SNDT Women's University, Mumbai

Master of Science

(Fashion Design and Textile)

M. Sc.

(Fashion Design and Textile)

As per NEP-2020

Syllabus

(2024-25)

M.SC. FASHION DESIGN AND TEXTILE

Program		M.Sc.
Specialization		Fashion Design and Textile
Preamble		Master of Fashion Design and Textile is a post-graduate degree course of two academic years. Fashion design is the art of the application of design and aesthetics or natural beauty to clothing and accessories. Fashion Design is influenced by cultural and social latitudes and has varied over time and place. This program is amalgamation of art, science, technology, and design to create innovative and cutting-edge designs. This degree program is designed to prepare students for careers in the fashion industry. This program trains students to develop strong communication and leadership skills in order to be competitive in a global industry. It prepares students to pursue career opportunities in fashion research, marketing, and business development. It focuses on the creative process and the application of advanced design technologies. The program also teaches students about marketing clothing. A PG degree in fashion design can lead to employment in the fashion industry by developing the skills and knowledge necessary to succeed in the industry.
Programme Specific Outcomes (POs)		After completing this programme, Learner will
	1.	Be ready to enter in the market of fashion industry, as they will learn different marketing strategies, retailing merchandising etc.
	2.	Gain knowledge on quality standards implementation and quality requirements for apparel industry make them suitable to work as quality manager.

	3.	learn fashion range development, fashion styling and portfolio development strategies.
	4.	Gain knowledge in research that will help students to create newer designs suitable for present scenario and current market trends.
	5.	learn designing and construction of theme garment.
	6.	Become a successful fashion Designer by exploring the current market trends globally and communicate effectively with the society by designing, marketing and visual presentations.
Eligibility Criteria for Programme		• Minimum 45% for students with B.Sc. degree in Textile Science and Apparel Design, Fashion, Apparel Design, Dress Design etc. • Minimum 50% for students with B Design / Textile Design • Minimum 50% for students B. Sc. Composite Home Science, B.A. Home Science, B. Sc. General Home Science, B.Sc. Human Ecology and Consumer Studies, B. Sc. Family and Community Science who have completed minimum of 8 credits under semester pattern or 200 marks under annual pattern of courses related to Textile and Apparel Design. • B Voc. (Textile Design, Fashion Design, Apparel Design and related field) with 45% marks • Any Graduate with 45% marks and with 3 years' experience in related field
Intake (For SNDT WU Departments and Conducted Colleges)		25

M.SC. FASHION DESIGN AND TEXTILE

SN	Courses	Type of Course	Credits	Marks	Int	Ext
		Semester I				
114911	Chemical Processing of Textiles (Th) (U)	Major (Core)	4	100	50	50
114922	Chemical Processing of Textiles (Pr) (C)	Major (Core)	4	100	50	50
114923	Garment Design and Construction (Pr) (C)	Major (Core)	4	100	50	50
114914	Global Costumes (Th)(C)	Major (Core)	2	50	50	0
124911	Sustainability in Textile and Apparel (Th) (U)	Major (Elective)	4	100	50	50
134911	Research Methodology (Th) (U)	Minor Stream (RM)	4	100	50	50
			22	**550**	**300**	**250**
		Semester II				
214911	Quality Control for Textile & Apparel (Th) (Pr) (U)	Major (Core)	(2+2)4	100	50	50
214922	Garment Design through Draping (Pr) (C)	Major (Core)	4	100	50	50
214913	Apparel Merchandising (Th) (U)	Major (Core)	4	100	50	50
214924	International Embroideries and Paintings (Pr) (C)	Major (Core)	2	50	0	50
224921	Advance Fashion Illustration (Pr)(C)	Major (Elective)	4	100	50	50
244941	Internship (Pr)(U)	OJT	4	100	50	50
			22	**550**	**250**	**300**

Exit option (44 credit):
Post Graduate Diploma in FASHION DESIGN AND TEXTILE

Year II

SN	Courses	Type of Course	Credits	Marks	Int	Ext
		Semester III				
314921	Fashion Range Development (Pr) (U)	Major (Core)	4	100	50	50
314922	Portfolio Development (Pr) (U)	Major (Core)	4	100	50	50
314913	Trend Research and Forecasting (Th) (U)	Major (Core)	4	100	50	50
314914	Garment Production Technology (Pr) (C)	Major (Core)	2	50	0	50
324921	Garment Production Technology (Th) (C)	Major (Elective)	4	100	50	50
354931	Dissertation I (Pr) (U)	RP	4	100	50	50
			22	**550**	**250**	**300**
		Semester IV				
414921	Fashion Styling (Th) (Pr) (U)	Major (Core)	4	100	50	50
414922	Product development (Pr) (U)	Major (Core)	4	100	50	50
414953	Recent Advances in Fashion Design and Textile (Seminar)(C)	Major (Core)	4	100	50	50
424911	Fashion Communication (Th) (U)	Major (Elective)	4	100	50	50
454931	Dissertation II (Pr)(U)	RP	6	150	100	50
			22	**550**	**300**	**250**

