Andrew Ann, Smocking, London Merchurs Press</li> <li>3. The art of Sewing: Time life books, Newyork</li> </ol> The complete guide to needle work techniques and Materials, Mary Gostelow, Quill Publishing Ltd; London			

M.Voc. in Fashion Technology			
<b>Course Name</b>	<b>Textile Design process</b>		
<b>Course Code</b>	<b>MFT-308-VSC Elective-II</b>		
<b>Class</b>	<b>F.Y.</b>	<b>Semester</b>	<b>2</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>60</b>
<b>Aim</b> <ul style="list-style-type: none"> <li>• Textile design is the process of creating textiles and the patterns on them for knitted, woven, and printed fabrics.</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>• To develop awareness and appreciation of art &amp; aesthetics in Textiles</li> <li>• To impart creative and technical skills for designing textiles with special emphasis on structural design</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>• Students will be able to develop a library of Textile Design process through surface ornamentation techniques.</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Module I	<b>Design Analysis:</b> <ul style="list-style-type: none"> <li>• Structural and applied design variation in fibre, yarn and fabric construction, embroidery, dyeing, printing and finishes</li> <li>• Gathering, All-Sides Gathering</li> <li>•</li> </ul>	1/2	15
Module II	<b>Design Analysis:</b> <ul style="list-style-type: none"> <li>• Shirring: Pattern Shirring</li> <li>• Flounces: Circular Flounce, Controlled Flounce</li> <li>• Gadgets</li> </ul>	1/2	15

## MVoc-I Fashion Technology CBCS

Module III	<b>Process of Designing:</b> <ul style="list-style-type: none"> <li>Developing textile motives inspired by: Nature, Religion, Mythology, Arts &amp; Crafts, Architecture applying elements and principles of design</li> </ul>	1/2	15
Module IV	<ul style="list-style-type: none"> <li>Motif Development: Geometrical, Simplified, Naturalized, Stylized, Abstract and Ornamental</li> <li>Big and Small Motives: Enlargement and Reduction, Growth of a motif Colour consideration: Colour harmonies and Colour ways</li> </ul>	1	15
<b>References:</b> Transformation Reconstruction 2 by Shingo Sato, Antiquity Press (2014) Video demonstrations by Shingo Sato You tube videos on TR Cutting			

M.Voc. in Fashion Technology			
Course Name	Design Research & Methods		
Course Code	MFT-309-RP		
Class	S.Y. M.Voc.	Semester	III
No. of Credits	04	Contact Hours	60
<b>Aim</b> <ul style="list-style-type: none"> <li>Aims The research project is the culmination of a Master's programme. The overall aims focus on research, research planning, and research reporting.</li> </ul>			
<b>Objective</b> <ul style="list-style-type: none"> <li>To understand the basic principles of research and learn various methods available for collecting and analyzing data.</li> <li>Application of research techniques to collect &amp; analyze data.</li> <li>To understand the basic principles of photography as a skill and medium for effective Documentation and communication.</li> <li>To become aware of cultural nuances and personal interpretations in documentation.</li> <li>To learn to work in a team and to maximize individual contributions towards attaining depth in the study.</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>Demonstrate knowledge of <b>research</b> processes (reading, evaluating, and developing); identify, explain, compare, and prepare the key elements of a <b>research</b> proposal/report; compare and contrast quantitative and qualitative <b>research</b> paradigms.</li> </ul>			
Unit	Topics	Credit	Lectures



