

Revised Syllabus

M.Voc. in Fashion Design & Technology



Centre of Fashion Design & Technology

Institute of Professional Studies

University of Allahabad

Allahabad

Course Structure of M. Voc. In Fashion Design & Technology

Semesters	Course Code		Title of Paper	Skill/ General Education Courses	Credits			
					L	T	P	Total
Sem-I	FDT 521		Concept Development	Skill	0	0	5	5
	FDT 522		Fashion Retail Management	Skill	5	0	0	5
	FDT 523		Introduction to Couture	Skill	0	0	5	5
	Elective Papers (Choose any one)	FDT 551	Trend Forecasting & Analysis	Skill	0	0	5	5
		FDT 552	Visual & Design Culture					
Total Credits					5	0	15	20
Sem-II	FDT 524		Fashion Image	Skill	0	0	5	5
	FDT 525		Fashion Communication	Skill	0	0	5	5
	FDT 526		Entrepreneurship Development	Skill	5	0	0	5
	Elective Papers (Choose any one)	FDT 553	Digital Design	Skill	0	0	5	5
		FDT 554	Ultra Materials					
Total Credits					5	0	15	20
Sem-III	FDT 621		Commercial Design Studies	Skill	0	0	5	5
	FDT 622		Fashion & Luxury Brand Management	Skill	5	0	0	5
	FDT 623		Design Innovation	Skill	0	0	5	5
	Elective Papers (Choose any one)	FDT 651	Fashion Ergonomics	Skill	0	0	5	5
		FDT 652	Craft Studies					
		FDT 653	Sustainable Design					
		FDT 654	Costume Studies					
Total Credits					5	0	15	20
Sem-IV	FDT 647		Seminar	Skill	0	0	1	1
	FDT 648		Dissertation	Skill	0	0	20	20
Total Credits					0	0	21	21
G. Total					15	0	66	81

M.Voc. in Fashion Design & Technology

Semester I

Core Course FDT-521 : Concept Development

Credits : (0-0-10-5)

Level: Post Graduate

Semester: Spring

Pre requisite: Knowledge of basic concepts of Design discipline

Course Objective

Concept Development is a module, exploring the nature of practical applications for creativity. Throughout the module students, will learn to define a working definition of creativity for themselves while building strategies for developing, simulating and maintaining creativity, and using it to accomplish their personal and professional goals.

Unit	Topic	Lecture
I	<u>Tools for Concept Development</u> <ul style="list-style-type: none"> Products division, Quality function Deployment, concept engineering – Tools for Design Development: design failure mode and design analysis, Reliability prediction- Tools for Design Optimization. 	07
II	<u>Concept domain</u> <ul style="list-style-type: none"> Concept development is incomplete without idea generation and communication of the same. Concept development involves the basic aspects of thinking visually which a part of visual literacy. Realizing the potential of creativity by being observant and inquisitive about our immediate surroundings and being in the state of responding to any aesthetical configuration the material world. 	08
III	<u>Knowledge domain</u> <ul style="list-style-type: none"> To be able to practice the conceptualization and ideation process as the first step of design process. To develop visual perceptual skills in order to document visual observations and ideas from creative mental imagery. To be able to use visual metaphor as a means to communicate and cultivate design ideas. 	15
IV	<u>Skill domain</u> <ul style="list-style-type: none"> To be able to generate creative ideas in terms of key concepts in the form of crisp keywords and visual representations (sketches, drawings, visual charts and collages etc.) To be able to link visual, verbal, auditory content and convert it into ideas which could be considered for design conceptualization. 	07
V	<u>Thinker domain-</u> <ul style="list-style-type: none"> Develop & Create a Design Challenge and facilitate the solution 	08

Learning Outcomes:

- Students will be able to project their ability of building strategies for developing, simulating and maintaining creativity

Reference Materials:

- The Dynamics of Fashion (Elain Stone) by Fairchild.
- Change by design by Tim Brown
- Applied Imagination: Principles and Procedures of Creative Problem Solving by Alex F. Osborn

Core Course FDT-522: Fashion Retail Management

Credits : (5-0-0-5)

Level: Post Graduate

Semester: Spring

Pre requisite: Knowledge of Basics of Management

Course Objectives

The module provides an in-depth insight into the high-end international retail business of fashion. Students will evaluate the performance of different fashion retailers with a particular focus on how they meet the needs and wants of their customers at different market levels. They will also assess how the buying, merchandising, designing, retailing and marketing functions contribute to reach profitability goals. They will develop profitable ranges and merchandise plans based on a critical analysis of sales figures, fashion trends, target customers and the retailer's stock flow. Finally, they will evaluate the impact of corporate social responsibilities, ethical and environmental issues, new technologies and new business strategies for the fashion retail industry.