Semester III

3.1 Major (Core)

Course Title	Fashion Range Development (314921) (Pr) (U)
Course Credits	4 (Pr)
Course Outcomes	After going through course, learners will be able to: After going through course, learners will be able to: 1) **Analyze** market research data to identify and forecast fashion trends. 2) **Evaluate** potential target markets for their fashion range based on comprehensive market analysis. 3) **Design** a cohesive fashion collection that meets the identified needs of their target market. 4) **Apply** principles of garment construction, material selection, and production processes to develop high-quality fashion products. 5) **Create** a professional fashion range presentation, including mood boards, sketches, and prototypes, demonstrating their design process and final collection
Module 1 (Credit 1) - Introduction to Fashion Range Development and Market Analysis	
Learning Outcomes	After learning the module, learners will be able to: 1. Revise what fashion range development in fashion industry is. 2. Discover upcoming trends in fashion including colors, material, patterns, and styles. 3. Determine and understand the target market for fashion range.

Content Outline	• **Introduction to Fashion Range Development**
	   a. Overview of the fashion industry
	   b. Understanding fashion cycles and trends
	• **Market Research and Trend Analysis**

	a. Techniques for conducting market research
	b. Analyzing and forecasting fashion trends
	• **Target Market Identification**
	a. Defining your brand's target demographic
	b. Understanding customer needs and preferences
	• **Planning of Range Development**

Module 2 (Credit 1) - Building Brand Identity and Designing Mood Boards

Learning Outcomes	After learning the module, learners will be able to
	1. Analyze the components of brand identity.
	2. Construct a mood boards and inspiration board with the help of their concepts.
	3. Build skills in sketching and illustrating fashion designs that effectively communicate the designer's vision.
Content Outline	• **Branding and Identity** a. Developing a brand identity b. Branding strategy and positioning • **Collection Concept Development** a. Conceptualizing your fashion range b. Mood boards and inspiration • **Design Process** a. Sketching and designing pieces for the collection b. Selection of fabrics and materials

Module 3 (Credit 1) - Garment Construction Techniques and Production Processes

Learning Outcomes	After learning the module, learners will be able to
	1. Compare various garments construction techniques.
	2. Justify the environment impact of design choices and strive for sustainable innovation.
	3. Improve comprehensive understanding of the range planning process in fashion merchandising.
Content Outline	• **Technical Aspects of Fashion Design** a. Garment construction techniques

	b. Sizing and fitting
	 • **Production Processes**
	     a. Overview of the production cycle
	     b. Quality control and sustainability considerations
	 • **Planning and Merchandising**
	     a. Planning the range: assortment, pricing, and merchandising strategies
	     b. Visual merchandising for your collection

Module 4 (Credit 1) - Marketing, Portfolio Development, and Final Presentation

Learning Outcomes	After learning the module, learners will be able to
	1. Simplify the basic principles of marketing.
	2. Build a professional portfolio that includes the development process and final design collection.
	3. Develop a collection to stakeholders, including peers, instructors, and potential buyers.
Content Outline	• **Marketing and Promotion** a. Developing a marketing plan for your range b. Digital marketing and social media strategies • **Final Project Work** a. Work on final collection development and presentation • **Final Presentations** a. Presentation of final fashion range projects b. Peer review and feedback session

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

- Have students create mood boards based on current fashion trends.
- Guest lectures from industry professionals.
- Virtual or in-person visits to fashion studios or manufacturers.
- Participation in a fashion show or exhibition as a final project showcase.

References:

1. Breuer, S. (2014). *Blue is the New Black: The 10 Step Guide to Developing and Producing a Fashion Collection.* Laurence King Publishing

2. Capello, V. P. &Misani, N. (2019). *Fashion Collections: Product Development and Merchandising.* Egea
3. Dr. Roy, S., Dr. Hiran, D., & Dr. Hiran, D. (2019). *Fashion Forecasting in India.* RED'SHINE Publication. Pvt. Ltd
4. Kim, E., Fiore, M. A., Payne, A., & Kim H. (2021). *Fashion Trends: Analysis and Forecasting*. Bloomsbury Publishing
5. Kiper, A. (2016). *Fashion Illustration: Inspiration and Technique.* David & Charles

3.2 Major (Core)

Course Title	Portfolio Development (314922) (Pr) (U)
Course Credits	4 (Pr)
Course Outcomes	1) After going through course, learners will be able to 2) **Design** a comprehensive fashion design portfolio that effectively showcases their unique skills and strengths. 3) **Utilize** the portfolio as a persuasive communication tool for influencing placements and pursuing higher education opportunities. 4) **Evaluate** and **critique** the process of creating a design portfolio to enhance its effectiveness. 5) **Synthesize** and **integrate** various creative projects into a final portfolio demonstrating professional growth.
Module 1 (Credit 1) - Introduction to Portfolio Types and Elements	
Learning Outcomes	After learning the module, learners will be able to
	1. Differentiate types of portfolios.
	2. Discover various elements which are used for preparing a portfolio.
Content Outline	• **Introduction to Portfolio** What is a design portfolio? The different versions of a portfolio - Hard copy and digitized, Portfolio of different designers, Design process in a portfolio. • **Preparing Portfolio elements -** Different elements of a portfolio - Graphic Design basics - layout, fonts, colors, portraying your personal style and aesthetics, Enlisting all the relevant work for the portfolio.
Module 2 (Credit 1) - Planning and Structuring Your Portfolio	
Learning Outcomes	After learning the module, learners will be able to
	1. Examine their interest area and skill for making creative portfolio.