## MVoc-I Fashion Technology CBCS

Unit I	<ul style="list-style-type: none"> <li>• 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 1. Exploratory or Formulative Research 2. Descriptive Research or Statistical Research 3. Explanatory Research 4. Experimental Research or Analytical Research</li> <li>• The research design should be able to provide answers of the following reserve queries:</li> </ul>	1	15
Unit II	<ul style="list-style-type: none"> <li>• Compilation of sources and data - What is the study about and, what type of data is required? - 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 the study? - 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? - What should be the specific nature of the study?</li> <li>• Common Application of Research Design 1. Cross-Section 2. Longitudinal 3. Description 4. Explanation 5. Exploration - Literature Reviews - Exploration - Description &amp; - Explanation - Unobtrusive Method -</li> </ul>	1	15
Unit III	<ul style="list-style-type: none"> <li>• 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</li> </ul>	1	15
Unit IV	<ul style="list-style-type: none"> <li>• Final preparation of Report Experience Survey by Best Hypothesis Behavioral Possibility Knowledge of Facilities Control Factor Knowledge of Helping Persons</li> </ul>	1	15

### References:

1. Khanzode V.V., (1995), Research Methodology: Technique & Trends, New Delhi: APH Publishing Corporation
2. Kothari C.R., (2010), Research Methodology: Methods and Technique, New Delhi: New Age International Publishers
3. .Kumar Ranjit, (2005), Research Methodology-A Step-by-Step Guide for Beginners, (2nd.ed.), Singapore: Pearson Education.
4. Research: Meaning and Perspective in the Research Process, New Delhi: SAGE Publications
5. Mustafa A., (2010), Research Methodology, Delhi: A.I.T.B.S Publishers
6. .Sam Daniel P. and Sam Aroma G., (2011), Research Methodology, Delhi: Kalpaz Publication
7. .Trochim William, Donnelly James P. and Arora Kanika, (2015), Research Methods: The essential Knowledge Base, United Kingdom: CENGAGE Learning
8. Vaus David de., (2001), Research Design in Social Research, New Delhi: Sage Publication
9. Zikmund William, (1988), Business Research Methods, Chicago: The Dryden Press.

## MVoc-I Fashion Technology CBCS

### M.Voc. in Fashion Technology

<b>Course Name</b>	<b>Fashion Retailing</b>		
<b>Course Code</b>	<b>MFT-401-MJ</b>		
<b>Class</b>	<b>S.Y</b>	<b>Semester</b>	<b>IV</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>30</b>
<b>Aim</b> <ul style="list-style-type: none"> <li>Consumers benefit from retailing is that, retailers perform marketing functions that makes it possible for customers to have access to a broad variety of products and services.</li> <li>Retailing also helps to create place, time and possession utilities.</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>The overall objective of retail marketing is creating and developing services and products that meet the specific needs of customers and offering these products at competitive, reasonable prices that will still yield profits.</li> <li>Businesses must realize that, in retail, the customer lies at the center of any organization's marketing efforts, determining the overall success of the product or service</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>Students will be able to write and present a report about the various types of retail organizations. Students will be able to research and name various career paths in the fashion industry.</li> <li>Students will be able to identify and apply current business methodology and discuss current situations and opportunities connected to the fashion business.</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Unit I	<b>Retailing &amp; Retailing Organization</b> <ul style="list-style-type: none"> <li>Characteristics and functions, trends, types, retailing channels, international fashion retailer strategy, retailing in rural India, challenges in retail business.</li> </ul> <b>Consumer Behavior</b> Consumer behavior, - consumer demographic, lifestyle, needs and desires, shopping attitude and behavior	1/2	7
Unit II	<ul style="list-style-type: none"> <li><b>Objectives of merchandise plan</b> – measuring inventory turnover.</li> <li>Sales forecasting – life cycle, sales forecast, collaborative planning</li> <li>merchandise to stores. Analyzing merchandise performance - ABC analysis, sell-through analysis, multi attribute method.</li> </ul>	1/2	8

## MVoc-I Fashion Technology CBCS

Unit III	<b>Retail Location, Design</b> <ul style="list-style-type: none"> <li>Location – types, choice, location and site evaluation. Store layout – type, feature areas. Space planning – location of departments and merchandise, planograms, leveraging space.</li> </ul>	1/2	7
Unit IV	<ul style="list-style-type: none"> <li><b>Retail Pricing</b> Pricing strategy</li> <li><b>Promotion Strategy &amp; Standing Relationship In Retailing</b> Promotion mix selection - advertising, media selection, sales promotion, personal selling and publicity. Ethics, social responsibility, consumerism.</li> </ul>	1/2	8