Unit	Topic	Lecture
I	<u>Introduction:</u> Meaning, Functions, Type – Organized & Unorganized Theories, Formats of Retail Outlets, Retail Channels,	10
II	Concept of Merchandising, Marketing, Segmentation, Human Resource, Customer Relationship, Inventory and Logistics, Supply Chain Management etc.	10
III	<u>Retail Strategy:</u> The Target market, The Retail Format, Sustainable Competitive Advantage <u>Growth Strategies of Retailing:</u> Market Penetration, Market Expansion, Format Development, Diversification, Classification & Categories <u>Retail Branding:</u> Levels, Decisions, Image	20
IV	<u>Merchandising Planning Process:</u> Forecast Category Sale, Developing Assortment Plan, Setting Inventory and Product Availability Level, Managing Inventory or Control System, Allocating Merchandise to Store, Buying Merchandise, Monitoring and Evaluating Performances and Makeing Adjustments <u>Merchandising Policies:</u> Fashion Cycle Stage, Quality of merchandise, Price Range Offered, Breadth and Depth Of Merchandise Assortments, Brand Policies, Exclusivity	20
V	<u>Retail Buying Behavior & Process:</u> Merchandise Planning, Assortment Planning, Actual Buying & Rearrangement, Vendor Selection <u>Costing & Pricing:</u> Strategies, Type <u>Store layout & Visual Merchandising</u> <u>Fashion Retail Market: Indian & Global Scenario</u>	15

Learning Outcome:

- Students will be able to portray the knowledge of Retail Management at the level of national and global fashion business.
- They will be able to evaluate the performance of different fashion retailers with a particular focus on how they meet the needs and wants of their customers at different market levels.

Reference Material:

- Retailing Management, A Strategic Approach (B. Berman and J. R. Evans) by Prentice.
- Integrated, Retail Management (James R. Ogden, Denise Ogden) by Biztantra.

Core Course FDT-523: Introduction to Couture

Credit : (0-0-10-5)

Level: Post Graduate
Semester: Spring
Pre requisite: Knowledge of Design Process

Course Objective

During this module students will learn how to design collections and manage research and creativity, and understand the fashion system. The module focuses on designing and learning about 'luxury', ready-to-wear and capsule collection, through design skills used when creating a fashion collection. Graphic techniques and traditional methods in illustrating will be used to render all typologies of fabrics. To complement this, the module will cover the history of the development of ready-to-wear, including luxury, demi-couture, resort and cruise collections, and last but not least, up to the present day, fast fashion, which will further enhance their knowledge of this fascinating subject. By the end of their studies, students will have produced a small collection of designs together with the appropriate selection of textile swatches to indicate fabrics to be used.

Unit	Topic	Session hours
I	<u>Introduction to clothing behavior</u> Significance of clothing Factors affecting basic clothing needs General values & Clothing behavior <u>Society & Clothing</u> Culture & Society Dress among Societies Globalization of Dresses	24
II	<u>Types of collection</u> Ready-to-wear, Haute couture, Demi-couture, Capsule collection, Resort wear, Active wear, Cruise collection	28
III	<u>Design development</u> after the identification of a particular society and its way of dressing.	30
IV	<u>Demographic trends</u> - Effect of Age, Sex, Income, Social Class, Economic Status And Ethnicity on couture. <u>Psychographic trends</u> -Effects of Personality, Attitude, Lifestyle And Peer Group on couture.	32
V	<u>Dress & Technology</u> Designing a couture range with the help of dedicated softwares.	36

Learning Outcome:

- Students will be able to understand the global platform of Fashion.
- They will be able to design collection using latest softwares.

Reference Materials

- The Meaning of Dress (Kimberly A. Miller-Spillman, Andrew Reilly, Patricia Hunt-Hurst) by Fairchild Publication.
- The Religious Life of Dress (Lynne Hume) by Bloomsbury Publishing.

Elective Course FDT-551 : Trend Research, Analysis and Forecasting**Credits : (0-0-5-5)****Level: Post Graduate****Semester: Spring****Pre requisite:** Knowledge of Fashion Forecasting Basics**Course Objective**

During this module the students will create a better understanding of trend research and data communication for preparing a future forecast. It is also designed to imbibe the trait of analysis in students for their future research endeavors.

Unit	Topic	Session hours
I	Introduction to Trend Research	24
II	Consumer Preferences & Research <ul style="list-style-type: none"> • Consumer research through <ul style="list-style-type: none"> ▪ Segmentation ▪ Brand awareness ▪ Relation to forecasting ▪ Connection to marketing / business initiatives 	32
III	Trend Analysis <ul style="list-style-type: none"> • Identification / Selection of target market • Trend spotting methods • Trend lifecycles 	32
IV	Forecast Interpretation <ul style="list-style-type: none"> • of the current season • of the subsequent season 	32
V	Trend Reporting & Data Analysis <ul style="list-style-type: none"> • Visualization as a tool of analysis • Data Communication 	30

Learning Outcome:

- Students will be able to understand trend forecast analysis as well as the forecast interpretation.
- They will be able to predict the future trends for their chosen market and its analysis.