	2. Access the preparation process of making portfolio.
	3. Develop the professional fashion designer CV.

Content Outline	• **Planning, conceptualization and structuring of information:**
	  a. Competencies (Professional/ skills)
	  b. Area of specialization and interest.
	  c. Format/ Layout of portfolio
	• Process of making portfolio
	  a. Digital portfolio making
	  b. Print / Hard copy
	• Developing a professional Fashion Designer CV

Module 3 (Credit 1) - Creating a Digital Portfolio and Professional Summary

Learning Outcomes	After learning the module, learners will be able to
	1. Create portfolio
	2. Select elements of work to include in their portfolio.
	3. Build a professional summary of their work.

Content Outline	• Digital or online or E- portfolio making:
	Tools/ software use to making creative portfolio: Adobe Express, Canva, Adobe InDesign, Photoshop, Illustrator.
	• **Process of making E Portfolio:**
	  a. Cover Page
	  b. Designer's profile
	  c. Contents
	  d. Showcasing best projects
	  e. Achievements
	  f. Experiences

Module 4 (Credit 1) - Producing and Presenting Print/Handmade Portfolios

Learning Outcomes	After learning the module, learners will be able to
	1. Produce print/ handmade portfolio
	2. Analyze the content which needs to be included in a portfolio.

	3. Modify the required improvements and how to apply into the work.
Content Outline	• **Print/ handmade portfolio making:** Planning of making creative handmade portfolio: Presentation formats and techniques, Choosing the Theme and Story for Portfolio, Portfolio Presentation Boards, developing a new collection or reworking old work • **Process of making Print/ handmade Portfolio** (Same as Soft)

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

- Group discussion on the topic of purpose of fashion portfolio and its importance.
- Using skills assessment and experience inventory, create fashion design CVs.
- Students will present their digital portfolios to the class, demonstrating key features and discussing design choices, content selection, and user experience.
- Showcase Final handmade portfolio.

Reference:

1. Barrett, J. (2014). *Designing your Fashion Portfolio: From Concept to Presentation.* Bloomsbury Publishing.
2. Hagen, K. & Hollinger J. (2012). *Portfolio for fashion designers.* Pearson Education.
3. Kiper, A. (2016). *Fashion Portfolio: Design and Presentation*. Batsford.
4. Tain, L. (2022). *Portfolio presentation for fashion designers.* (4[th]ed). Bloomsbury Publishing.
5. Sharma, D. & Dr. Singh, P. (2021). Fashion Design Student Portfolio: -A Reflection of Designer's Creativity. *Journal of Design Engineering.* (4), 1527-1537. DOI:10.13140/RG.2.2.26549.19686.

3.3 Major (Core)

Course Title	Trend Research and Forecasting (314913)(Th)(U)
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	1) **Evaluate** various fashion forecasting methods, including AI and trend analysis tools.
	2) **Apply** strategic forecasting techniques to predict global fashion trends and understand their impact on consumer behavior and industry.
	3) **Synthesize** trend research from diverse sources to develop informed forecasts aligned with industry standards.
	4) **Create** comprehensive trend reports and presentations that communicate forecasted trends and their implications effectively

Module 1 (Credit 1) - Concepts and Methods of Fashion Forecasting

Learning Outcomes	After learning the module, learners will be able to
	1. Analyze fashion forecasting.
	2. Apply theoretical concepts of types, process and various ways of forecasting trends.
	3. Enhance their analytical skills on steps of fashion forecasting.
Content Outline	The Concept of Fashion Forecasting
	• Types of Fashion forecasting • Purpose and steps of fashion Forecasting • Various ways to forecasting trends • Demand forecasting • Forecasting Process • Influence of Fashion Forecasting • Companies provide fashion Forecasting

Module 2 (Credit 1) - Global Trends and Forecasting Techniques

Learning Outcomes	After learning the module, learners will be able to
	1. Understand Fashion trends forecasting with Global Source.
	2. Learn techniques for Fashion Forecasting and Fashion forecasting Process used globally

	3. Explain types of forecasting and Sources of trend information
Content Outline	• International trends and Sources of Trend Information • Fashion trends forecasting with Global Sources • Techniques for Fashion Forecasting • Fashion forecasting Process • Types of forecasting • Sources of trend information

Module 3 (Credit 1) - AI in Fashion Forecasting and Industry Impact

Learning Outcomes	After learning the module, learners will be able to 1. Understand use of AI and factors involved in fashion Forecasting. 2. Gain knowledge of effect of Fashion Forecasting on People and Companies provide fashion Forecasting **3.** Apply knowledge of utilizing Trend Forecasting in the Fashion Industry
Content Outline	Interpreting forecasts 1. Use of AI in fashion Forecasting 2. Factors involved in fashion Forecasting 3. Effect of Fashion Forecasting on People 4. Companies provide fashion Forecasting 5. Fashion Cycle 6. Utilizing Trend Forecasting in the Fashion Industry 7. Strategies for fashion brands in utilizing trend forecasting

Module 4 (Credit 1) - Trend Research: Desk and Field Research Techniques

Learning Outcomes	After learning the module, learners will be able to
	1. Researching the trend information network
	2. do Desk research and to analyze it.
	3. do Field research and to analyze it.