### References:

1. Ellen Diamond “Fashion Retailing: A Multi-Channel approach”, Pearson Education India, India, 2007.
2. John Fernie, Suzanne Fernie and Christopher Moore, “Principles of Retailing”, Reed Elsevier
3. India Private Limited, New Delhi, 2007.
4. Margaret Bruce, Christopher M. Moore and Grete Birtwistle, “International Retail Marketing – A Case study approach”, Reed Elsevier India Private Limited, New Delhi, 2006.
5. Michael Levy, Barton A Weitz, “Retailing Management”, Tata McGraw-Hill Publishing Company Limited, India, 2006.
6. Gibson G. Vedamani, “Retail Management Functional Principles and Practices”, Jaico Publishing House, Mumbai, India, 2002.

## MVoc-I Fashion Technology CBCS

### M.Voc. in Fashion Technology

<b>Course Name</b>	<b>Film Theater &amp; Costume</b>		
<b>Course Code</b>	<b>MFT-402-MJ</b>		
<b>Class</b>	<b>S.Y</b>	<b>Semester</b>	<b>IV</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>30</b>
<b>Aim</b> <ul style="list-style-type: none"> <li>Students will develop specialized skills/training in the <b>theatre</b> arts .</li> <li>Understand and apply knowledge of scenic and <b>costume</b> construction techniques</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>To analyze the student costume for the movie, theater &amp; advertisement</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>Demonstrate familiarity with the fundamentals of the social/psychological aspects of why people wear clothing.</li> <li>Demonstrate an understanding of basic clothing shapes and their place in history.</li> <li>Demonstrate an understanding of what a costume designer does and how a costume shop works.</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Unit I	Introduction to evolution of film theater Indian costume/ mughal, vedic period, Gupta, Pala empire Indian film / theater costume designers	1/2	7
Unit II	Sketch & color, costume, accessories, jewellery, footwear, mask, etc	1/2	8
Unit III	Theater India, America, Japan, Europe, Greek, & Rome	1/2	7
Unit IV	Study & preparation of any one variety of theater costume based on movie or book	1/2	8
<b>References:</b> <p>Kaleidoscope by Meher castelino (Rupa &amp; company) Indian fashion by Hindol SenGupta (Pearson education) History of world costume</p>			

## MVoc-I Fashion Technology CBCS

### M.Voc. in Fashion Technology

<b>Course Name</b>	<b>Fashion Advertising and Sale Promotion</b>		
<b>Course Code</b>	<b>MFT-403-MJ</b>		
<b>Class</b>	<b>S.Y</b>	<b>Semester</b>	<b>IV</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>30</b>

#### Aim

- The aim of fashion advertising is to develop an image or brand identity that captivates consumers and inspires people.

#### Objectives

- Two study and apply one of the major components of marketing mix i.e. promotion in the fashion industry.
- To train students to pursue a career in the areas of advertising and promotion of fashion communication
- To train students in developing fashion promotion strategies in real industry situation.

#### Course Outcomes

- Examine the importance of market segmentation,
- position and action objectives to the development of an advertising and promotion program.
- Develop creative strategies for advertising.
- Plan media strategy, scheduling, and vehicle selection. Assess strategic uses of sales promotions.

<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Unit I	Fashion as a unique product and why it needs to be promoted differently. • What and why advertising and promotion, benefits, ethical issues in advertising. Advertising in fashion marketing.	1/2	8
Unit II	Advertising media (types, characteristics, media selection, and media scheduling). • Advertising appropriation – methods • Production creative strategy, execution	1/2	7
Unit III	• Advertising agency – function, selection and coordination • Advertising effectiveness, evaluation	1/2	7
Unit IV	• Fashion promotion through fashion shows visual merchandising, special events and sales promotion techniques.	1/2	8

#### References:

Fashion Advertising and Promotion by Jay and Ellen Diamond – Fairchild Publications. Fashion Advertising and Promotion by A. Winters and Stanley Goodman. Advertising Management – Concepts and Cases by Manendra Mohan.