Reference Materials:

- Fashion Trends: Analysis and Forecasting by Eundeok Kim, Ann Marie Fiore, Hyejeong Kim - 2013
- Fashion zeitgeist: trends and cycles in the fashion system by Barbara Vinken

Elective Course FDT-552: Visual & Design Culture**Credits : (0-0-10-5)****Level: Post Graduate****Semester: Spring****Pre requisite:** Understanding as well as interest in Art & Craft**Course Objective**

The objective of this module is to create understanding about the cultural elements omnipresent in our surrounding. Students will learn to translate these elements into design inspiration and products.

Unit	Topics	Session hours
I	<u>Design Process For Visual Culture</u> Achieving an understanding of design and the design process for visual culture, inclusive of various Art, Music, Tradition & Craft forms across the globe.	30
II	<u>Elements And Principles of Visual Culture</u> Exploring the basic elements and principles of visual culture-appreciation and understanding of visual language, principles and issues of design through creative assignments, readings, and discussions.	30
III	<u>Analysis of Contemporary Issues in Visual Culture.</u>	32
IV	<u>New Media Design</u> Creating an appreciation of graphic and new media design- visual medium: graphic design, illustration and interactive media. <u>Developing an understanding of information hierarchy-</u> It examines visual language focusing on the role designers have in shaping culture and the interconnected relationship of visual communication to disciplines across the humanities.	34
V	<u>Building the basic vocabulary of typography, design, and compositional elements-</u> visual communication in print and digital design through the lens of theories of organization; interpretation and evaluation; processes and methodologies of creation; and issues of dissemination.	24

Learning Outcome:

- Students will be able to understand and analyze various visual and culture elements.
- They will be able to draw inspiration from those elements
- They will be able to convert those elements in form of new design collection

Reference Materials:

- Designing Pornotopia: Travels in Visual Culture by Rick Poynor
- Visual Culture: An Introduction by John A. Walker, Sarah Chaplin

Semester-II

Core Course FDT-524 : Fashion Image (0-0-10-5)

Level: Post Graduate

Semester: Autumn

Pre requisite: Knowledge of Costume Design & Fashion Forecasting

Course Objective

During this module students will understand the new and evolving career of image consultants and personal shoppers, from defining fashion moods to understanding the importance of accessories, from analyzing traits of the face and body to enhancing physical features, from affirming a style to constructing a look. The image consultant assists individuals on how to organize and maximize their appearance, behaviour and communication more effectively. This module can also help students to understand the career of the fashion stylist. From working with celebrity clients to styling models for photo shoots, a fashion stylist's career provides exciting opportunities to share their passion for style with a variety of interesting people. There are many different arenas in which fashion stylists use their talents, from music videos to advertisements to TV shows and movies. They may also work with designers or public relations experts.

Unit	Topics	Session hours
I	Introduction to Fashion Styling Fashion Styling, Influence of Stylists, Specialities of Styling, Areas of Styling, Misconceptions about Styling, Personality traits of a successful Stylist	30
II	Image Management Image Management Process, Styling for Print, Editorial Styling, Lifestyle Styling, Fashion PR, Styling for Entertainment Industry, Wardrobe Styling	32
III	Image Building, Branding & Networking Portfolio Basics, Image Consulting, Personal Styling, Celebrity Styling, Career Diversity, Runway Styling, Prop Styling, Food Styling, Visual Merchandising	32
IV	Wardrobe Preparation Anatomy of Wardrobe Department, Duplicate Costumes, Green Room Understanding Fabric Care, Importance of Script, Anatomy of Apparel Phases of Production	30
V	Freelance Styling Basics of Freelance Styling, Essential Business Documents, Agency Representation vs. Freelance, Building a freelance Business Plan, Studio, Office & Financials	26

Learning Outcome:

- Students will be able work as a stylist for various activities of fashion industry.
- They will also be able to work as a freelance stylist
- They will be able work as Image Consultants.

Reference Materials

- Stylewise (Shannon Burns-Tran) by Fairchild books,
- The Dynamics of Fashion (Elain Stone) by Fairchild.

Core Course FDT-525 : Fashion Communication

Credits : (0-0-10-5)

Level: Post Graduate

Semester: Autumn

Pre requisite: Knowledge of Basics of Communication & Fashion Industry

Course Objective

The module is aimed at giving students the instruments necessary to understand all the phases of the communications process within the fashion industry. Through the study of research methodologies of style and the implementation of publicity strategies in both the new and traditional media, the module will grant the skills necessary for the implementation of a communication plan with particular attention in the phases of organization and events. They learn to plan and develop communication strategies, promote events, and write articles as fashion journalists and learn the basic nuisances of fashion photography.