Content Outline	**Trend research**

	• How to conduct Trend research?
	• Desk Research
	• Building a Trend Information Network
	   1. Collaborative Websites That Scan New Trends Globally
	   2. Websites and Online Magazines
	   3. Trend Forecasting Agencies
	   4. Social Media
	   5. Other Online Tools
	
	• Analyzing Desk Research Results
	   1. Affinity Diagramming
	   2. Three Times Rule
	   3. Innovators, Early Adopters
	   4. Experts
	
	• Field Research
	   1. Observation: Sensing vs. Looking
	   2. Interviews
	   3. Surveys
	
	• Analyzing Field Research Results
	   1. Surveys,
	   2. Interviews and Observations
	
	• Competitive Research

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Write a report on recent fashion trend
2. Collect samples of sources of trend information
3. Design dress/dresses by utilizing Trend Forecasting
4. Conduct short trend research

References:

1. Lynch, A. & Mitchell D. Strauss. 2007. Changing Fashion: A Critical Introduction to Trend Analysis and Cultural Meaning. Oxford, New York: Berg, 189pp.
2. Rousso, Chelsea. 2018. Fashion Forward: A Guide to Fashion Forecasting (2nd edition). New York: Fairchild Books,210pp.
3. Frings, Gini S.2007. "Fashion: From Concept to Consumer" (9th Edition). Pearson Publisher. 496pg.
4. Packard S., Winters A., & Axelrod, N.1983. "Fashion Buying & Merchandising. Fairchild Books publisher. 404 pg
5. Brown, T. 2009. *Change by design: How design thinking transforms organizations and inspires innovation*. Harper Business.

3.4 Major (Core)

Course Title	Garment Production Technology (314914) (Pr)(C)
Course Credits	2
Course Outcomes	After going through the course, learners will be able to 1) **Evaluate** warehouse operations and equipment functionality. 2) **Analyze** retail mall environments, product offerings, brands, and operations. 3) **Apply** knowledge of dye classes for fiber-specific dye selection in manufacturing. 4) **Present** detailed reports on field visits to export houses, manufacturing units, warehouses, and retail malls.
Module 1 (Credit 1) - Field Visit to Export House and Garment Manufacturing Unit	
Learning Outcomes	After learning the module, learners will be able to
	1. Understand practical functioning of export House
	2. Know about various equipment's used and Functioning of garment manufacturing unit at ground level.
Content Outline	Field visit to an export house & presentation of the report
	Field visit to a garment manufacturing unit & presentation of the report
Module 2 (Credit 1) - Field Visit to Warehouse, Retail Mall, and Dye Selection Techniques	
Learning Outcomes	After learning the module, learners will be able to
	1. Understand importance, functioning and various equipment's used in warehouse
	2. Know about retail mall, available products and brands, designs available and its functioning
	3. Selection of dye class as per fiber
Content Outline	Field visit to a warehouse & presentation of the report
	Field visit to a retail mall & presentation of the report

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Write report on Customer related policies of retail organizations
2. Observation of customer preferences of garments with justification.

References:
1. Gerry Conklin, 2006. Introduction to Clothing Manufacture, Blackwell Science
2. Harold Carr& Barbara Latham, 1994.The Technology of Clothing Manufacture, Blackwell Science.
3. Chuter. A.J..2011., Introduction to Clothing Production Management, Blackwell Science1. Rajesh Bheda "Managing Productivity in the Apparel Industry" CBS Publishers & Distributors
4. Helen Joseph Armstrong. 2009. "Pattern Making for Fashion Design", Dorling Kindersley India Pvt.Ltd.
5. Jacob Solinger.2010 "Apparel Manufacturing Handbook", VanNostrand Reinhold Company.
6. Herold Carr and Barbara Iatham.1994. "The technology of clothing manufacture", Om book service.

3.5 Major (Elective)

Course Title	Garment Production Technology (314914) (Theory) (C)
Course Credits	4 (Th)
Course Outcomes	After going through course, learners will be able to 1. **Apply** knowledge of dye classes for fiber-specific dye selection in manufacturing. 2. **Analyze** retail mall environments, product offerings, brands, and operations. 3. **Evaluate** warehouse operations and equipment functionality. 4. **Present** detailed reports on field visits to export houses, manufacturing units, warehouses, and retail malls
Module 1 (Credit 1) - Garment Industry Structure and Management Principles	
Learning Outcomes	After learning the module, learners will be able to
	1. Revise background of garment/clothing industry.
	2. Build the functions and responsibilities of various departments within a garment factory.
	3. Determine and explain the fundamental principles of management.