## MVoc-I Fashion Technology CBCS

M.Voc. in Fashion Technology			
<b>Course Name</b>	<b>Production Planning</b>		
<b>Course Code</b>	<b>MFT-404-MJ</b>		
<b>Class</b>	<b>S.Y</b>	<b>Semester</b>	<b>IV</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>30</b>
<b>Aim</b>  Production planning and control ultimately aims to increase student's knowledge of productivity through efficiency enhancement while also being economical.			
<b>Objectives</b> <ul style="list-style-type: none"> <li>To emphasis on the improved methods of material control in apparel production</li> <li>To acquaint student with quality concepts for implementing quality in apparel production</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>The course will enable students to practise better methods in apparel production and planning to take informed business decisions in the apparel industry</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Unit I	<b>INTRODUCTION</b> <ul style="list-style-type: none"> <li>Objectives And Benefits of Planning And Control- Functions Of Production Control</li> </ul>	1/2	7
Unit II	<ul style="list-style-type: none"> <li>Types Of Production-Job- Batch And Continuous-Product Development And Design</li> </ul>	1/2	8
Unit III	<ul style="list-style-type: none"> <li>Marketing Aspect – Functional Aspects-Operational Aspect-Durability And Dependability Aspect Aesthetic Aspect. Profit Consideration-Standardization, Simplification &amp; Specialization- Break Even Analysis-Economics of a New Design.</li> </ul>	1/2	7
Unit IV	<ul style="list-style-type: none"> <li><b>WORK STUDY</b></li> <li>Method Study, Basic Procedure-Selection-Recording Of Process – Critical Analysis, Development – Implementation – Micro Motion And Memo Motion Study – Work Measurement – Techniques Of Work Measurement – Time Study – Production Study – Work Sampling – Synthesis From Standard Data – Predetermined Motion Time Standards.</li> </ul>	1/2	8

## MVoc-I Fashion Technology CBCS

### References:

1. Laing R.M., Webster J, "Stitches & Seams", The Textile Institute, India, 1998
2. Shaeffer Claire, "Sewing for the Apparel Industry", Prentice Hall, New Jersey, 2001
3. Singer, "Sewing Lingerie", Cy DeCosse Incorporated, 1991
4. Patty Brown & Janett Rice, "Ready-To-Wear Apparel Analysis", Third Edition, Prentice - Hall Inc., New Jersey.

M.Voc. in Fashion Technology			
<b>Course Name</b>	<b>Design Collection &amp; Portfolio Presentation</b>		
<b>Course Code</b>	<b>MFT-405-MJP</b>		
<b>Class</b>	<b>S. Y</b>	<b>Semester</b>	<b>IV</b>
<b>No. of Credits</b>	<b>04</b>	<b>Contact Hours</b>	<b>120</b>
<b>Aim</b> <ul style="list-style-type: none"> <li>The Portfolio Development Course is aimed to those individuals' seeking entry into post-secondary art programs such as fine arts, illustration, architecture, and other design programs offered across the country.</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>Determine appropriate goals for student learning outcomes Use innovative pedagogical</li> <li>Approaches, such as teaching with technology, collaborative learning, and/or service-learning. Reflect upon and revise your pedagogical practices throughout your teaching career.</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>Most importantly, these papers should clearly demonstrate both the skills-based and content- based learning outcomes of the program. Not every individual paper in the portfolio has to meet every content-based and skill-based learning outcome, but the portfolio as a whole should clearly demonstrate all of them.</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Module I	<ul style="list-style-type: none"> <li><b>Orientation of the design collection at various platforms:</b> Industry/design house/In house Concept Development and Finalization of Theme, category of clothing (inspiration can be taken from forecast) Research for the concept: research will include the area of inspiration, detail, origion/history, motifs/textures, Development of <b>Mood</b> board</li> </ul>	1	30
Module II	<ul style="list-style-type: none"> <li><b>Mood board:</b> depiction of the mood for the collection, occasion /season for which the collection will be prepared</li> </ul>	1	30