Unit	Topics	Session hours
I	<ul style="list-style-type: none"> • Communication • Communication Plan, • Ways of Communication. • Fashion Vocabulary, 	20
II	<ul style="list-style-type: none"> • Fashion communication- essentials of communication, objectives, barriers and purpose of effective communication. • Types of communication- oral; written; gesture, needs and functions. • Business letter-layout and importance along with drafting. • Media and public relation in fashion communication. 	30
III	<ul style="list-style-type: none"> • Fashion presentation skills- importance of interview, techniques, fashion dialogues, group discussions. • Styling, body language and self presentation skills. 	36
IV	<ul style="list-style-type: none"> • Fashion campaign ,Brochure Design, Cover Story, Theme Pavilion at Fairs • Public relation communication effectiveness, formal and informal communication ability, inter personal skills and rapport, • Common fashion terminologies across the world. 	34
V	<ul style="list-style-type: none"> • Fashion Advertising • Objectives and Types of Advertising • Semiotics Study • Fashion Photography • Media Planning 	30

Learning outcome:

- Students will be able to work in the affiliate stream of Fashion Communication.
- Students will be able to promote their work through fashion advertising & communication.
- Students will be able to plan and execute events & activities of fashion industry.

Reference Materials

- Fashion Advertising & Promotion(Arthur A. Winters & Stanley Goodman) by Fairchild
- Visual Merchandising and Fashion(Sarah Bailey, Janathan Baker), by Bloomsbury,
- Visual Merchandising and Display(Martin M. Pegler) by Fairchil

Core Course FDT-526 : Entrepreneurship Development

Credits : (5-0-0-5)

Level: Post Graduate

Semester: Autumn

Pre requisite: N.A.

Course Objectives

The module is designed to equip students with skills required to establish and excel in professional practices, with an emphasis on setting up a design practice. It ensures that students be exposed to a host of business management skills ranging from business strategy and financial planning, marketing and market research , talent management and organizational development. Designed to develop the entrepreneurship skills among the students. It will familiarize the students with the process and procedure of setting up new enterprises.

Unit	Topics	Session hours
I	Entrepreneurship: Concept, Innovation, Type, Process, Competencies, Management Skill, importance & Economic Development	10
II	Funds – Sources, Ecosystem, Ownership, Type of Company, Role of CFO Accountancy – Important terms, chart of account – balance sheet, income statement, cash flow statement	15
III	Small Scale Industry & Government Schemes - Growth of small scale industries in developing Countries, role of small scale industries in the national economy; characteristics and types of small scale industries, Government policy for small scale industry in India	20
IV	Project Planning, Formulation & Control – Planning, Identification & Formulation, Evaluation, Analysis, Preparation of Project Report, Marketing And HRM, Laws Concerning Entrepreneur, Role of Various National and State Agencies which Render Assistance to Small Scale Industries.	20
V	Women Entrepreneurship - Meaning, Characteristic, Features, Problems of Women Entrepreneurship in India, Government Schemes	10

Learning Outcome:

- Students will be able to plan and organize the daily running of a business.
- They will be able to ensure that the business thrives and develops

References Material:

- Entrepreneurship Development (A.K.Rai) by Vikas Publishing.
- Entrepreneurship Development (Sehgal & Chaturvedi) by UDH Publishing.
- Entrepreneurship (R.V. Badi & N.V. Badi) by Vrinda Publications.

Elective Course FDT-553 : Digital Design

Credits : (0-0-10-5)

Level: Post Graduate
Semester: Autumn
Pre requisite: Basic Knowledge of Computer Operations

Course Objectives

The module is designed to facilitate students to learn the digital aspects of design. Through the usage of various softwares being used in the industry, students will be able to keep up with the pace of the ever changing and tech savvy fashion world.

Unit	Topic	Session hours
I	<u>Adobe Photoshop</u> <ul style="list-style-type: none"> principles and practices for production of digital illustration and design fundamental tools and techniques of bitmap software 	30
II	<u>Adobe Illustrator</u> <ul style="list-style-type: none"> Vector manipulation tool used by leading designers within the industry Animation techniques using typography, graphic elements, photography, and/or video, along with rhythm and timing to create high-quality animation.	30
III	<u>Interactive design</u> <ul style="list-style-type: none"> Sub-disciplines of interactive design Competitive analysis, Information design, Interaction design, Visual interface design. 	34
IV	<u>3D Fundamentals</u> <ul style="list-style-type: none"> Fundamentals of 3D workflows Modelling, texturing, lighting, texturing Animation Rendering using a professional 3D software solution Introductory tools and techniques of 3D animation 	32
V	<u>Emerging Ideas</u> <ul style="list-style-type: none"> Typography Graphic elements Rhythm and timing to create high-quality animation. After effects 3d layer mode, 	24

