SYLLABUS 2025-26

Syllabus according to NEP
Session 2025-26 onwards
Master of Design (Fashion Designing)

Syllabus according to NEP
Session 2025-26 onwards
Master of Design (Fashion Designing)

Program Outcomes (POs)

- Students will gain advanced knowledge in research methodology, fashion forecasting, and textile quality analysis.
- Students will develop technical expertise in CAD, dyeing, printing, and fashion accessory design.
- Students will build professional skills through seminars, projects, and entrepreneurship development.

Program Specific Outcomes (PSOs)

- Students will be able to conduct research and apply forecasting methods to predict and respond to fashion trends.
- Students will acquire specialized technical and creative skills for innovative fashion and textile design solutions.
- Students will integrate fashion psychology, entrepreneurship, and IPR knowledge into professional practice.

SEMESTER-I

S.No.	Subject name	Code	Type of Course				Credits	Marks
				L	T	P		
1.	Research Methodology	MD-FD-101CC-1	CC-1	4	-		4	100 (30+70)
2.	Fashion Forecasting	MD-FD-102CC-2	CC-2	4	-	-	4	100 (30+70)
3.	Textile & Apparel Quality Analysis	MD-FD-103CC-3	CC-3	4	-	-	4	100 (30+70)
4.	Auto CAD	MD-FD-104PC-1	PC-1	-	-	8	4	100 (30+70)
5.	Fashion Art & Accessory	MD-FD-105PC-2	PC-2	-	-	8	4	100 (30+70)
6.	Seminar	MD-FD-106SEM-1	SEM-1	-	-	4	2	100 (30+70)
Total							22	600

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SEMESTER-II

S.No.	Subject name	Code	Type of Course				Credits	Marks
				L	T	P		
1	Technical Textiles	MD-FD-201CC-4	CC-4	4	-	-	4	100 (30+70)
2	Entrepreneurship Development	MD-FD-202CC-5	CC-5	4	-	-	4	100 (30+70)
3	Fashion Psychology	MD-FD-203CC-6	CC-6	4	-	-	4	100 (30+70)
4	Fashion Analysis & Project	MD-FD-204PC-3	PC-3	-	-	8	4	100 (30+70)
5	Dyeing and Printing	MD-FD-205PC-4	PC-4	-	-	8	4	100 (30+70)
6	Intellectual Property Rights (IPR)	MD-FD-206CHM	CHM	-	-	4	2	100(30+70)
Total							20	

Program Outcomes (POs)

- Students will develop advanced knowledge in fashion communication, consumer behavior, and customized clothing.
- Students will gain hands-on exposure through internships, projects, and industry-based learning.
- Students will acquire skills in portfolio presentation, dissertation writing, and product development.

Program Specific Outcomes (PSOs)

- Students will be able to analyze consumer insights and apply them to innovative fashion solutions.
- Students will demonstrate proficiency in draping, custom clothing, and fashion drawing for professional practice.
- Students will create impactful portfolios, dissertations, and product development projects showcasing design expertise.

SEMESTER III

S.No.	Subject name	Code	Type of Course				Credits	Marks
				L	T	P		
1	Fashion communication	MD-FD-301CC-7	CC-7	3	-	-	3	100 (30+70)
2	Consumer Behaviour	MD-FD-302CC-8	CC-8	4	-	-	4	100 (30+70)

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3	Fashion Draping and Custom Clothing	MD-FD-303DEC-1	DEC-1	-	-	8	4	100 (30+70)
4	Internship	MD-FD-304PC-4	PC-4	-	-	8	4	100 (30+70)
5	Synopsis	MD-FD-305PC-5	PC-5	-	-	8	4	100 (30+70)
6	Fashion Drawing	MD-FD-306SEC-1	SEC-1	-	-	6	3	100(30+70)
Total							**22**	**600**

SEMESTER IV

S.No.	Subject name	Code	Type of Course				Credits	Marks
				L	T	P		
1.	Portfolio Development and Presentation	MD-FD-401DEC-2	DEC-2	-	-	8	4	100 (30+70)
2.	Fashion Drawing	MD-FD-402DEC-3	DEC-3	-	-	8	4	100(30+70)
3.	Dissertation	MD-FD-403PC-6	PC-6	-	-	24	12	100(30+70)
4.	Fashion Product Development	MD-FD-404EEC-1	EEC-1	-	-	4	2	100(30+70)
Total							**22**	**400**

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Programme/Class: Master of Design(Fashion Designing)	Year: First	Semester: First
Fashion and Textile Designing		
Course Code: MD-FD-101CC-1	Course Title: Research Methodology (Theory)	

Course outcomes:

The Student at the completion of the course will be able to:

1. Able to understand the concept of research design.
2. Able to understand the concept of sampling.
3. Able to understand the concept of tools and techniques used in research.
4. Able to understand the process of research.
5. Able to understand how to plan the research subject.

Credits: 4	Core Course
Max. Marks: 30+70	Min. Passing marks:40

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0

UNIT	Topics	No. of Lectures
I	**Research- Meaning, purpose and approach** • Exploration, Description, Explanation • Scientific method and research • Research Designs –Experimental and Observational • Quantitative and Qualitative approaches • Conceptualization and Measurement • Variables, concepts and measurement • Levels of measurement • Units of analysis	10
II	**Sampling & Tools** • Role of sampling in research • Types of sampling	10
III	**Research Tools and Techniques** • Validity and reliability • Interviewing and observational methods	10
IV	**The Research Process** • Defining the problem, research questions, objectives, hypotheses • Review of related literature and originality in writing	10
V	**Planning the research**	

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	• Subjects context and ethics • Methodology and tools • Citation formats: in medical sciences, social sciences	

Suggested Readings:Research Design: Qualitative, Quantitative and Mixed Methods Approaches. 4th Edition

By John W Creswell

he Research Methods Knowledge Base, 3rd Edition

By William M.K. Trochim and James P. Donnelly

Suggested Digital Platform:

This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Master of Design(FashionDesigning).

Suggested Continuous Evaluation Methods: Class Performance/Assignments/Exam/Submission/Viva/Attendance

Course pre requisites: The eligibility for this paper is graduation from fashion designing

At the End of the whole syllabus any remarks/suggestions: student will have theoretical knowledge about how to do research.



Programme/Class: Master of Design (Fashion Designing)	Year: First	Semester: First
Fashion Designing		
Course Code: MD-FD-102CC-2	Course Title: Fashion Forecasting	

Course outcomes:

The Student at the completion of the course will be able to:

- Understand the importance of fashion forecasting.
- Gain a clear knowledge of responsibilities and sustainability related to fashion trends forecasting.
- Understand the process of fashion forecasting.
- Study and learn fashion forecasting.

Credits:4	Core Course
Max. Marks: 30+70	Min. Passing marks:40

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0

Unit	Topics	No. of Lectures
I	**The basics of Fashion Trends and Forecasting:** Objectives, Introduction to fashion trends terminology, The frame work of fashion change, Fashion forecasting terminology. Historical overview of fashion forecasting.	15
II	**The process and methods of Fashion trends analysis and forecasting:** Objectives. The methods of fashion forecasting. The process of fashion forecasting.	15
III	**Role of fashion industry professionals in trends development and forecasting:** Introduction, Objectives, The role of fashion industry professionals in creating and supporting trends. The role of developers, gatekeepers and promoters.	10
IV	**Social responsibility and sustainability related to fashion trends and forecasting:** Introduction, Definition of social responsibilities and sustainability. Increased waste due to rapid diffusion of innovation. The influence of social responsibility and sustainability on fashion trends. The contribution of internet information to socially responsible consumer decisions. Cost issues associated with environmental. Improvements and programs to encourage socially responsible firms.	10
V	**The format of trend forecasts and the influence of trend forecasting on business decisions::** Objectives, Formats for trends forecasting. The influence of trend forecasting on business decisions.	5

Suggested Readings:

- Fashion Forecasting in India by Dr. Satyaki Roy, Dr Divya Hiran and Dr. Dilendra Hiran.
- Fashion Trends Forecasting by Gwyneth Holland.
- Color Forecasting for Fashion by KateScully..

Suggested Digital Platform:

https://www.fibre2fashion.com/industry-article/83/fashion-forecasting
https://www.masterclass.com/articles/fashion-trend-forecasting-guide

This Major (Course Paper) can be opted by student of own faculty/Other Faculty.

Suggested Continuous Evaluation Methods:

Class Performance/Practical Exam/Submission/Viva/Attendance

Course pre requisites: Student must have qualified Bachelor Course.

At the End of the whole syllabus any remarks/ suggestions: Students will be able to understand fashion forecasting process and to the working of fashion forecasting.