Content Outline	• Introduction to the background and structure of the garment/clothing industry.
	
	• The Organizational Structure of a Garment Factory.
	
	    ▪ Principles of management
	    ▪ Various departments: -
	      1. Design Department
	      2. Marketing Department
	      3. Finance Department
	      4. Purchasing Department
	      5. Production Department
	      6. Operations Department

Module 2 (Credit 1) - Manufacturing Technology and Sewing Operations	
Learning Outcomes	After learning the module, learners will be able to
	1. Demonstrate the principles and applications of alternative methods of joining the materials

	2. Categorize various types of sewing machines, sewing threads, sewing problems etc.
	3. Examine testing for sew ability and tailor ability
Content Outline	**Manufacturing technology** • Placement & Cutting Room 1. Marker Planning 2. Efficiency, Methods and use of worker plan 3. Methods of spreading of fabric and requirements of the spreading process 4. Cutting the fabric – objectives and methods of cutting fabric • Fusing Technology • Sewing technology 1. Sewing – properties, types 2. Stitch – types 3. Sewing Machines – Feed mechanisms, machine Needles. 4. Sewing Threads – type of fibre, construction and finish, thread size, thread package, thread costs, thread properties and seam performance 5. Sewing problems – stitch formations, damage along the seam line puckering 6. Testing for sew ability and tailor ability 7. Sewing Machinery
Module 3 (Credit 1)	**Garment Components, Trims, and Production Techniques**
Learning Outcomes	After learning the module, learners will be able to • Suggest components and trims to integrate them effectively into garment designs. • Analyze the impact of pressing techniques on different types of fabrics and garment constructions, • Estimate the impact of lost output on production efficiency, lead times.
Content Outline	• Use of components and trims • Alternative method of joining materials 1. Fusing 2. Welding and adhesives 3. Moulding • Pressing technology • Production technology 1. Methods of improving productivity in Garment production 2. Balancing of production process 3. Production and Human Resource

Module 4 (Credit 1)	Warehousing, Production Layout, and Quality Control in Apparel
Learning Outcomes	After learning the module, learners will be able to
	• differentiate types of warehouses used in the apparel industry.
	• Evaluate techniques for creating effective production charts and layouts in the apparel industry
	• Prescribe knowledge of quality control principles and techniques in apparel manufacturing.

Content Outline	• Warehousing.
	• Charting and layout.
	• Quality control in Apparel Industry: -
	  1. Principles of quality control.
	  2. Quality from design to dispatch.
	  3. Total quality control.
	• Ethics in Garment Production

Assignments and Activities towards Comprehensive Continuous Evaluation (CCE)

- Presentations on the status of Apparel Industry
- Industry Expert Interaction and discussion
- Visits to garment factories where students can observe production processes firsthand and report writing.
- Case studies on real garment production scenarios.

References: -

1. Chuter. A.J.(2011)., Introduction to Clothing Production Management, Blackwell Science1. Rajesh Bheda "Managing Productivity in the Apparel Industry" CBS Publishers & Distributors.
2. Gerry Cooklin, (2006). Introduction to Clothing Manufacture, Blackwell Science
3. Harold Carr& Barbara Latham, 1994.The Technology of Clothing Manufacture, Blackwell Science.
4. Helen Joseph Armstrong "Pattern Making for Fashion Design", Dorling Kindersley India Pvt.Ltd.(2009)
5. Mary Mathews, "Practical clothing construction" Thomson & co., madras, 1974.
6. Jacob Solinger., "Apparel Manufacturing Handbook", VanNostrand Reinhold Company (1980). 5.Herold Carr and Barbara Iatham "The technology of clothing manufacture", Om book service 1994.

3.6 Research Project

Course Title	Dissertation I (354931) (Pr) (U)
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	Formulate research problems effectively within a specific domain or field.
	Review literature comprehensively to identify gaps and trends relevant to their research area
	Apply planning tools and techniques for systematic data collection in research projects
	Design research proposals or validate models using appropriate methodologies and frameworks.
Module 1 (Credit 1)	**Formulation of problem** • Assist students in identifying research gaps and formulating clear research questions. • Provide literature and resources to broaden understanding of current topics. • Help students align their research problem with academic interests and goals. • Discuss recent advancements and potential research directions. • Students will define a focused research problem for their study.
Module 2 (Credit 1)	**Review of Literature** • Guide students in conducting comprehensive literature reviews. • Synthesize findings and develop a robust theoretical framework. • Discuss methodologies for critically analyzing existing literature. • Ensure alignment between theoretical foundations and research objectives. • Students will establish a strong theoretical basis for their research.
Module 3 (Credit 1)	**Designing Research proposal / Model validation** • Assist students in selecting appropriate research designs. • Mentor in choosing qualitative, quantitative, or mixed-method approaches. • Develop methodologies for data collection and analysis. • Discuss ethical considerations and feasibility of chosen methods. • Students will design a rigorous research methodology for their study.
Module 4 (Credit 1)	**Planning tools & techniques for data collection** • Guide students in planning and executing data collection strategies.