Learning Outcome:

- Students will be able to work on dedicated softwares
- They will be able to project their ideas through the use of latest technology in an effective way

References Material:

- CAD for Fashion Design & Merchandising by Stewart Smith
- Photoshop 7 by Romaniello
- CAD in Clothing & Textiles by Winifred Aldrich
- Computer Aided Pattern Design & Product Development by Alison Beazley & Terry Bond

Elective Course FDT-554 : Ultra Materials

Credits : (0-0-10-5)

Level: Post Graduate

Semester: Autumn

Pre requisite: Basic knowledge of Textiles and other materials

Course Objectives

The module is focused to make students explore various types of innovative materials and their usage. This study will multiply the innovation capacity of a designer to experiment with varied materials and will help them to lead to innovation.

Unit	Topic	Session hours
I	Understanding Materials and its Behaviour	24
II	Ultra Materials <ul style="list-style-type: none"> ▪ Metals ▪ Polymers ▪ Glass ▪ Ceramics ▪ Naturals 	32
III	Material Intelligence & its exploration in <ul style="list-style-type: none"> ▪ Textiles ▪ Fashion ▪ Art ▪ Product Design 	30
IV	Functional textiles I <ul style="list-style-type: none"> ▪ Medical textiles ▪ Protective Textiles ▪ Chemical Protective Textiles ▪ Protection from Radiation ▪ Protection from Extreme Cold ▪ Clean Room textiles 	32
V	Functional textiles II <ul style="list-style-type: none"> ▪ High Visibility Textiles ▪ Nano Technology Applied ▪ Wrinkle Resistant ▪ Anti Bacterial Textiles ▪ Anti Static Textiles ▪ UV Protection Textiles 	32

Learning Outcome:

- Students will be able to work on various innovative materials
- They will be able to project their ideas through the use of different material's exploration in an effective way

References Material:

- Ultra Materials by George M. Beylerian & Andrew Dent

Semester-III

Core Course FDT-621 : Commercial Design Studies

Credits : (0-0-10-5)

Level: Post Graduate

Semester: Spring

Pre requisite: FDT-531, Basics of Fashion Industry and Retail Management

Course Objective:

Fashion designers are responsible for research and style. They inspire fashion trends, create collections for clothing, textiles and accessories, and manage creativity, technology, information and trends. Designers can create their own line or choose to work for companies as well as research, style and consulting studios. Starting with thorough research, students will discover which elements are vital for a collection to succeed, through press and latest trends, as well as through brand commerciality and real innovation. Students will start from a simple brief – designing a capsule or complete collection for their chosen market. Working with a simple and quick drawing style and on the stand with fabric to enhance their flat designs, students will work from their research ideas to create a contemporary, commercial collection. Students will finish the module with fully styled directional illustrations, including a clear presentation of the design development in the form of a collection.

Unit	Topic	Session hours
I	Introduction to Dress & Culture Dress Codes, Body Rituals, Cultural Identity, Dress as a Nonverbal Communication	32
II	Fashion as a Dynamic Process Fashion System and its impact, Change in fashion scenario, Ethnicity & its influence, Body Image	30
III	Appearance of Gender, Race & Ethnicity Meaning of Modesty, Appearance of Gender, Race & Ethnicity, Fashion, Status & inequality in dress, Dress in Workplace	40
IV	Fashion Markets Global Fashion Markets, Global Sourcing & Merchandising, Global Retailing, Policies & Strategies, Fashion Auxiliary Services	36
V	IPR & Fashion Definition, Concept, IPR & law, Trademark & Copyright, Process of filing for Copyright	12

Learning Outcome:

- Students will be able to create commercial product line
- They will be aware of the legal as well as global aspects of markets.

Reference Materials:

- The Meaning of Dress(Kimberly A. Miller-Spillman, Andrew Reilly, Patricia Hunt-Hurst) by Fairchild Publications
- The Dynamics of Fashion (Elain Stone) by Fairchild.

Core Course FDT-622 : Fashion & Luxury Brand Management

Credits: (5-0-0-5)

Level: Post Graduate
Semester: Spring
Pre requisite: Basics of Fashion Industry and Retail Management

Course Objectives

Fashion and luxury brand management module is designed to develop the intellectual ability of the students through the understanding of the principles and practices of brand management and their application in connection with the fashion and luxury goods sectors. During this module, aspects of economic management, productive and distribution channels of a brand will be explored, with the scope of encouraging the students to make a critical evaluation of the managerial environment and its purpose. The students will be able to work in companies, consulting firms, trade associations and for various industries in fashion, luxury and lifestyle. The students will be able to apply the knowledge and skills acquired during the course in the field of marketing, communication and event planning, brand management, retail, visual merchandising, e-commerce and the search for new trends.