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Programme/Class: Master of Design (Fashion Designing)	Year: First	Semester: First
Fashion Designing		
Course Code:MD-FD-103CC-3	Course Title: Textile & Apparel Quality Analysis	

Course outcomes:

The Student at the completion of the course will be able to:

- Understand the Fundamentals of Quality Control
- Analyze Environmental Impacts on Textile Testing
- Apply Sampling and Testing Techniques
- Assess Fabric Properties and Performance
- Implement Quality Control in Garment Manufacturing
- Familiarize with National and International Standards

Credits:4	Core Course
Max. Marks: 70+30	Min. Passing marks: 40

Total No. of lectures-Tutorials (in hours per week): L-T-P: 4-0-0

Unit	Topics	No. of Lectures
I	Quality control and its analysis • The significance of quality control and analysis • Impact of humidity and moisture on textile properties • Standard testing conditions • Sampling: techniques and approaches for fabric, yarn, and fiber.	15
II	Evaluation and Examination of fiber and yarn • Testing of fibers: Strength, maturity, length and linear density • Yarn testing: Evenness, twist, crimp, single and lea strength, and yarn count.	10
III	Fabric Examination and Testing • What are Geometric properties and discuss about them. • Abrasion resistance, pilling, crease recovery, stiffness, drapability, air permeability, thermal properties, flammability, water absorbency and repellency, dimensional stability, colour fastness, comfort, and fabric handle measurement	15
IV	Maintenance of Apparel Quality • Quality factors in sewing, pressing, folding, and finishing • Quality aspects of trims and accessories • Tolerance limits for garment dimensions • Preliminary inspection: quality standards and specifications in the purchase of raw materials, fabric, and accessories	14

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	• In-process inspection: quality control in spreading, cutting, and bundling products • Final inspection: general garment defects • Procedure for quality checking and reporting.	
V	Organisations for standards at the national and international levels • BIS and other International standards are governed by national and international standards organisations • Process and product audits and internal quality audit procedures are part of the quality auditing system.	10

Suggested Readings:

- Hand Book of Quality Control by Dr. Sergey Ivanov
- Quality Control and Management by Evans and Lindsay

Suggested Digital Platform:

- https://www.investopedia.com/terms/q/quality-control.asp
- https://www.bis.gov.in/
- https://law.resource.org/pub/in/bis/S04/is.iec.60793.1.1.2008.pdf
- https://ebooks.inflibnet.ac.in/hsp08/chapter/apparel-quality-analysis-initial-inspection-quality-standards-and-specifications-in-raw-materials

This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design.

Suggested Continuous Evaluation Methods:

Class Performance/Assignments/Submission/Viva/Attendance

Course pre requisites: The eligibility for this paper is graduation from fashion designing

At the End of the whole syllabus any remarks/ suggestions: Students will be able to develop knowledge about various quality parameters related to fiber, yarn and fabric

Programme/Class: Master of Design (Fashion Designing)	Year: First	Semester: First

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Fashion Designing	
Course CodeMD-FD-104PC-1	**Course Title: Auto CAD**

Course outcomes:

The Student at the completion of the course will be able to:

- To impart skill in computer aided textile and apparel designing
- To develop CAD portfolios as per fashion forecast
- To build design libraries of textiles and apparel styles

Credits:4	**Practicum**
Max. Marks: 70+30	**Min. Passing marks: 40**

Total No. of lectures-Tutorials (in hours per week): L-T-P: 0-0-4

Unit	Topics	No. of Lectures
I	Textile designing softwares and their commands	4
II	Creation of textile designs (2D and 3D)	1
III	Application of textile designs for different end uses	1
IV	Developing a computer aided portfolio of different motifs	1
V	Creating stripes using various commands	1
VI	Creating checks using various commands	1
VII	Introduction to commands from different tool bar- file menu, freehand, geometric, selection, selection utility, colour utilities and general utilities	4
VIII	Practicing on above tools	1
IX	Creating weave library	1
XI	Assigning weaves to the designed stripes and checks for weaving	1
XII	Developing motifs by scanning and drawing using the CAD commands	1
XIII	Creating full design/ repeat using drop devices	1
XIV	Creating weaves and storing in Jacquard weave library	1
XV	Assigning weaves to the design plan	1
XVI	Learning print commands- simulation and graph/ point paper	1
XVII	Introduction to different software - command bars and assistants, menu bar and options, drawing	1

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	tools	
XVIII	Colour rendering; fill, pattern and repeat	1
XIX	Creation of special effects layers and layer settings	
XX	Apparel pattern making modules	4
XXI	Development of basic pattern through CAD	1
XXII	Principles of pattern making and basic blocks	2
XXIII	Adaptation of styles	
XXIV	Fundamentals of grading and marking	1
XXV	Introduction to draping mode	1
XXVI	Outlining, creation of grid and editing the object	1
XXVII	Draping scanned pictures	1
XXVIII	Texture mapping and creating effects	1
XXIX	Development of library and printing designed patterns	1
XXIX	Preparation of portfolio of developed designs	1
XXX	Product designing and development of trims and accessories (foot wears, hand bags, buttons, buckles, belts, hats, scarf and jewellery)	4

Suggested Readings:

- Chase, R.W. 1997. CAD for fashion design. Prentice Hall, New Jersey.
- Davis, M. L. 1980. Visual design in dress. Prentice Hall, New Jersey.
- Luther, C. 2008. Career in textile and fashion designing. Abhishek Publications, Chandigarh.
- Prakash, K. 1994. Impression – A classic collection of textile designs. Honesty Publishers & Distributors, Mumbai.
- Prakash, K. 1995. Traditional Indian motifs for weaving & textile printing. The Design Point, Bombay
- Winfred, A.1992. CAD in clothing & textiles. John Wiley & Sons, New Jersey.
- Yates, M. P. 1996. Textiles – A handbook for designers. W.W. Norton, New York.

- **Suggested Digital Platform:**
- https://www.tandfonline.com/toc/tfdt20/current - International Journal of Fashion Design, Technology and Education
- Iowa State university digital repository- https://lib.dr.iastate.edu/
- https://www.coreldraw.com/en/learn/webinars/ebook-basics-of-illustration/
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This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design.

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Suggested Continuous Evaluation Methods:

Class Performance/Submission/Viva/Attendance

Course pre requisites: The eligibility for this paper is graduation from fashion designing

At the End of the whole syllabus any remarks/ suggestions: Students will be able to develop knowledge about various quality parameters related to fiber, yarn and fabric

Programme/Class: Master of Design (Fashion Designing)	**Year: First**	**Semester: First**
Fashion Designing		
Course Code:MD-FD-105PC-2	Course Title: Fashion Art & Accessory	

Course outcomes:

The Student at the completion of the course will be able to:

- To acquire the knowledge and skills
- To develop different types of accessories.

Credits:4	Practicum
Max. Marks: 30+70	**Min. Passing marks:40**

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4

Unit	Topics	No. of Lectures
I	Research and design : Introduction to Product Development	18
II	Design the accessories for different occasions using varied raw materials	18
III	using different surface ornamentation techniques	18
IV	Different accessories and different parts of bags, Shoes, jwellery, belts and scarf	18
V	Portfolio Development	18

Suggested Readings:

- Fashion Accessories, Oliver Gerval
- Fashion Accessories, The Complete 20th Century Source Book

Suggested Digital Platform:

https://www.instyle.com/fashion/accessories

https://www.reference.com/world-view/cos-clothing-mens-accessories?utm_content=params%3Ao%3D740005%26ad%3DdirN%26qo%3DserpIndex&ueid=[illegible]-ce4b-4236-9ca7-1d61ad00ddd9

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This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design
Suggested Continuous Evaluation Methods:
Class Performance/Practical Exam/Submission/Viva/Attendance
Course pre requisites: The eligibility for this paper is bachelor with fashion designing
At the End of the whole syllabus any remarks/ suggestions: Students will be able to develop advance fashion accessories.



Programme/Class: Master of Design (Fashion Designing)	Year: First	Semester: : First
Fashion Designing		
Course Code: MD-FD- 106SEM-1	Course Title: Seminar	

Course outcomes:

By the end of the course, students should be able to:

1. Choose a relevant and engaging topic within the field of fashion design and textiles.
2. Conduct comprehensive research using credible sources, including articles and research papers.
3. Analyze and synthesize information to gain insights into the chosen topic.
4. Develop effective presentation skills, including visual aids and public speaking.
5. Demonstrate critical thinking and the ability to discuss and defend their findings.