	• Provide support in managing and analyzing collected data. • Discuss techniques for ensuring data validity and reliability. • Interpret findings and draw initial conclusions from data analysis. • Students will collect, analyze, and interpret data relevant to their research

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE):

1. Submission of a written research problem statement and an oral presentation to assess clarity and significance of the research question.
2. Compilation of an annotated bibliography and a comprehensive literature review to evaluate thoroughness and synthesis of existing research.
3. Submission of a critical analysis report to assess the ability to critically analyze relevant literature.
4. Writing and presentation of a detailed research proposal, including methodology and ethical considerations, to gauge research design skills.
5. Development and submission of a data collection plan, analysis report, and reflective journal to evaluate planning, execution, and interpretation of data collection strategies.

Reference:

1. Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
2. Kumar, R. (2019). *Research methodology: A step-by-step guide for beginners* (5th ed.). SAGE Publications.
3. Bryman, A. (2016). *Social research methods* (5th ed.). Oxford University Press.
4. Punch, K. F. (2013). *Introduction to social research: Quantitative and qualitative approaches* (3rd ed.). SAGE Publications.
5. Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach* (7th ed.). Wiley.
6. Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research methods for business students* (8th ed.). Pearson.
7. Bell, J., & Waters, S. (2018). *Doing your research project: A guide for first-time researchers* (7th ed.). Open University Press.
8. Creswell, J. W. (2014). *A concise introduction to mixed methods research*. SAGE Publications.

Semester IV

4.1 Major (Core)

Course Title	Fashion Styling (414921) (Pr) (U)
Course Credits	2 (Th) 2 (Pr) = 4 Credits
Course Outcomes	After going through course, learners will be able to 1. **Apply** wardrobe styling principles through practical exercises and simulations. 2. **Analyze** fashion industry trends and market structures. 3. **Evaluate** styling techniques and decisions in creating style and mood boards. 4. **Create** innovative styling concepts and strategies for fashion projects
Module 1 (Credit 1) (Th) - Fashion Styling: History, Trends, and Theories	
Learning Outcomes	After learning the module, learners will be able to
	1. Analyze the history and evolution of fashion styling.
	2. Modify skills in trend research and interpretation.
	3. Develop skills in color theory, fabric selection, and garment pairing.
Content Outline	**Introduction to Fashion Styling** • Overview of fashion styling: Definition, history, and evolution. • Different roles of a fashion stylist in various sectors: editorial, celebrity, personal shopping, visual merchandising. • Understanding fashion cycles, trends, and the impact of cultural and social influences on fashion. **Fashion Trends and Forecasting** • Methods of trend forecasting • Importance of seasonal trends • Incorporate trends into styling **Fashion Theories and Concepts** • Study of color theory, fabric types, and their uses in styling. • Body shapes and how to style for different body types. • Analysis of major fashion movements and their stylists.

Module 2 (Credit 1) (Th) - Wardrobe Styling and Fashion Industry Analysis	
Learning Outcomes	After learning the module, learners will be able to
	1. Asses structure, trends, and dynamics of the fashion industry.
	2. Select various communication channels used in the fashion industry.
	3. Develop a comprehensive understanding of the principles of wardrobe styling
Content Outline	**Wardrobe Styling** • Principles of wardrobe organization • Conducting wardrobe audits • Essentials of a functional wardrobe • Creating versatile looks from limited pieces **Fashion Industry and Market Analysis** • Understanding the structure of the fashion industry. • Key fashion markets and their characteristics. • Brand positioning and image development.
Module 3 (Credit 1) (Pr) - Styling Practice and Fashion Photography	
Learning outcomes	After learning the module, learners will be able to
	1. Gain hands-on experience in styling individuals with various body types.
	2. Assemble and maintain a professional styling kit
	3. assess a comprehensive understanding of camera settings.
Content Outline	**Styling Practice** • Practical exercises in styling various body types and creating looks for different occasions. • Different types of fashion styling (editorial, celebrity, personal, commercial) • Developing a styling kit: essential tools for a fashion stylist. **Fashion Photography and Visuals** • Basics of fashion photography: working with photographers, understanding lighting and angles. • Creating mood boards and visual storytelling for styling projects.
Module 4 (Credit 1) (Pr) - Style Boards, Mood Boards, and Industry Networking	

Learning outcomes	After learning the module, learners will be able to
	1. Construct style boards and mood boards that effectively communicate their creative vision.
	2. Develop the ability to source clothing, accessories, and other wardrobe essentials.
	3. Determine strategies for networking and building relationships within the fashion industry
Course outline	**Practical Skills for Fashion Stylists** • Creating style boards and mood boards • Sourcing clothing and accessories • Organizing and managing inventory • Networking and building industry relationships

Assignments and Activities towards Comprehensive Continuous Evaluation (CCE)

- Fashion Trend Blog writing.
- Market research to understand consumer trends, preferences, and buying behavior.
- Practically work as a Fashion Stylists for a person and submit report
- Attend Exhibitions and Events and give report on it.