## MVoc-I Fashion Technology CBCS

Module III	<ul style="list-style-type: none"> <li>• <b>Color board:</b> selection of the pantone shades for the collection based on concept or inspiration from forecast can be taken. Fabric sourcing: Varoious number of 8*8 swatches for the collection to be collected from market, which are expected to use for the development of design collection</li> </ul>	1/2	15
Module IV	<ul style="list-style-type: none"> <li>• <b>Doodling:</b> Rough doodling on the concept Illustrations: Rendered 100 illustrations for the design collection including fabric and color details and the finalized 25 sketches to be developed as stylized illustrations/croque</li> <li>• <b>Portfolio Development</b></li> <li>• Compilation of the best work done during the tenure of the course</li> </ul>	1/2	15
Module V	<p style="text-align: center;"><b>Specialized Portfolio Development</b></p> <ul style="list-style-type: none"> <li>• Individual student's portfolio development as per their choice of specialization.</li> </ul> <p style="text-align: center;"><b>Specialized Portfolio Development</b></p> <p>Individual student's portfolio development as per their choice of specialization.</p>	1/2	15
Module VI	<p style="text-align: center;"><b>Specialized Portfolio Development</b></p> <ul style="list-style-type: none"> <li>• Individual student's portfolio development as per their choice of specialization.</li> </ul>	1/2	15

### References:

- Fashion Portfolio: Design & Presentation Paperback – by [Anna Kiper](#) (Author)
- Portfolio Presentation for Fashion Designers 3rd Edition - by [Linda Tain](#) (Author)
- creating a Successful Fashion Collection: Everything You Need to Develop a Great Line and Portfolio Paperback – by [Steven Faerm](#)
- So You Have to Have a Portfolio A Teacher's Guide to Preparation and Presentation SECOND EDITION -[Robert L. Wyatt III](#) - East Central Universit ,[Sandra Looper](#) - North Seattle Community College
- Portfolio Presentation For Fashion Designers 4th Edition - Linda Tain



## MVoc-I Fashion Technology CBCS

M.Voc. in Fashion Technology			
<b>Course Name</b>	<b>Costumes for Indian Classical Dances</b>		
<b>Course Code</b>	<b>MFT-406-IKS Elective-I</b>		
<b>Class</b>	<b>S. Y</b>	<b>Semester</b>	<b>IV</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>30</b>
<b>Aim</b> <ul style="list-style-type: none"> <li>To develop creativity and imagination through a range of complex activities;</li> <li>To improve the student's ability to control materials, tools and techniques.</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>Think and express themselves in creative and original ways.</li> <li>show a particular interest in Clint and artwork, carrying out independent research Voluntarily.</li> <li>Initiate and explore different ways of depicting ideas, emotions and meanings.</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>The trend in making product and information more accessible to those with any kind of disability is gathering momentum. Interestingly, seeking design solution that meet the need of the disabled results in a better overall design, benefiting both the able and disabled.</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Unit I	<ul style="list-style-type: none"> <li>A brief history of Indian Dance Kathak/ Bharatnatyam</li> <li>Acquaintance with the themes of Ramayana, Mahabharata, Bhagavata Purana and Gita Govinda in context of Kathak/ Bharatnatyam</li> </ul>	1/2	7
	<ul style="list-style-type: none"> <li>Acquaintance with other myths and legends pertinent to the dance drama or gat bhav like Kalia daman, Govardhan lila, Panghatlila, Draupadi cheer haran, Makhan chori, Marich vadh, Bhasmasur vadh, Madan dahan, etc</li> </ul>	1/2	8
	<ul style="list-style-type: none"> <li>Evolution of Indian Dance Kathak/ Bharatnatyam in Pracheen kala/Mandir kal (kathavachak and Rasdhar tradition, etc) Madhya kal/ Darbarkal, Adhunik kal covering British and post independent era till the present time</li> </ul>	1/2	8
Unit II	<ul style="list-style-type: none"> <li>A brief study of Indian Dance Kathak/ Bharatnatyam's costumes</li> </ul>	1/2	7
<b>References:</b> <ol style="list-style-type: none"> <li>Indian Dances. By Chiranjeev Bhan. \$52; Sattriya the Living <b>Dance</b> Tradition of Assam. By Mallika ...</li> <li>A BIBLIOGRAPHY OF ANANDA KENTISH COOMARASWAMY"</li> </ol>			