Credits:2	Core compulsory
Max. Marks: 30+70	Min. Passing marks: 40

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-2

Unit	Topics	No. of Lectures
I	**Introduction to Seminar and Topic Selection** • Overview of the seminar course and its objectives. • Discussion of the importance of research in fashion design and textiles. • Guided brainstorming and selection of individual research topics. • Submission of topic proposals with a brief rationale.	5
	Research and Literature Review • Introduction to effective research techniques and library resources. • Identifying credible sources: academic articles, research papers, journals, and databases. • Conducting a thorough literature review related to the chosen topic. • Emphasis on summarizing, analyzing, and synthesizing research findings.	5
	Data Analysis and Insights • Introduction to qualitative and quantitative data analysis methods. • Identifying patterns, trends, and key insights from collected research. • Formulating research questions or hypotheses based on the literature review • Developing a clear framework for the presentation structure.	5
	Developing the Presentation • Principles of effective presentation design. • Selecting appropriate visual aids (slides, images, diagrams). • Crafting a compelling narrative that presents the research process and findings coherently. • Peer review and feedback on presentation outlines	5



	Presentation Practice and Refinement • Practice sessions for improving presentation delivery and public speaking skills. • Incorporating feedback from peers and the instructor. • Addressing potential questions and challenges from the audience. • Finalizing presentation materials and visuals.	5
	Presentation Sessions • Each student presents their research findings to the class. • Q&A sessions following each presentation for critical engagement. • Feedback and constructive evaluation from both peers and the instructor. • Reflection on the learning journey and insights gained.	5

Recommended Resources:

- Online academic databases (e.g., JSTOR, IEEE Xplore, ScienceDirect).
- Fashion and textile research journals.
- Books and articles related to fashion history, theory, and construction.
- Design and fashion-related conferences and symposiums.

Mandatory for all the students of Fashion Designing Course.

Suggested Continuous Evaluation Methods:

- Topic Proposal and Rationale: 10%
- Literature Review and Research Summary: 20%
- Presentation Design and Visual Aids: 15%
- Presentation Delivery and Communication: 30%
- Participation and Peer Feedback: 15%
- Reflection and Learning Journey Report: 10%

Course pre requisites: The eligibility for this paper is Bachelors in Fashion Designing

At the End of the whole syllabus any remarks/ suggestions: Students will be able to conduct a comprehensive research

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SEMESTER-II

S.No.	Subject name	Code	Type of Course				Credits	
				L	T	P		Marks
1.	Technical Textiles	MD-FD-201CC-4	CC-4	4	-	-	4	100 (30+70)
2.	Entrepreneurship Development	MD-FD-202CC-5	CC-5	4	-	-	4	100 (30+70)
3.	Fashion Psychology	MD-FD-203CC-6	CC-6	4	-	-	4	100 (30+70)
4.	Fashion Analysis & Project	MD-FD-204PC-3	PC-3	-	-	8	4	100 (30+70)
5.	Dyeing and Printing	MD-FD-205PC-4	PC-4	-	-	8	4	100 (30+70)
6.	Intellectual Property Rights (IPR)	MD-FD-206CHM	CHM	-	-	4	2	100(30+70)
Total							**22**	**600**

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Programme/Class: Master of Design (Fashion Designing)	Year: First	Semester: Second
Fashion Designing		
Course Code:MD-FD-201CC-4	Course Title: Technical Textiles	

Course outcomes:

The Student at the completion of the course will be able to:

- To impart knowledge regarding types, composition, characteristics and uses of technical textiles
- To acquaint the students with manufacturing techniques and uses of nano fibers and micro fibers

Credits:4	Core Course
Max. Marks: 70+30	Min. Passing marks:40

Total No. of lectures-Tutorials (in hours per week): L-T-P: 4-0-0

Unit	Topics	No. of Lectures
I	Technical textiles- importance, classification	5
II	Types of technical fibres and materials	5
III	Developments in nano fibre and micro fibres- types, performance characteristics, production and application of nano and micro fibres	5
IV	Developments in nano fibre based nonwovens	5
V	Agrotech, buildtech, geotech, mobiltech, packtech, indutech and oekotech	5
VI	Meditech, protech, sporttech, hometech and clothtech	5
VII	Factors affecting the selection and uses of smart textiles	5
VIII	Phase change materials, chromic materials, shape memory materials	5
IX	Conductive materials	5
X	Other functional materials- characteristics and its applications	5

Suggested Readings:

- Amutha, K. 2016. A practical guide to textile testing. Woodhead Publishing, UK.
- Bartels, V. T. 2011. Handbook of medical textiles. Woodhead Publishing Series in Textiles.Woodhead Publishing, USA.
- Cooklin, G. 2012. Garment technology for fashion designers. Wiley-Blackwell Publications Inc., New Jersey.
- Dolez, P. 2017. Advanced characterization and testing of textiles. Woodhead Publishing, USA.
- Watkins, S. M. 1995. Clothing the portable environment. Iowa State University Press. Ames.

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Suggested Digital Platform:

- http://nasdonline.org/1246/d001050/health-hazards-in-agriculture-an-emerging-issue.html
- https://careertrend.com/info-8239121-materials-do-firefighters-wear.html
- https://www.technicaltextile.net/articles/advances-in-protective-fabrics-2560?no_redirect=true
- http://textilelearner.blogspot.in/2014/04/applications-of-agro-textiles.html
- http://www.fibre2fashion.com/industry-article/1579/agro-textiles-a-rising-wave?page=1
- http://www.technicaltextile.net/agro-textiles/
- NOC/Technical Textiles- NPTEL
- http://www.e2techtextiles.com

This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design.

Suggested Continuous Evaluation Methods:

Class Performance/Submission/Viva/Attendance

Course pre requisites: The eligibility for this paper is graduation from fashion designing

At the End of the whole syllabus any remarks/ suggestions: Students will be able to develop knowledge about various quality parameters related to fiber, yarn and fabric

Programme/Class: Master of Design (Fashion Designing)	**Year: First**	**Semester: Second**
Fashion Designing		
Course Code:MD-FD-203CC-6	**Course Title: Fashion Psychology**	

Course outcomes:

The Student at the completion of the course will be able to:

- To study the socio-psychological effects of clothing on the individual in social situations
- To develop understanding about consumer behaviour

Credits:4	**Core Course**
Max. Marks: 70+30	**Min. Passing marks:40**

Total No. of lectures-Tutorials (in hours per week): L-T-P: 4-0-0

Unit	Topics	No. of Lectures
I	Origin, theories, functions and modern philosophy of clothing in relation to culture. Clothing symbolism	2
II	Factors affecting clothing -fashion, fad, custom, tradition, culture contact, status, age, education, technology and role of legislation	2
III	Socio-psychological aspects of clothing: first impression, individual values, interest, attitude, motivation in clothing choices, self-respect, self-enhancement, self-expression, gender	4

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	desirability and individuality	
IV	Clothing and society: clothing and social behaviour, influence of religion, beliefs, customs and traditions; clothes and conformity; clothes and occupation; socio-psychological impact of clothing among different age groups	5
V	Significance of uniforms and national costumes. Clothes for conformity, mobility, aesthetic appearance	5
VI	Health and sanitation related to clothing	5
VII	Consumer behaviour: concept and importance, consumer needs and motivations, consumer perspective and view points	4
VIII	Environmental influence; individual differences in behaviour and psychological processes	4
IX	Marketing concept	4
X	Types of customers; understanding consumers and customer demand	4
XI	Market segmentation and consumer adopter categories- their characteristics, psychographics and the interrelationship with production, price zones and marketing strategies in relation to fashion cycle	4
XII	Theories of fashion adoption. Role of fashion influencers	5
XIII	Consumer decision-making processes; model of consumer decision-making; consumer analysis and marketing strategy; retailing	4
XIV	Consumer trends; market segmentation; diffusion of innovation	2
XV	Counterfeit textiles and consumer protection measures; consumerism and role of media	2

Suggested Readings

- Cranz, R. L. M. 1972. Clothing Concepts. The Macmillan Co. US.
- Horn, M. J. 1981. The Second Skin – An Interdisciplinary Study of Clothing.Hughton Miffin and Hill House. US.
- Marion, S. 1963. Dress Selection and Design.The Macmillan Co. US.
- Mary, K. and Phyllis.1971. Individuality in Clothing Selection & Personal Appearance The Macmillan Co. US
- Ryan, M. S. 1966. Clothing - A Study in Human Behaviour. Winston. New York.
- Stecker, P. 1996. Fashion Design Manual. The Macmillan Co. US.