References: -

1. Alfano, Yoham, (2009) The Secrets of Style: Your Complete Guide to Dressing Your best Every Day,Instyle.
2. Funder, D.C. (2001), The Personality Puzzle (2nd ed), New York: W.W. Norton.
3. Mulari, Mary, (2001) Accessories with Style, Lola, West Indies: Krause Publications.
4. Piras, Roetzel, Ladies, (2002) A Guide to Fashion and Style, Dumont Monte Verlag, Cologne,
5. Phares, J.E. (1991), Introduction to Personality (3rd ed), New York: Harper Collins
6. Sandhu.A., (2015) Indian Fashion: Tradition, Innovation, Style, London, Bloomsbury Books.
7. Spenser, Carol, (1999) Style Direction for Men, Piatkus.

4.2 Major (Core)

Course Title	Product development (414922) (Pr) (U)
Course Credits	4
Course Outcomes	After going through the course, learners will be able to 1) Develop innovative textile products tailored to market needs 2) Establish and manage a small-scale textile manufacturing unit. 3) Implement quality control measures to ensure product excellence 4) Create a viable business plan and navigate the entrepreneurial landscape in India
Module 1 (Credit 1) Introduction to Product Development	
Learning Outcomes	After learning the module, learners will be able to 1) Analyze market trends and consumer preferences to identify viable product ideas. 2) Apply structured methodologies to translate product ideas into tangible prototypes for testing and refinement.
Content Outline	Identifying market trends and consumer demands. Ideation techniques and brainstorming sessions. Stages of product development: concept, design, prototyping, and testing.
Module 2 (Credit 1) Textile Product Design and Innovation	
Learning Outcomes	After learning the module, learners will be able to 1) Utilize knowledge of textile materials and technologies to innovate new product designs. 2) Demonstrate proficiency in prototyping and sample development techniques to refine product concepts based on user feedback.
Content Outline	• Basics of textile materials, fibers, and fabrics. • Latest advancements in textile manufacturing and processing. • Creating prototypes and samples.
Module 3 (Credit 1) Manufacturing and Quality Control	
Learning Outcomes	After learning the module, learners will be able to 1) Develop strategies for setting up and managing a textile manufacturing unit while ensuring cost-effectiveness and quality control
Content Outline	2) Implement industry-standard quality assurance practices to maintain product excellence throughout the production

	process.
Module 4 (Credit 1) Entrepreneurship and Business Management	
Learning Outcomes	After learning the module, learners will be able to
	1) Formulate a detailed business plan incorporating market analysis, financial projections, and marketing strategies for a textile venture. 2) Navigate regulatory frameworks and legal requirements to establish and operate a textile business effectively in India
Content Outline	• Components of a comprehensive business plan. • Understanding legal structures for businesses in India. • Building a brand and developing a marketing strategy.

Assignments and Activities towards Comprehensive Continuous Evaluation (CCE):

- Assess students' ability to analyze market trends and consumer preferences, translating them into viable product ideas and tangible prototypes for testing and refinement.
- Evaluate students' proficiency in utilizing textile materials and technologies to innovate new product designs, emphasizing practical application through prototype development and user feedback.
- Measure students' competence in developing strategies for cost-effective textile manufacturing and implementing quality control measures to ensure product excellence.
- Assess students' capability to formulate comprehensive business plans that include market analysis, financial projections, and effective marketing strategies tailored to the textile industry.
- Evaluate students' understanding of regulatory frameworks and legal requirements pertinent to establishing and operating textile businesses in India, as demonstrated through their business plans and presentations

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References:

1. ParulBhatnagar (2004), Traditional Indian Costumes and Textiles, Abishek Publications, Chandigarh

2. Russel Gillow (1991), Traditional Indian Textiles, Nicholas Barnard, Thames and Hudson Ltd., London Traditional Indian Textiles, (1991)

3. Dhanija Jain (1989), Hand woven Fabrics of India, Mapin publishing, Ahmedabad.

4. Shailaja D. Naik (1996) Traditional Embroideries of India, Dr., APH Publishing Corporation, New Delhi

5. Ritu Kumar (1999), Costumes and Textiles of Royal India, Christie's Books, London

6. https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SFDA1301.pdf

4.3 Major (Core)

Course Title	Recent Advances in Fashion Design & Textile (Theory)
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	• **Discover** and discuss the latest developments and research in Fashion Design & Textile.
	• **Evaluate** and present significant advancements in recent topics and research within the field.
	• **Participate** actively in group discussions to gain insights into new developments and technologies.
	• **Apply** their knowledge creatively and effectively to suggest how new developments will enhance existing knowledge in Fashion Design & Textile.
	• **Demonstrate** proficiency in synthesizing complex information and communicating insights effectively through written and oral presentations

Module 1 (Credit 1) - Topic Selection and Report Writing in Fashion Design

Learning Outcomes	After learning the module, learners will be able to
	• Analyze and Select the topic trough secondary data.
	• Create the report on collected data.
Content Outline	• Selection of topic related to Fashion design
	• Collection of information from secondary data
	• Report writing

Module 2 (Credit 1) - PowerPoint Preparation and Presentation Techniques

Learning Outcomes	After learning the module, learners will be able to
	• Develop Prepare power point presentation;
	• Propose the topic effectively.
Content Outline	• Preparation of power point presentation
	• Display of articles
	• Final presentation.