## MVoc-I Fashion Technology CBCS

- a. James S Crouch
- b. Published by Indira Gandhi Centre for the Arts & Manohar Publishers, Delhi
3. "A DICTIONARY OF BHARATA NATYAM"
  - a. U S Krishna Rao Published by Orient Longman
4. "A DICTIONARY OF KATHAKALI" -K P S Menon Published by Orient Longman
5. "A HANDBOOK ON NATYA SASTRA" -Vasanta Vedam

M.Voc. in Fashion Technology			
<b>Course Name</b>	<b>Khadi: Tradition to Fashion</b>		
<b>Course Code</b>	<b>MFT-406-IKS Elective-II</b>		
<b>Class</b>	<b>S. Y</b>	<b>Semester</b>	<b>IV</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>30</b>
<b>Aim</b> <ul style="list-style-type: none"> <li>To promote and develop Khadi and Village Industries and produce Khadi and Village Industries products</li> <li>The learner will be able to compare the scope of making Khadi and its employability as against other vocational subjects.</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>Help and provide guidance to industrial development in rural areas.</li> <li>They will be able to critically analyze the importance of Khadi in relation to Socio- Culture Environment.</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>The learners will be able to research and recall the importance of Khadi in Indian History.</li> <li>The learners will be able to comprehend and analyze the evolution of Khadi</li> <li>They will be able to identify the raw material, where and how it is produced.</li> <li>They will also be able to identify and describe Khadi as a sustainable product.</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Unit I	<ul style="list-style-type: none"> <li>Introduction to Khadi</li> <li>History of Khadi</li> </ul>	1/2	8
Unit II	<ul style="list-style-type: none"> <li>Significance of Khadi</li> </ul>	1/2	7
Unit III	<ul style="list-style-type: none"> <li>Growth and transformation</li> <li>Khadi products</li> </ul>	1/2	8
Unit IV	<ul style="list-style-type: none"> <li>Khadi fashion</li> </ul>	1/2	7
<b>References:</b> <ol style="list-style-type: none"> <li>Indian Khadi Cloth by Phyllida Jay</li> <li>Parikh, Geetanjali. <i>History of Khadi</i>. New Delhi: National Book Trust, 2010</li> <li>Mazumdar, Vina. <i>Khadi and Village Industries Commission</i>. New Delhi: Centre for Women's Development Studies, 1988</li> </ol>			

## MVoc-I Fashion Technology CBCS

4. Sharma, Yovesh Chandra. *Cotton khadi in Indian economy*. Ahmedabad: Navajivan Pub. House, 1999
5. Gonsalves, Peter. *Khadi: Gandhi's mega symbol of subversion*. Thousand Oaks, CA: SAGE Publications, 2012