Suggested Digital Platform:

1. http://eujournal.org
2. https://www.emeraldinsight.com/loi/jfmm
3. https://ebooks.lpude.in/management/mba/term_3/DMGT506_CONSUMER_BEHAVIOUR.pdf

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This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design
Suggested Continuous Evaluation Methods: Class Performance/Submission/Viva/Attendance
Course pre requisites: The eligibility for this paper is graduation from fashion designing
At the End of the whole syllabus any remarks/ suggestions: Students will be able to develop knowledge about various quality parameters related to fiber, yarn and fabric

Programme/Class: Master of Design (Fashion Designing)	**Year: First**	**Semester: Second**
Fashion Designing		
Course Code: MD-FD- 205PC-4	**Course Title: Dyeing and Printing**	

Course outcomes:

The Student at the completion of the course will be able to:

- **Master Advanced Dyeing and Printing Techniques**
- **Develop Original Textile Design Projects**
- **Apply Sustainable and Eco-friendly Practices**
- **Create a Professional Portfolio of Textile Products**

Credits:4	**Practicum**
Max. Marks: 70+30	Min. Passing marks:40
Total No. of lectures-Tutorials (in hours per week): L-T-P: 0-0-4	

Unit	Topics	No. of Lectures
I	Introduction to Dyeing and printing Evolution of dyeing and printing techniques across cultures	5
II	**Pre-treatments given to Fabric-** De-sizing, Scouring, Bleaching	
III	**Preparation of Cloth for Dyeing and Printing** **Essential constituents of:**	

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	• Dyeing (dyeing, auxiliaries, fixatives) • Printing pastes	
IV	**Preparation of Fabric for Dyeing** • Natural Dyes • Dyeing with Different Mordants • Tie and Dye • New generation dyes (e.g., reactive, disperse, acid etc) • Preparation of products using Tie & Dye techniques	10
V	**Preparation of Fabrics for Printing** • Direct Style of Printing: ○ Block printing: Motif, Border, Overall repeat • Screen Printing • Stencil Printing • Batik Printing • Advanced Techniques of Fabric Printing	10
VI	**Preparation of Fabrics for Finishing** • Identification and Application of Finishing Agents • Eco-Friendly Finishing of Textiles	10
VII	**Developing shade cards on different substrate with various classes of dyes and colour matching** • Developing shade card and colour matching	5
VIII	**Theme based project work – Theme selection** Prepare products using tie & dye, block, stencil and screen printing each. Product could be – home furnishing item such as cushion cover, runner, table cover any accessory or running fabric for a garment Project preparation	10

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Suggested Readings:

- Gopal Krishnan D and Karthik T. 2016. *Basics of Textile Chemical Processing*. Daya Publishing House, Astral International Pvt. Ltd., New Delhi.
- Hall AJ. 1955. *Handbook of Textile Dyeing & Printing*. The National Trade Press.
- Koushik CV and Josico AL. 2003. *Chemical Processing of Textiles: Preparatory processes and dyeing*. NCUTT New Delhi.
- Nisbet H. 1978. *Grammer of Textile Design*. D.B. Taraporevala Sons.
- Prayag RS. 1988. *Textile Finishing*. Sri T Printers.
- Sekhri S. 2011. *Text Book of Fabric Science: Fundamentals to Finishing*.

Suggested Digital Platform:

- https://vidyamitra.inflibnet.ac.in/data-server/eacharya-documents/56b0853a8ae36ca7bfe8
- https://www.britannica.com/topic/textile/Dyeing-and-printing
- https://www.scitechnol.com/peer-review/textile-dying-and-printing-hVfT.php?article_id=18094

This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design.

Suggested Continuous Evaluation Methods:

Class Performance/Submission/Viva/Attendance

Course pre requisites: The eligibility for this paper is graduation from fashion designing

At the End of the whole syllabus any remarks/ suggestions: Students will be able to develop knowledge about various quality parameters related to fiber, yarn and fabric

Programme/Class: Master of Design (Fashion Designing)	**Year: First**	**Semester: Second**
Fashion Designing		
Course Code:MD-FD-206CHM	**Course Title: Intellectual Property Rights (IPR)**	

Course outcomes:

The Student at the completion of the course will be able to:

- **Master Advanced Intellectual Property Concepts**
- **Develop Original IP Strategies for Fashion**
- **Apply Sustainable and Ethical IP Practices**
- **Create a Professional Portfolio of IP Documents**

Credits:2	**CHM**

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Max. Marks: 70+30

Total No. of lectures-Tutorials (in hours per week): L-T-P: 0-0-2 | **Min. Passing marks: 40**

Unit	Topics	No. of Lectures
I	Historical perspectives and need for the introduction of Intellectual Property Right regime	
II	Intellectual Property and Intellectual Property Rights (IPR)	
III	Benefits of securing IPRs	
IV	International treaties and conventions for protection of IPS	2
V	Fundamentals of patents, copyrights, geographical indications, designs and layout, trade secrets and traditional knowledge, trademarks, protection of plant varieties and farmers' rights and biodiversity protection	3
VI	**Geographical Indications** • Role of GIs in fashion (e.g., Banarasi Sarees, Kanchipuram Silk) • Legal framework for GIs in India • Branding strategies around GI products	6
VII	**Contracts and Licensing** • Licensing agreements for fabric prints, designs, logos • Franchise agreements in fashion retail	6
VIII	**Ethical and Cultural Considerations** • Cultural appropriation vs. inspiration in fashion design • Traditional knowledge and folklore protection • Sustainable fashion and IPR	
IX	**Published atleast one copyright**	
X	**Optional Practical Component** (Drafting a sample for Design/Patent application)	3

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Suggested Readings:

- An Introduction to Intellectual Property Rights 3rd Edition (Rep) 2023 by JP Misra, Central Law Publication, 2023-2024
- Intellectual Property Rights Law and Practice by S V Damodar Reddy
- Law Relating to Intellectual Property Rights (IPR) by M.k. Bhandari, 2021

Suggested Digital Platform:

- https://www.wto.org/english/tratop_e/trips_e/intel1_e.htm
- https://ipindia.gov.in/
- efaidnbmnnnibpcajpcglclefindmkaj/https://www.nitap.ac.in/storage/pdf/f63d0ea9127821f83a5a4ad9f1531be8-10-04-11of%20IPR.pdf

This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design

Suggested Continuous Evaluation Methods:

Class Performance/Submission/Viva/Attendance

Course pre requisites: The eligibility for this paper is graduation from fashion designing

At the End of the whole syllabus any remarks/ suggestions: Students will be able to develop knowledge about various quality parameters related to fiber, yarn and fabric

Programme/Class: Master of Design (Fashion Designing)	**Year: First**	**Semester: Second**
Fashion Designing		
Course Code:MD-FD-204PC-3	**Course Title: Fashion Analysis and Project**	

Course outcomes:

The student at the completion of the course will be able to:

- Students will research and develop design concepts based on a chosen theme, mood, and cultural inspiration
- They will illustrate fashion designs and technical drawings for both elite and mass markets, including menswear and womenswear.
- Students will construct one garment each for men and women, applying advanced pattern making and stitching techniques.
- They will compile a cohesive, industry-ready portfolio showcasing their creative, technical, and presentation skills.

Credits:4	**Practicum**
Max. Marks: 70+30	**Min. Passing marks:40**

Total No. of lectures-Tutorials (in hours per week): L-T-P: 0-0-4

Unit	**Topics**	**No. of Lectures**

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I	**Theme Selection and Research**
	• Understanding the significance of a theme in fashion design
	• Methods of sourcing inspiration: art, culture, architecture, history, nature, social movements
	• Development of concept board, mood board, color story, and fabric board
	• Write-up on selected theme including:
	  ○ Origin and historical background
	  ○ Cultural and fashion relevance
	  ○ Justification for design application
	• Case studies of successful theme-based collections (designer-led and brand-driven)
		10

II	**Market Segmentation and Target Audience Study** • Difference between **elite fashion** and **mass fashion** • Understanding customer profiling for both markets • Gender-wise preference study for men's and women's wear • Fashion forecasting and its relevance to theme • Price point, quality, and functionality differences • Design positioning and brand strategy mapping	10

III	**Design Development and Fashion Illustration**
	• Sketching initial design concepts
	• Finalizing 5 complete looks each for:
	  ○ Elite men's wear
	  ○ Elite women's wear
	  ○ Mass men's wear
	  ○ Mass women's wear
	• Technical flat drawings and call-outs for design details
	• Accessory and styling suggestions for both categories
	• Application of digital tools (Illustrator, Photoshop, Corel Draw)
		10