Unit	Topic	Lectures
I	<u>Product</u> – Concept, Types, Product Line, Assortment, Dimensions, Concept of 4Ps	10
II	<u>Product Management</u> - Product life cycle (PLC), Appraisal of each product and product line, Decision on Packaging, Product Differentiation and positioning, Managing brands, Product quality	15
III	<u>Brand</u> - Concept of Brand, Brands Vs Products, Benefits of branding; Brand Equity, Levels of branding, Decision of Branding <u>Brand Management:</u> Strategy, Principles & Role Major Luxury Brand labels of India	20
IV	<u>Marketing of Luxury Brand:</u> Promotion Techniques Distribution System Management & Communication,	15
V	Consumer Behaviour and Market Research, Pricing Strategy Luxury Brand at Global Level	15

Learning outcome:

- Students will be able to critically analyze how different organizations in fashion and luxury goods manage their brands and their market offerings in order to compete in different market environments.

Reference material:

- Luxury Brand Management: A World of Privilege(Gerald Mazzalovo, Michel Chevalier) by John Wiley & Sons.
- Luxury Retail Management: How the World's Top Brands Provide Quality Product and Service Support (Michel Chevalier, Michel Gutsatz) by John Wiley & Sons.
- Brand Management Perspectives and Practices(Naveen Das).
- Brand Management: An Introduction (B.M. Chaturvedi).

Core Course FDT-623 : Design Innovation

Credits : (0-0-10-5)

Level: Post Graduate

Semester: Spring

Pre requisite: FDT-521

Course Objectives:

This paper is designed to create thorough understanding of each of the areas within the textiles, clothing etc. supply chain, including design innovation, pattern engineering, manufacturing and pre-production, and professional industry practice. Students will develop the ability to review, consolidate, extend and apply the knowledge and skills they have learnt in order to create innovative fashion designs and garments appropriate to the requirements of their work environment. Students will also learn techniques for improving the flexibility and originality of their thinking and will explore approaches used by managers and organizations to create and sustain high levels of innovation.

Unit	Topic	Session hours
I	<u>Introduction to design Innovation</u> Significance of product design, product design and development process, sequential engineering design method, the challenges of product development, What is design, Innovation Past, Present, Future; Engineers as Global Innovators; Innovation Types; Innovation Methods & Methodologies.	34
II	<u>Ideation</u> Morphology of design, Product Planning, Identifying opportunities, evaluate and prioritize projects, Product design process, Idea vs. Opportunity; Keys to Creativity; Pattern Recognition; Creativity Tools.	30
III	<u>Conceive and Create</u> Product Engineering, Innovation Outcomes: Environmental & Social Impacts; Identifying Customer Needs, Interpret raw data in terms of customers need, organize needs in hierarchy and establish the relative importance of needs, IP's Role in Innovation.	30
IV	<u>Product Specifications</u> Establish target specifications, setting final specifications.	24
V	<u>21st Century Innovation</u> Think and Act Globally - Local Challenges- work with unconventional material, The Future of Global Engineering Innovation, Pattern Breaking.	32

Learning outcome:

- Students will be able to understand the concept of innovation and its methodology
- They will be able to review, consolidate, extend and apply the knowledge and skills they have learnt in order to create innovative fashion designs and garments

Reference Materials:

- The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm by Tom Kelley, Publisher- Crown Business
- Design - Driven Innovation by Verganti, Publisher- Harvard Business Publishing.

Elective Course FDT-651 : Fashion Ergonomics**Credits : (0-0-10-5)****Level: Post Graduate****Semester: Spring****Pre requisite: N.A.****Course Objectives:**

People who lie beyond the "standard" model of users often come up against barriers when using fashion products, especially clothing, the design of which ought to give special attention to comfort, security and well-being. During the session, working on the subject the students will develop understanding for various types of challenges faced by the people around and create solution garments for the same.

Units	Topic	Session hours
I	Introduction to Fundamentals of Ergonomics Principles of Ergonomics Application of Ergonomic Principles	30
II	Human Aspects of Systems Design Human Characteristics Anatomy and Physiology: skeletal system, muscles, energy and force production (respiratory and circulatory systems), Antropometry	32
III	Interface of ergonomics and universal design for accessibility to fashion Principles of universal design in developing fashion products and clothing	32
IV	Common Ergonomic Problems and Solutions in the Clothing Industry	20
V	Designing for Special Needs The final project is a cumulative applied project. asked to evaluate and recommend solutions for a special need	36

Learning Outcome:

- Students will be able to understand the human ergonomics
- They will be able to design fashion products as a solution for challenges related to specific needs.