M.Voc. in Fashion Technology			
<b>Course Name</b>	<b>Product development</b>		
<b>Course Code</b>	<b>MFT-407-VSC Elective-I</b>		
<b>Class</b>	<b>S. Y</b>	<b>Semester</b>	<b>IV</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>60</b>
<b>Aim</b> The purpose of Product development is to certify that the manufacturer understands and follows the specifications established to build a specific product.			
<b>Objectives</b> <ul style="list-style-type: none"> <li>Identify and analyze color, fashion and broader cultural trends, past and present, using research, mood boards, and online resources such as WGSN.</li> <li>Develop short-term and long-term fashion forecasts.</li> <li>Apply the basic principles of merchandising and marketing, including product, price, place and promotion.</li> <li>Conceive and develop a product line based on consumer and market needs.</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>Plan a product line for the specific target market your team is designing.</li> <li>Conduct detailed research on target market with documentation and research tools.</li> <li>Understand the life cycle of garment production for the mass market.</li> <li>Understand how garment type, fabrication, and market level affect production techniques.</li> <li>Construct team-designed garments while working in a team environment.</li> <li>Present collection to a juried audience.</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Module I	Students will learn how to research and analyze historical and current fabric, color and fashion trends. They will learn how and where to look for trends, on the street, in the store and online, as well as relate that information to broader cultural trends.	1/2	15
Module II	Students will learn the basics of short- and long-term forecasting, based on current trends, and how to use this information to develop a fashion collection and marketing initiative, using the Four Marketing Ps: Product, Place, Price and Promotion.	1/2	15
Module III	Students will learn about the activities associated with the six levels of product development, 1) Research & Analysis, 2) Design Concepts 3) Line Development and Merchandising, 4) Sample Production,	1/2	15
Module IV	5) Production and 6) Distribution, in addition to learning	1/2	15

## MVoc-I Fashion Technology CBCS

	techniques related to sustainable production, including recycling and zero waste		
--	--	--	--

### References:

1. Drake Mary F, Spoons Janice H, Green World Herbert; 1992, Retail Fashion Promotion and Advertising, Macmillan Publishing Company.
2. Goworek Helen; 2001, Blackwell science. Fashion buying,

### M.Voc. in Fashion Technology

<b>Course Name</b>	<b>Design For Special Needs</b>		
<b>Course Code</b>	<b>MFT-407-VSC Elective-II</b>		
<b>Class</b>	<b>S. Y</b>	<b>Semester</b>	<b>IV</b>
<b>No. of Credits</b>	<b>02</b>	<b>Contact Hours</b>	<b>60</b>

### Aim

- To develop creativity and imagination through a range of complex activities;
- To improve the student's ability to control materials, tools and techniques.

### Objectives

- Think and express themselves in creative and original ways.
- show a particular interest in Clint and artwork, carrying out independent research Voluntarily.
- Initiate and explore different ways of depicting ideas, emotions and meanings.

### Course Outcomes

- The trend in making product and information more accessible to those with any kind of disability is gathering momentum. Interestingly, seeking design solution that meet the need of the disabled results in a better overall design, benefiting both the able and disabled.

Unit	Topics	Credit	Lectures
Module I	<b>Physically Dependent</b> Students who are physically dependent with multiple needs. Dependent on others for meeting All major daily living activities. • Low Incidence	1/2	15
Module II	<b>Deaf/Blind</b> Students with visual and auditory impairment which results in significant difficulties in developing.	1/2	15
Module III	<b>Physical Disabilities or Chronic Health Impairments</b> A student is considered to have a physical disability or chronic health impairment due to nervous system impairment.	1/2	15
Module IV	<b>Physical Disabilities or Chronic Health Impairments</b> Musculoskeletal condition, or a chronic health condition when Their education is adversely affected by their physical disability or chronic health impairment.	1/2	15

## MVoc-I Fashion Technology CBCS

### References:

1. The Art of Fashion Draping by Connie Amaden-Crawford published by Fairchild Publications.
2. Draping for Fashion Design by Hilde Jaffe, Nurie Relis published by Pearson Education.