IV	**Fabric and Surface Exploration** • Fabric selection suitable for both markets • Sourcing of sustainable, luxury, and commercial fabrics • Surface techniques: embroidery, applique, printing, laser cutting, etc. • Swatch development for each design • Draping mock-ups and muslin samples to test design aesthetics • Application of trims, fasteners, labels and tags	10
V	**Garment Construction (Prototype Development)** • Pattern development (manual and digital) for one men's wear and one women's wear garment • Fit trials and adjustments • Industrial vs couture finishing techniques • Garment construction process documentation (photographs, steps, notes) • Final presentation of stitched garments on mannequins or models • Garment evaluation based on wearability, finish, and design match	10

VI	**Portfolio Compilation and Presentation**
	• Compilation of all components:
	  ○ Theme write-up
	  ○ Boards (Mood, Color, Fabric, Silhouette)
	  ○ Design sketches
		10

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○ Technical drawings ○ Swatches and trims ○ Final garment documentation • Digital formatting for industry-ready presentation • Creative layout, typography, and storytelling • Oral presentation and viva with justification of design decisions • Review panel feedback integration	
Suggested Readings: • "Fashion Portfolio: Design and Presentation" – by Anna Kiper • "Portfolio Presentation for Fashion Designers" – by Linda Tain • "Developing a Fashion Collection" – by Elinor Renfrew & Colin Renfrew • "The Fashion Designer's Textile Directory" – by Gail Baugh • "Digital Fashion Portfolio: Design, Presentation & Techniques" – by Catherine Amoroso Leslie • "Fashion Design Process, Innovation and Practice" – by Kathryn McKelvey & Janine Munslow **Suggested Digital Platform:** • **Skillshare** (Free trial available) https://www.skillshare.com/ *Search: "Fashion Illustration" or "Zoe Hong"* • **Pinterest** (Free inspiration and references) https://www.pinterest.com/ *Search: "Fashion poses," "croquis," "fashion sketch inspiration"* • **Behance** (Professional portfolio inspiration) https://www.behance.net/ *Search: "Fashion illustration portfolio"* • **Adobe Illustrator** https://www.adobe.com/products/illustrator.html • **Adobe Photoshop** https://www.adobe.com/products/photoshop.html	
This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design.	
Suggested Continuous Evaluation Methods: Evaluation of concept note, theme selection, mood board, color & fabric board Quality, creativity, market relevance, and alignment with theme. Fit, technical precision, and experimentation using muslin/toile.	
Course pre requisites: The eligibility for this paper is Bachelor of Design with fashion designing	
This course enables students to develop a professional fashion portfolio and construct garments based on a conceptual theme for both elite and mass markets. It enhances their skills in research, design development, technical drawing, and garment execution for men's and women's wear.	

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Programme/Class: Master of Design (Fashion Designing)	Year: First	Semester: Second
Fashion Designing		
Course Code:MD-FD-202CC-5	Course Title: Entrepreneurship Development	

Course outcomes:

The Student at the completion of the course will be able to:

- To understand the process to launch the start-up
- To understand the need for market trends and seasonal planning
- Understand the role of Govt. regulatory bodies in Business.

Credits:4	Core Courses
Max. Marks: 70+30	Min. Passing marks: 40

Total No. of lectures-Tutorials (in hours per week): L-T-P: 4-0-0

Unit	Topics	No. of Lectures
I	**Fundamentals of Entrepreneurship in Fashion** • Definition and characteristics of an entrepreneur • Types of entrepreneurs: Innovators, Imitators, Fabpreneurs, Greenpreneurs, etc • Scope of entrepreneurship in the fashion and textile industry • Entrepreneurship vs. Intrapreneurship • Entrepreneurial mindset, creativity, and innovation • Case studies: Indian and global fashion entrepreneurs	15
II	**Fashion Business Planning and Strategy** • Identifying business opportunities and feasibility analysis • Market research, competitor analysis, and consumer profiling • Business plan structure for fashion ventures: Vision, mission, goals • Branding, USP, and positioning in the fashion market • Business models in fashion: Retail, e-commerce, D2C, boutique, rental, and subscription models • Basics of costing, pricing, and profit planning	15
III	**Business Operations, Legal Framework & Funding**	15

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	• Basics of setting up a fashion enterprise (sole proprietorship, partnership, company) • Legal considerations: licenses, registrations, trademarks, copyright • Sourcing, production management, supply chain in fashion • Inventory, quality control, and logistics • Funding sources: Angel investors, venture capital, fashion incubators, government schemes (Startup India, MSME, etc.) • Budgeting and financial planning	
IV	**Marketing, Promotion and Scaling Fashion Ventures** • Fashion marketing strategies: ATL, BTL, and digital marketing • Role of social media influencers and content creators in brand visibility • Creating lookbooks, catalogs, and fashion campaigns • E-commerce platforms for fashion startups (Shopify, Etsy, Nykaa Fashion, etc.) • Participation in exhibitions, pop-ups, and fashion weeks • Scaling strategies: Franchising, collaborations, and global expansion	15

Suggested Readings:

- Fundamental of Entrepreneurship; by Abha Mathur,2018; published by Taxmans, 356Pages
- Entrepreneurship 4Th Edition; by Barringer Ireland; published by Pearson India; 4th edition (2011)

Suggested Digital Platform:

- https://byjus.com/commerce/what-is-entrepreneurship
- /https://www.oberlo.com/blog/what-is-entrepreneurship

This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design

Suggested Continuous Evaluation Methods:

Business Idea Proposal (Written Concept)
Market Research & Competitor Study
Business Plan (Presentation & Document)
Brand Identity Development (Logo, USP, Name)
Legal & Financial Plan (Costing, Budgeting)
Marketing Strategy (Digital + Traditional)
Case Study Analysis / Entrepreneur Interview
Viva & Class Participation

Course pre requisites: The eligibility for this paper is Bachelor of Design with fashion designing

This course enables students to develop entrepreneurial skills specific to the fashion industry by learning business planning, branding, marketing, and legal processes. It prepares them to launch, manage, and scale their own fashion venture effectively.

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SEMESTER III

S.No.	Subject name	Code	Type of Course				Credits	Marks
				L	T	P		
1	Fashion communication	MD-FD-301CC-7	CC-7	3	-	-	3	100 (30+70)
2	Consumer Behaviour	MD-FD-302CC-8	CC-8	4	-	-	4	100 (30+70)
3	Fashion Draping and Custom Clothing	MD-FD-303DEC-1	DEC-1	-	-	4	4	100 (30+70)
4	Internship	MD-FD-304PC-4	PC-4	-	-	4	4	100 (30+70)
5	Synopsis	MD-FD-305PC-5	PC-5	-	-	4	4	100 (30+70)
6	Fashion Drawing	MD-FD-306SEC-1	SEC-1	-	-	3	3	100(30+70)
Total							22	600

Programme/Class: Master of Design (Fashion Designing)	Year: Second	Semester: Third
Fashion Designing		
Course Code:MD-FD-303DEC-1	Course Title: Fashion Draping and Custom Clothing	

Course outcomes:

The Student at the completion of the course will be able to:

- Understand Fashion Adoption and Psychological Influences
- Analyze Professional Roles in the Fashion Industry
- Evaluate Fashion Changes, Accessories, and Cultural Impact
- Identify Global and Indian Fashion Trends and Designers

Credits:4	Elective Course
Max. Marks: 70+30	Min. Passing marks:40

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Total No. of lectures-Tutorials (in hours per week): L-T-P: 0-0-4

Unit	Topics	No. of Lectures
I	Introduction of draping, trueing and stitching of dartless shirt, surplice front and bustier	5
II	Draping of different types of collars	5
III	Draping of different types of cowls	4
IV	Draping of different types of sleeves and lowered exaggerated armhole sleeves	6
V	Draping and stitching of skirts, flounces, ruffles and peplums.	6
VI	Draping sundresses and sculptured dresses	4
VII	Draping knit fabrics	5
VIII	Analysing different style lines of various garments including collars, cowls and sleeves.	5
IX	Analysis of fitting problems related to wrinkles/creases and pulls of fabric at various sections of the garments, remedial measures	5
XI	**Advanced Draping Techniques** • Draping for bias-cut garments • Zero-waste and minimal-waste draping • Sculptural and experimental draping for couture	6
XII	Draping maternity wear and adaptive clothing/ Designing custom clothing Combining multiple fabric weights in a single garment	6
XIII	Final presentation with portfolio, technical sheets, and lookbook	6

Suggested Readings:

- *Jaffe, H., & Relis, I. (2000).* Draping for Fashion Design. *(Pearson)* – Classic textbook, step-by-step draping methods from basic to advanced.
- *Liechty, E.G., Pottberg-Steineckert, J., & Rasband, J.A. (2010).* Fitting and Pattern Alteration: A Multi-Method Approach to the Art of Style Selection, Fitting, and Alteration. *(Fairchild Books)* – Excellent for understanding fitting problems and solutions.
- *Crawford, A. (2012).* The Art of Fashion Draping *(Fairchild Books)* – Detailed instructions with photos and diagrams, very popular in fashion schools

Advanced & Couture Draping

- *DiNardo, K. (2011).* Draping Basics.