Reference Materials:

- Ergonomics: Practical Manual for Beginners by Manjit Kaur Chauhan, Publisher- Authorspress; Ist Edition edition (2016)
- Behind Human Error by David D. Woods, Publisher- Ashgate Publishing Llimited

Elective Course FDT-652 : Craft Studies

Credits : (0-0-105)

Level: Post Graduate

Semester: Spring

Pre requisite: N.A.

Course Objectives:

This paper is designed to make students understand the importance of ethnographical studies related to craft sector. They will be able to understand the craft sector and its related issues and will be able to design solution for the artisans involved in craft business.

Unit	Topic	Session hours
I	<u>Philosophy and Aesthetics</u> Aesthetic appreciation should cover basic principles of aesthetics, the specific aesthetics of different art styles e.g. shapes and forms in sculpture, roots and impulses of traditional painting, different schools of classical painting.	30
II	<u>Materials, Processes and Techniques</u> Materials used for crafts and alternatives adopted in changing circumstances (e.g. bone instead of ivory, mango instead of sandalwood, polyester and other synthetics, plastics, etc.), nature of craft depending on the quality of the material used, varieties and qualities of wood, stone, metals, alloys, grasses, bamboo and cane, naturally cultivated fibres, gems/glass, animal products, papier mache, nature of dyes and colours (mineral, chemical, vegetable),	34
III	<u>Environment & Resource Management</u> Existing topography, locations of crafts, people dependent on these resources, effect of climate on craft production, existing and/or dwindling supply, range of resources needed by crafts people, present mode of access, reforestation, water harvesting, dependence on animal population for, benefits of eco friendly materials for health, recycling, preservation of soil and water	34
IV	<u>Social Structures</u> social structure, crafts traditions, interdependency of social groups and crafts, tribal, social and religious beliefs	24
V	<u>Economy and Marketing</u> Production and employment in the unorganized sector, craft production for domestic market and for export. The role of various institutions including Khadi and village industries (Ministry of Rural Development), Ministries that look after crafts, textiles (Ministry of Textiles, Ministry of Commerce, Ministry of Rural Development, Ministry of Environment for the development of bamboo and natural fibres).	28

Learning Outcome:

- Students will be able to understand the world of craft preferably through ethnographical research
- They will be able to design solution for artisans related to the craft sector

Reference Materials:

- Handmade in India by Aditi Ranjan & M. P. Ranjan
- A Cultural History of India by A. L. Basham, Publisher- Oxford University Press (October 16, 1975)

Elective Course FDT-653 : Sustainable Design**Credit : (0-0-10-5)****Level: Post Graduate****Semester: Spring****Pre requisite: N.A.****Course Objectives:**

Ever changing fashion leads to the obsolescence factor which thus creates a heap of unused products. These products are in good condition and can be reused. This module is designed to make students aware of such techniques to modify such by-products into a new fashion statement, in order to conserve environment as well as economical sustainability.

Unit	Topic	Session hours
I	Introduction to Sustainable Product Design, Recognize the preconceptions about society, economic value, and the environment and how to overcome frailties in the system through design.	30
II	Explore the role of the industrial designer in relation to the environmental and ecological demands of the 21st Century with the intent of preparing the design student to address product design from a broader, holistic perspective.	30
III	Will explore the environmental origins of sustainability, theory of sustainability and specific environmentally-responsive design methodologies and topics including industrial ecology, dematerialization, design for disassembly, design for recycling, alternative energy, alternative materials, sustainable packaging and appropriate life-cycle assessment methods for the industrial designer.	40
IV	Address, product design from a broader, holistic perspective, integrating environmental responsibility into the core of the design process.	20
V	Equipped with the knowledge, rationale and skills to discuss inform and collaborate with their peers, potential clients, employers and other design professionals in the pursuit of sustainable product solutions.	30

Learning outcome:

- Students will be able to design as per the sustainability factor
- They will be able to create a link between fashion & ecology.

Reference Materials:

- Mainstream Green: Sustainable Design by LPA . Publisher- Images Publishing Group

Elective Course FDT-654 : Costume Studies

Credits (0-0-10-5)

Level: Post Graduate

Semester: Spring

Pre requisite: N.A.

Course Objectives:

Costumes have been an integral part of world fashion scenario. This module is designed to create a better understanding about the various aspects of costumes and its creator. Students will be able to understand the working style of various designers. This will guide them to define their style of designing.