M.Voc. in Fashion Technology			
<b>Course Name</b>	<b>Research Project</b>		
<b>Course Code</b>	<b>MFT-408-RP Elective-I</b>		
<b>Class</b>	<b>S. Y</b>	<b>Semester</b>	<b>IV</b>
<b>No. of Credits</b>	<b>06</b>	<b>Contact Hours</b>	<b>90</b>
<b>Aim</b> <ul style="list-style-type: none"> <li>The research project is the culmination of a Master's program. The overall aims focus on research, research planning, and research reporting</li> </ul>			
<b>Objectives</b> <ul style="list-style-type: none"> <li>By the end of this module students should be able to: 1. demonstrate an ability to plan a research project, such as is required in a research proposal prior to the launch of their work</li> <li>Demonstrate an ability to reflect on the strengths and weaknesses of their research and methodology, with constructive advice on how they might improve their efforts in future work</li> </ul>			
<b>Course Outcomes</b> <ul style="list-style-type: none"> <li>The Master's degree culminates in a research project of the student's own design. This project is documented by a final research report or dissertation. The student's work is guided by an academic supervisor. It also is supported by a variety of key skill programs. Students are expected to construct a research project that includes original research, deliberate and well considered methodological choices, and shows relevance to significant conversations within the discipline. The dissertation should represent the very best research and analysis a student can produce.</li> </ul>			
<b>Unit</b>	<b>Topics</b>	<b>Credit</b>	<b>Lectures</b>
Unit I	<b>Informal conversations</b> <ul style="list-style-type: none"> <li>Students are strongly encouraged to discuss possible project ideas with tutors, fellow students, and other research professionals. All research projects begin with open-ended conversations and scoping exercises.</li> <li>Students are welcome to discuss their project ideas with STS tutors, their peers, and anyone in the community with relevant expertise.</li> </ul>	1	15

## MVoc-I Fashion Technology CBCS

Unit II	<b>Identify topic</b> <ul style="list-style-type: none"> <li>The first formal step in the module involves identifying a preliminary project title and writing an abstract of no more than 100 words. This requires submitting a completed registration form. Writing an abstract for a research proposal or for completed research work is an important transferable skill.</li> </ul>	1	15
Unit III	<b>Supervision</b> <ul style="list-style-type: none"> <li>Supervisors will be assigned to students after the project title/ abstract forms have been submitted.</li> <li>The main responsibilities of the supervisor are to assist the student with project management and to advise the student on criteria for assessment.</li> <li>Compliance with UCL ethics, safety, and documentation protocols STS has clear procedures in place to manage compliance with UCL's policies on research ethics, safety, and data protection.</li> </ul>	1	15
Unit IV	<b>Term research</b> <ul style="list-style-type: none"> <li>Students are expected to commit substantial time during the semester to their research project. Supervisions The principal form of academic input for the research project normally comes through discussions with the designated supervisor. The majority of these meetings should be face-to-face, either in person or via video- or audio-conferencing technology. Email alone is insufficient as a supervisory tool, though it very likely will be used to supplement these supervisory interactions. Supervisors also may make themselves available for additional</li> </ul>	1	15
Unit V	<b>Project proposal</b> <ul style="list-style-type: none"> <li>Students write a 2,000-word project proposal. This proposal is assessed. A separate document presents sts criteria for assessment regarding the research proposal. This is posted on the moodle site.</li> <li>The supervisory purpose of this proposal is to refine</li> </ul>	1	15
Unit VI	<b>Submit project report</b> <ul style="list-style-type: none"> <li>The project report is due near the end of semester, with the specific due date.</li> <li>Digital upload is required. Students are required to submit paper copies of their project report.</li> </ul>	1	15

## **MVoc-I Fashion Technology CBCS**

---

### **References:**

- Your Research Project fourth edition -nicholas walliman - oxford brookes university, UK
- How to Do Your Research Project - Gary Thomas - University of Birmingham
- Research Methods -Rashmi Agrawal
- Educational Research - Sharif Khan