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(Fairchild Books) – Strong on bias-cut and couture draping.

- *Padilla, C. (2015).* Couture Sewing Techniques.
  (Taunton Press) – Perfect for sculptural, experimental garments.
- *Fan, J. (2015).* Clothing Appearance and Fit: Science and Technology.
  (Woodhead Publishing) – Advanced fit analysis and fabric behavior.

Adaptive Clothing

- *Watkins, S.M., & Dunne, L.E. (2014).* Functional Clothing Design: From Sportswear to Spacesuits
  (Fairchild Books) – Great for adaptive and functional apparel.
- *Bishop, S.E. (2019).* Designing Adaptive Clothing for People with Disabilities.
  (Bloomsbury Visual Arts) – Essential for inclusive design.

Fabric Behavior & Material Manipulation

- *Kadolph, S.J. (2006).* Textiles.
  (Pearson) – In-depth fabric properties, essential when combining different weights.

Suggested Digital Platform:

-

This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design.
Suggested Continuous Evaluation Methods: Class Performance/Submission/Viva/Attendance
Course pre requisites: The eligibility for this paper is graduation from fashion designing
At the End of the whole syllabus any remarks/ suggestions: Students will be able to develop knowledge about various quality parameters related to fiber, yarn and fabric

Programme/Class: Master of Design (Fashion Designing)	**Year: Second**	**Semester: Third**
Fashion Designing		
Course Code:MD-FD-302CC-8	**Course Title: Consumer Behavior**	

Course outcomes:

The Student at the completion of the course will be able to:

- Understand the core concepts and significance of consumer behavior in the fashion industry
- Analyze internal psychological factors such as motivation, perception, personality, and attitudes affecting fashion choices.
- Evaluate external influences like culture, social class, reference groups, and media on consumer decision-making.

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- Interpret the consumer decision-making process to design effective fashion marketing strategies
- Apply consumer research techniques to identify trends, preferences, and market segmentation in fashion

Credits:4	**Core Course**
Max. Marks: 70+30	**Min. Passing marks:**
Total No. of lectures-Tutorials (in hours per week): L-T-P: 4-0-0	

Unit	Topics	No. of Lectures
I	**Introduction to Consumer Behaviour and Research** • Meaning, Importance, and Scope of Consumer Behaviour (CB) in Fashion, Role of CB in Fashion Marketing Strategy, Models of Consumer Behaviour • Types of Buying Behaviour (Complex, Habitual, Impulse, etc.) • Customer vs Consumer, Characteristics of Fashion Consumers • Fashion Consumption in the Indian and Global Context • Introduction to Consumer Research: Quantitative and Qualitative Research Methods, Tools for Conducting Consumer Research (surveys, focus groups, interviews) • Segmentation, Targeting, and Positioning based on Consumer Insights • Customer Journey Mapping • Data Interpretation for Consumer Behaviour • Application of Research in Fashion Branding & Product Development	15
II	**Internal Influences on Consumer Behaviour** • Motivation Theories – Maslow's Hierarchy in Fashion Context • Fashion Involvement and Hedonic vs Utilitarian Motivation • Personality and Fashion Consumption • Self-Concept and Self-Image in Clothing Choices • Fashion and Lifestyle Analysis • Consumer Perception – Stimuli, Sensation, and Interpretation • Perceived Risk and Fashion Buying • Learning Theories and Brand Association • Attitude Formation – ABC Model • Theories of Attitude Change • Fashion Communication and Semiotics	15
III	**External Influences on Consumer Behaviour** Culture and its Impact on Fashion Consumption Cultural Dimensions (Hofstede) in Fashion Marketing Subcultures – Youth, LGBTQ+, Ethnic Groups, Regional Trends Social Class and its Influence on Fashion Brand Perception Consumer Aspirations and Status Consumption Reference Groups – Friends, Celebrities, Bloggers, Influencers Family Decision-Making in Fashion Purchase Role of Children and Teens in Fashion Consumption	15



	Group Conformity and Peer Pressure Social Media and Virtual Communities in Fashion Fashion Tribes and Subcultural Styles Globalization and Cross-Cultural Consumer Behaviour	
IV	**Consumer Decision Making** Overview of Consumer Decision-Making Process Problem Recognition in Fashion Context Information Search: Internal and External Sources Purchase Decision – Store, Online, Mobile Post-Purchase Evaluation – Satisfaction & Cognitive Dissonance Fashion Adoption and Innovation Diffusion Impulse Buying in Fashion Brand Loyalty and Switching Behavior Customer Satisfaction and Retention Sustainable Fashion and Conscious Buying Behaviour	15

Suggested Readings:

- "Consumer Behaviour" – by Leon G. Schiffman, Leslie Lazar Kanuk
- "Consumer Behaviour in Fashion" – by Michael R. Solomon & Nancy J. Rabolt
- "Fashion Marketing" – by Mike Easey
- "Consumer Behaviour" – by Hawkins, Best & Coney

Suggested Digital Platform:

- https://www.nudgenow.com/blogs/scope-of-consumer-behaviour-understanding

This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design.

Suggested Continuous Evaluation Methods:

Class Participation & Attendance
Case Study Analysis (Fashion brands/Consumer Trends)
Assignments & Worksheets (Section-wise)
Group Presentation (Internal or External Influence)
Consumer Research Report / Survey, Mid-Semester Test

Course pre requisites: The eligibility for this paper is Bachelor of Design with fashion designing

This course enables students to understand the psychological, social, and cultural factors influencing fashion consumer behavior. It helps them apply these insights to develop effective marketing and design strategies tailored to target audiences

Programme/Class: Master of Design (Fashion Designing)	**Year: Second**	**Semester: Third**
Fashion Designing		
Course Code:MD-FD-301CC-7	**Course Title: Fashion Communication**	

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Course outcomes:

The student at the completion of the course will be able to:

- Understand the theoretical frameworks and evolution of fashion communication across media.
- Analyze the influence of cultural, social, and visual elements on fashion messaging and branding.
- Evaluate strategic approaches to fashion branding, PR, and media communication.
- Critically examine the role of digital platforms, emerging technologies, and global trends in fashion communication.
- Apply theoretical insights to critique and conceptualize communication strategies for fashion brands.

Credits:4	**Core Course**
Max. Marks: 70+30	**Min. Passing marks:40**
Total No. of lectures-Tutorials (in hours per week): L-T-P: 4-0-0	

Unit	Topics	No. of Lectures
I	**Fundamentals of Fashion Communication** • Definition, scope, and evolution of fashion communication, Fashion communication as a discipline in design and marketing • Verbal and non-verbal communication in the fashion context • Semiotics and symbolism in clothing and visual fashion language • Fashion journalism and fashion critique: history and approaches • Analysis of traditional vs. contemporary communication methods • Role of fashion communication in consumer perception	15
II	**Visual Culture and Fashion Media** • Visual theory and fashion aesthetics • Role of photography, film, and illustration in fashion storytelling • Fashion styling theory: from street to editorial (no practical styling) • Theoretical understanding of visual merchandising and display • The influence of cinema, music, and pop culture on fashion visuals • Cultural and gender identity through fashion communication	15
III	**Fashion Branding, PR and Strategic Communication** • Theoretical foundations of branding in fashion • Brand identity, brand equity, and storytelling through communication • Public Relations: history, evolution, and application in fashion • Communication strategies for fashion launches, events, and shows • Fashion weeks and exhibitions: communication purpose and format • Role of media and press in shaping brand image	15
IV	**Digital Communication and Future of Fashion Media** • Fashion communication in the digital age: evolution and trends • Theoretical perspectives on social media and fashion identity • Content marketing and digital storytelling in fashion • Impact of technology: virtual fashion, AR, VR, and AI • E-commerce communication: brand messaging in online stores • Future directions in fashion media and communication theories	15

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Suggested Readings:

- "The End of Fashion" – Teri Agins
- "Fashion Brands: Branding Style from Armani to Zara" - Mark Tungate
- "Fashion Theory: A Reader" – Malcolm Barnard
- "Fashion Communication" – Olga Varella & Giulia Rugge

Suggested Digital Platform:

- https://www.iiad.edu.in/the-circle/what-is-fashion-communication/
- https://www.ramotion.com/blog/fashion-branding/

This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design

Suggested Continuous Evaluation Methods:

Class Participation and Attendance
Written Assignments / Analytical Essays
Mid-Semester Test (Descriptive + MCQ)

Course pre requisites: The eligibility for this paper is Bachelor of Design with fashion designing

This course enables students to critically understand the theories and frameworks of fashion communication across traditional and digital platforms. It prepares them to analyze, interpret, and apply communication strategies in branding, media, and cultural contexts within the fashion industry.