Unit	Topic	Session hours
I	<u>Designers as Celebrity</u> <ul style="list-style-type: none"> • Concept • Designers & their work 	32
II	<u>Defining Women for a New Generation</u> <ul style="list-style-type: none"> • Concept • Designers & their work 	30
III	<u>Artisans</u> <ul style="list-style-type: none"> • Concept • Designers & their work 	30
IV	<u>Futurists</u> <ul style="list-style-type: none"> • Concept • Designers & their work <u>Modernists vs. Postmodernists</u> <ul style="list-style-type: none"> • Concept • Designers & their work 	38
V	<u>Conceptualists</u> <ul style="list-style-type: none"> • Concept • Designers & their work 	20

Learning Outcome:

- Students will be able to understand different styles of fashion design segments
- They will also get to know the working of various international & national popular designers

Reference Materials:

- **Fashion 150 years Couturiers, Designers, Labels** by Charlotte Seeling
- **100 contemporary Fashion Designers** by Terry Jones
- **The world's most influential Designers** by Noel Palomo – Lovinski
- **Ramp Up** by Hindol Sengupta

Semester-IV**Core Course FDT-647 Seminar****Credits : (0-0-2-1)****Level: Post Graduate****Semester: Autumn**

Core Course FDT-648 : Dissertation**Credits : (0-0-40-20)****Level: Post Graduate****Semester: Autumn****Course: M.Voc. Semester IV****Pre requisite:** Knowledge of all the subjects in previous semesters, understanding & interest for research work**Course Objectives**

In this module students create collections based on an informed analysis of materials and clothing manufacturing, as well as aspects of production in connection with art, marketing and fashion. The students satisfy the needs of the target market, while respecting the brand image and in keeping with trends. This module trains students in many abilities in the field of fashion and the techniques for the development of designs and the making of garments, responding to changing needs in the fashion industry and international luxury. Starting with the techniques in design, the study of fashion trends will allow for the creation of a collection that responds to the needs of the target brand. Students will document and transform the data drawn from literature, archive, and web searches, from reports and from experienced contracted specialists and from questionnaires designed to identify characteristics and needs of fashion industry. The preparation of a dissertation enables students to use a range of skills that have been developed throughout the programme, the skills of enterprise and initiative required for thorough investigation and research into a chosen topic; the motivation and time management skills necessary to produce a substantive and organized piece of written work; and the ability to synthesis and integrate complex information.

Unit	Topics	Practical Sessions
	<u>Steps in Design Process</u> <ul style="list-style-type: none"> • Identification of problem • Research, Analysis and Planning • Design Concept Development • Detailed Design Development • Final Implementation <u>Design Development</u> <ul style="list-style-type: none"> • Introduction to Mood Board / Theme Board / Inspiration Board. • Introduction to Color Palette • Introduction to Look Board, Design Board and Story Board <u>Design Conception</u> <ul style="list-style-type: none"> • Select any product for development • Select an appropriate theme for design development • Research on theme, colors, product design and other components before design development 	600 hrs

	<ul style="list-style-type: none"> • Make a theme board, color palette and story board based on the selected theme and product. <p><u>Design Development</u></p> <ul style="list-style-type: none"> • Work in detail on the final selected product concept for final prototype development Create a detailed illustration of the designed product in a suitable surrounding <p><u>Documentation, Portfolio and Presentation</u></p> <ul style="list-style-type: none"> • Document the complete concept development process through appropriate scrap book, pictures, material swatches / samples, research material etc. • Also, record the stepwise design development process through photography • Compile a portfolio of the theme board, color palette, story board, all doodles, initial concepts, detailed illustration of the final selected design with specifications, proper mounting and appropriate labeling and the detailed product illustration in suitable surroundings • Submit all initial product samples and final prototype with all other documentation and portfolio for evaluation. <p><u>A research proposal</u> (Knowledge and understanding)</p> <p>Demonstrate knowledge and understanding in the main field of study, including both broad knowledge of the field and a considerable degree of specialized knowledge in certain areas of the field as well as insight into current research and development work. Demonstrate specialized methodological knowledge in the main field of study.</p> <p><u>A literature review</u></p> <ul style="list-style-type: none"> • Demonstrate the ability in speech and writing, to report clearly and discuss his or her conclusions and the knowledge and arguments on which they are based in dialogue with different audiences, both in a national and international context. <p><u>Documentation</u></p> <p>Document the complete concept development process and presentation.</p>	
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Learning outcome:

- Student will be able to do research, develop and resolve all creative ideas while producing an ambitious, professional and contemporary collection (creative skills).
- They will be able to critically implement an individual program of work demonstrating organizational and managerial skills in planning, organizing and completing the project (business skills).
- They will be able to evaluate the procedures involved in setting up and operating a business venture (business skills).
- They will be able to relate appropriately and effectively within various organizational contexts.
- Student will be able to identify/define problems, generate questions and/or hypotheses, review and summarize the literature, apply appropriate research methods.
- They will be able to collect data systematically , discuss findings in the broader context of the field and can produce publishable results

Reference material:

- **Research design: Qualitative, quantitative and mixed methods approaches** (J. W. Creswell) by Thousand Oaks.