Programme/Class:Master of Design (Fashion Designing)	**Year: Second**	**Semester: Third**
Fashion Designing		
Course Code: MD-FD-304PC-4	**Course Title: Internship**	

Course outcomes:

- To gain practical experience in real -world interior design projects.
- Develop a professional portfolio of completed design work.
- Enhance communication and presentation skills.
- Gain insights into the day-to-day responsibilities for an interior designer.
- Explore various design styles and materials area trends in the field.
- Acquire valuable feedback and mentorship from experienced designers.
- Improve time management and problem-solving abilities

Credits:4	**Practicum**
Max. Marks: 100	**Min. Passing marks: 40**

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-0=4

Unit	**Topics**	**No. of Lectures Total=90**

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I	**Practical Training (Internship)** • Student shall work for a period of 45 days in an export house, with any brand, or at any research center to inbuilt their professional development regarding apparel industry. • Student shall be submitting weekly work report • Student shall be submitting critical appraisal of design or research projects • Student shall be submitting documentation of fashion or research details that they are working on. • Student will also have to submit the research as per the supervision by the Guide	
This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design.		
Suggested Continuous Evaluation Methods: Class Performance/Practical Exam/Submission/Viva/Attendance		
Course pre requisites: The eligibility for this paper is graduation from fashion designing		
At the End of the whole syllabus any remarks/ suggestions: Students will be able to illustrate advance Fashion Designs.		

Programme/Class: Master of Design (Fashion Designing)	**Year: Second**	**Semester: Third**
Fashion Designing		
Course Code: MD-FD-305PC-5	**Course Title: Synopsis**	

Course outcomes:

By the end of the course, students should be able to:

1. Identify and select a focused and relevant research topic within Fashion or Textile Design.
2. Construct a clear problem statement and define appropriate research objectives/questions.
3. Conduct a critical review of relevant literature.
4. Select suitable research methodologies (quantitative/qualitative/mixed) for their study.
5. Develop a research synopsis/proposal with all standard academic components.

Credits: 4	**Practicum**
Max. Marks: 100	**Min. Passing marks: 40**
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4	

Unit	Topics	No. of Lectures
I	**Introduction to Research & Topic Selection** • Objectives of academic research • Topic brainstorming and alignment with discipline • Framing research questions and objectives	20
II	**Review of Literature** • Understanding types and sources of literature • Credibility, citation practices, avoiding plagiarism • Identifying research gaps and theoretical frameworks	20

III	**Research Design and Methodology** • Types of research methods (qualitative, quantitative, mixed) • Data collection tools and techniques • Sampling methods, ethical concerns	10
IV	**Synopsis Drafting and Submission** • Structuring synopsis: Title, Introduction, ROL, Methodology, Bibliography • Draft writing and revision • Presentation and approval process	10

Recommended Resources:

- Online academic databases (e.g., JSTOR, IEEE Xplore, ScienceDirect).
- Fashion and textile research journals.
- Textile and fashion-related conferences and symposiums.

Mandatory for all the students of Textile designing Course.

Suggested Continuous Evaluation Methods:

- Class Performance/Practical Exam/Submission/Viva/Attendance

Course pre requisites: The eligibility for this paper is Bachelor in Textile Design or Bachelor in Fashion Designing

At the End of the whole syllabus any remarks/ suggestions: Students will be able to conduct comprehensive research



Programme/Class: Master of Design (Fashion Designing)	Year: Second	Semester: Third

Fashion Designing

Course Code: MD-FD-306SEC-1	Course Title: Fashion Drawing

Course outcomes:

By the end of the course, students should be able to:

1. Demonstrate advanced knowledge of fashion figure drawing
2. Create professional fashion drawings depicting movement, expression, and style.
3. Visualize garments, fabrics, textures, and embellishments accurately.
4. Apply traditional and digital techniques for fashion communication.
5. Develop conceptual and research-based fashion drawings reflecting contemporary design practices.

Credits: 3	Practicum
Max. Marks: 100	Min. Passing marks: 40

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-3

Unit	Topics	No. of Lectures
I	**Fashion Figure Drawing and Movement** Fashion Poses Static and dynamic poses Walking and action poses Fashion faces Hair styling representation Fashion makeup illustration Hand positions and gestures Foot structures and footwear visualization Fashion pose sheets Expression studies Character development sketches	20
II	**Garment Drawing and Fabric Rendering** Silhouette development Structural garment drawing Fashion details and construction lines Fabric Drape and Folds(Natural folds, Tension and compression folds, Volume and movement) Fabric Rendering Techniques Surface Ornamentation Representation	20
III	**Conceptual Fashion Drawing** Theme interpretation Mood-based drawing Fashion storytelling Abstract fashion drawing Contemporary illustration styles	10
IV	**Fashion Presentation Techniques** Layout planning Visual hierarchy	10

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Design communication Fashion boards Story boards Theme boards Portfolio organization Professional standards Research-based theme development Fashion drawing collection Portfolio presentation	

Recommended Resources:

9 Heads: A Guide to Drawing Fashion
Fashion Drawing: Illustration Techniques for Fashion Designers
Fashion Illustration for Designers
Fashion Sketchbook
Figure Drawing for Fashion Design

Mandatory for all the students of Textile designing Course.

Suggested Continuous Evaluation Methods:

Weekly drawing exercises including croquis development, fashion poses, anatomy studies, facial features, garment rendering, and fabric visualization
Maintenance of a fashion drawing journal containing observational sketches, design explorations, and creative ideation.

Course pre requisites: The eligibility for this paper is Bachelor in Textile Design or Bachelor in Fashion Designing

At the End of the whole syllabus any remarks/ suggestions: Students will be able to conduct comprehensive research



SEMESTER IV

S.No.	Subject name	Code	Type of Course				Credits	
				L	T	P		Marks
5.	Portfolio Development and Presentation	MD-FD-401DEC-2	DEC-2	-	-	8	4	100 (30+70)
6.	Fashion Drawing	MD-FD-402DEC-3	DEC-3	-	-	8	4	100(30+70)
7.	Dissertation	MD-FD-403PC-6	PC-6	-	-	24	12	100(30+70)
8.	Fashion Product Development	MD-FD-404EEC-1	EEC-1	-	-	4	2	100(30+70)
Total							**22**	**400**

Programme/Class: Master of Design (Fashion Designing)	Year: Second	Semester: Fourth
Fashion Designing		

	aesthetics.	
II	Techniques for various Fashion product designing • User-centred fashion design • Universal fashion design • Design considerations in Fashion designs in terms of (Elderly, Special needs, Pregnant and lactating mothers, Sportswear, Ready to wear, Party Wear and Various Themes according to choices.	10
III	**Design Development & Conceptualization** • Market and theme research • Development of storyboard and mood board • Fabric sourcing and selection based on selected craft/art • Costing • **Fashion/Textile Article Development:** Students are required to design and develop **five (5) original fashion/textile products** inspired by selected Indian crafts/art forms	5
IV	**Pattern and Prototype Development** • Pattern development and adaptation based on design • Sample development and finishing • Final product presentation and evaluation	5

Suggested Readings:

- Fashion Design and Product Development by Harold Carr
- Apparel Product Development by Maurice J. Johnson and Evelyn C. Moore

Suggested Digital Platform:

- https://techpacker.com/blog/design/the-ultimate-guide-to-product-development-in-fashion/
- https://textilelearner.net/product-development-in-fashion-industry/
- https://www.tcgen.com/product-development/fashion-product-development/

This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design

Suggested Continuous Evaluation Methods:

Class Performance/Submission/Viva/Attendance

Course pre requisites: The eligibility for this paper is Bachelor of Fashion Design

At the End of the whole syllabus any remarks/ suggestions: Students will be able to develop knowledge about various quality parameters related to fiber, yarn and fabric



Programme/Class: Master of Design (Fashion Designing)	Year: Second	Semester: Fourth
	Fashion Designing	
Course Code:M.D-FD-402DEC-3	Course Title: Fashion Drawing	

Course outcomes:

The Student at the completion of the course will be able to:

- Variety of poses to be studied
- Variety of facial features to be explored
- With tutor approval this selection procedure should take place
- Knowledge of 4 body color tones

Credits:4	Elective Course
Max. Marks: 70+30	Min. Passing marks:40

Total No. of lectures-Tutorials (in hours per week): L-T-P: 0-0-4

Unit	Topics	No. of Lectures
I	**FASHION FIGURE STUDY** • Block, Ball & Joint method – understanding human anatomy • Muscular structure of the body – front view (still and dynamic) • Muscle structure – ¾ view, side view, back view (still and dynamic) • Fashion face – front and ¾ view, muscled form, with diverse hairstyles	10
II	**TEMPLATE BUILDING** • Developing croquis templates with proper proportions • Identifying and shortlisting dynamic and stylized croquis • Highlighting suitable croquis for specific design themes • Personalizing templates for signature style	10
III	**BODY RENDERING TECHNIQUES** • Introduction to color mediums: dry (pencil, markers) and wet (watercolor, gouache) • Skin tone rendering and shading techniques • Understanding light source, highlights, and shadows on human form • Basics of garment draping on the body	10
IV	**GARMENT ILLUSTRATION PRACTICE** • 5 Bodices • 5 Skirts • 5 Bifurcated garments • 5 Dresses • 3 Indian Wear • 4 Voluminous Garments • Stylizing garments based on theme and target customer	10
V	**Fabric Rendering** • Solids, prints, stripes, and checks • Lustrous fabrics: satin, silk, taffeta • Sheer fabrics: organza, net, chiffon	10

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	• Heavyweight fabrics: tweed, velvet, corduroy, wool • Knits, fur, lace, crochet • Special weaves and traditional fabrics: Ikat, Banarasi, Kanjeevaram, Khadi	
VI	**EXPERIMENTAL FASHION ILLUSTRATION** • Exploring unconventional materials and textures in illustrations • Mixed media rendering: fabric collage, thread, watercolor, ink, paper folds • Conceptual and expressive figure drawing • Illustrating movement, emotion, and narrative through fashion art • Live model sketching and quick fashion gestural studies • Creating a visual story or fashion narrative through series illustration	10

Suggested Readings:

- **"Fashion Illustration: Inspiration and Technique"**
  By Anna Kiper
- **"Fashion Sketchbook"**
  By Bina Abling
  – Detailed steps for fashion figure, fabric rendering, and garment detailing.
- **"Digital Fashion Illustration with Adobe Illustrator and Photoshop"**
  By Kevin Tallon

Suggested Digital Platform:

- **Skillshare** (Free trial available)
  https://www.skillshare.com/
  Search: "Fashion Illustration" or "Zoe Hong"
- **Domestika** (Affordable, creative-focused)
  https://www.domestika.org/en
  Recommended: Fashion sketching, fashion portfolio courses
- **YouTube** (Free)
  https://www.youtube.com/
  Suggested Channels:
  - Zoe Hong
  - Justine Leconte
  - Fashionary
- **Udemy** (Paid courses with lifetime access)
  https://www.udemy.com/
  Search: "Fashion Illustration," "Adobe Illustrator for Fashion"
- **Pinterest** (Free inspiration and references)
  https://www.pinterest.com/
  Search: "Fashion poses," "croquis," "fashion sketch inspiration"
- **Behance** (Professional portfolio inspiration)
  https://www.behance.net/
  Search: "Fashion illustration portfolio"

This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design.

Suggested Continuous Evaluation Methods:

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Class Assignments / Sketchbook
Mid-Term Practical Test
Thematic Illustration Project
Digital Illustration Assignment

Course pre requisites: The eligibility for this paper is Bachelor of Design with fashion designing

This course equips students with advanced skills in fashion figure drawing, garment and fabric rendering using both manual and digital techniques. It enables them to conceptualize, illustrate, and present a professional fashion illustration portfolio with creativity and technical precision.

Programme/Class: Master of Design (Fashion Designing)	**Year: Second**	**Semester: Fourth**
Fashion Designing		
Course Code:M.D-FD-401DEC-2	**Course Title: Portfolio Development and Presentation**	

Course outcomes:

The student at the completion of the course will be able to:

- Understand and apply trend forecasting, user analysis, and problem identification in the pre-design research phase.
- Translate research insights into concept development, surface exploration, and creative design processes.
- Create a cohesive fashion collection with detailed illustrations, flats, color palette, and specification sheets.
- Develop production-ready patterns, including draping, grading, and muslin sampling for selected garments.
- Execute final garments and present them professionally through a fashion show, demonstrating industry-level readiness..

Credits:4	**Elective Course**
Max. Marks: 70+30	**Min. Passing marks:40**
Total No. of lectures-Tutorials (in hours per week): L-T-P: 0-0-4	

Unit	Topics	No. of Lectures
I	**Pre-Design Phase** Inspirational search of trends and forecast study. Identifying the end user both in the domestic and international sphere.	20

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	Identify the problem area. Assessment of the problem and research into influencing factors and consumer requirements Research of various production methods and material processes.	
II	**Design Phase** Initial representation of their design process through illustrations and flat drawings. Various surface design and fabric selections (Print/ Embroidery/ Dyeing etc) Theme development. Color palette selection. Final Silhouette and style decision (A total of 12-15 garments) Specification sheets covering all details to be finalized Line Presentation	20
III	**Post- Design Phase** Developing Patterns and drapes of the styles finalized. Final production patterns with grading to be developed. Three muslin fits out of the styles finalized. Final garments presentation in the fashion show	20

Suggested Readings:

- "Fashion Portfolio: Design and Presentation" – by Anna Kiper
- "Portfolio Presentation for Fashion Designers" – by Linda Tain
- "Developing a Fashion Collection" – by Elinor Renfrew & Colin Renfrew
- "The Fashion Designer's Textile Directory" – by Gail Baugh
- "Digital Fashion Portfolio: Design, Presentation & Techniques" – by Catherine Amoroso Leslie
- "Fashion Design Process, Innovation and Practice" – by Kathryn McKelvey & Janine Munslow

Suggested Digital Platform:

- **Pinterest** (Free inspiration and references)
  https://www.pinterest.com/
  Search: "Fashion poses," "croquis," "fashion sketch inspiration"
- **Adobe Illustrator**
  https://www.adobe.com/products/illustrator.html
- **Adobe Photoshop**
  https://www.adobe.com/products/photoshop.html
- **CorelDRAW**
  https://www.coreldraw.com/en/
- **Canva**
  https://www.canva.com/
- **Figma**
  https://www.figma.com/
- **Procreate (iPad only)**
  https://procreate.com/

This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design.

Suggested Continuous Evaluation Methods:

Design Ideation & Sketch Development, Portfolio presentation, Viva Voce

Course pre requisites: The eligibility for this paper is Bachelor of Design with fashion designing

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This course enables students to professionally develop, curate, and present a fashion design portfolio that reflects their individual creative identity and technical proficiency. It prepares them for industry placements, freelance opportunities, and higher-level design presentations.

Programme/Class: Master of Design (Fashion Designing)	Year: Second	Semester: Fourth
Course Code: MD-FD-403PC-6	Fashion Designing	Course Title: Dissertation

Course outcomes:

- Carry out independent research based on the approved synopsis.
- Collect, organize, and analyze relevant data using appropriate tools.
- Interpret results and synthesize findings into a coherent research report.
- Develop professional academic writing and presentation skills.
- Apply research outcomes to the design profession ethically and insightfully.

Credits:12	Core compulsory
Max. Marks: 100	Min. Passing marks: 40

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-12

Unit	Topics	No. of Lectures
I	**Research Implementation** • Recap of approved synopsis • Timelines and planning • Supervision and progress tracking	15
II	**Data Collection and Documentation** • Fieldwork, surveys, interviews, or experiments • Maintaining data integrity • Recording and organizing data systematically	15
III	**Data Analysis and Interpretation** • Analytical techniques (thematic, statistical, visual) • Drawing insights and establishing findings • Validating results.	15
IV	**Report Writing and Referencing** • Structuring dissertation (chapters, visuals, tables, etc.) • Academic writing style • APA referencing, annexures.	15
V	**Presentation and Viva Voce** • Final presentation of research outcomes • Responding to evaluators' queries • Incorporating feedback	15

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VI	**Reflection and Industry Relevance** • Impact of research on personal and professional growth • Application in design practice or further study	15

Recommended Resources:

- Online academic databases (e.g., JSTOR, IEEE Xplore, ScienceDirect).
- Fashion and Textile Design research journals.
- Fashion and Textile Design related conferences and symposiums.

Mandatory for all the students of Interior designing Course.

Suggested Continuous Evaluation Methods:

- Interim progress reviews / Practical performance / Final report submission / Viva voce

Course pre requisites: Approval of Synopsis in Semester III.

At the End of the whole syllabus any remarks/ suggestions: Students will be able to conduct comprehensive research