Module 3 (Credit 1) - Topic Selection and Report Writing in Textile

Learning Outcomes	After learning the module, learners will be able to
	• Analyze and Select the topic trough secondary data.
	• Create the report on collected data.
Content Outline	• Selection of topic related to Textile

	• Collection of information from secondary data • Report writing

Module 4 (Credit 1) - Final Presentation and Article Display

Learning Outcomes	After learning the module, learners will be able to
	• Develop Prepare power point presentation; • Propose the topic effectively.
Content Outline	• Preparation of power point presentation • Display of articles • Final presentation.

Assignments and Activities towards Comprehensive Continuous Evaluation (CCE):

- Collection of secondary data for related field
- Prepare an article on collected information.
- Presentation of article with a suitable display.
- Survey report on related areas.

Reference:

1. Black, S. (2012). *The sustainable fashion handbook*. Thames & Hudson.
2. Quinn, B. (2012). *Textile futures: Fashion, design, and technology*. Bloomsbury.
3. Brannon, E. L. (2010). *Fashion forecasting* (3rd ed.). Fairchild Books.
4. Hethorn, J., & Ulasewicz, C. (2015). *Sustainable fashion: What's next? A conversation about issues, practices, and possibilities* (2nd ed.). Bloomsbury Academic.
5. Steele, V. (2011). *The Berg companion to fashion*. Bloomsbury Academic.
6. Tortora, P. G., & Merkel, R. S. (2014). *The fairchild books dictionary of textiles* (8th ed.). Fairchild Books.
7. Kawamura, Y. (2018). *Fashion-ology: An introduction to fashion studies* (2nd ed.). Bloomsbury.
8. Fletcher, K. (2014). *Sustainable fashion and textiles: Design journeys* (2nd ed.). Routledge.

4.4 Major (Core)

Course Title	Fashion Communication (424911) (Th) (U)
Course Credits	4
Course Outcomes	After going through course, learners will be able to
	1. build a scientific approach and know the processes of Fashion Communication
	2. Develop the competence for selecting methods and tools appropriate for Reporting Techniques & Skill.
	3. plan the overall process of Fashion Journalism.

Module 1 (Credit 1) - Introduction to Fashion Communication and its Role

Learning Outcomes	After learning the module, learners will be able to
	• understand Fashion Communication • justify role of communication in Fashion
Content Outline	• Introduction to Fashion Communication • Overview of fashion communication • History & evolution of fashion communication • Role of communication in Fashion

Module 2 (Credit 1) - Basics of Fashion Journalism and Critique

Learning Outcomes	After learning the module, learners will be able to
	• analyze systematic understanding of contemporary fashion journalism. • Critique on fashion.
Content Outline	○ Introduction of Fashion Journalism ○ Basics of fashion Journalism ○ Fashion News and writing skills • Fashion critique & reviewing • Producing a Publication • Reporting Techniques & Skills • Media Management and Ethics • Editing and Principles of Layout design

Module 3 (Credit 1) - Communicating Sustainability in Fashion Media

Learning Outcomes	After learning the module, learners will be able to
	• Develop imaginative, creative skills • Create innovative thinking.
Content Outline	• Communicating sustainability in fashion communication • Promoting sustainable practices through fashion media. • Fashion writing & journalism • Magazine branding & creating covers • Content creation & social media

Module 4 (Credit 1) - Visual Communication and Digital Design Skills

Learning Outcomes	After learning the module, learners will be able to
	1. discover about the visual language of fashion media 2. Design digitally ideas.
Content Outline	• Visual communication • Visual communication digital design skills • Interview techniques & profile writing • Digital media & blogging • Fashion media now & next

Assignments and Activities towards Comprehensive Continuous Evaluation (CCE)

- Write a report on history of fashion communication with justification.
- Create an article for social media publication.
- Design a cover for a fashion magazine.
- Digitally design your own profile.

References:

1. Barnard, M. (2003). Fashion as Communication (2nd ed.). Routledge. https://doi.org/10.4324/9781315013084

2. NadzeyaKalbaska ,Teresa Sádaba , Lorenzo Canton (2019) . Fashion communication: Between tradition and digital transformation Studies in Communication Sciences 18.2 (2018), pp. 269–285

3. Mcquail, Denis. 2013. Journalism and Society. New Delhi: Sage Publications.

4. Bro, Peter. 2018. Models of Journalism: The Functions and Influencing Factors. London: Routledge.

5. Burns, Lynette Sheridan. 2002. Understanding Journalism. New Delhi: Sage Publications

4.5 Major (Core)

Course Title	Dissertation II (454931) (Pr) (U)
Course Credits	6
Course Outcomes	After going through the course, learners will be able to
	Interpret research findings and understand their broader implications within the academic and practical context
	draft comprehensive research reports that adhere to academic conventions and standards.
	Transform comprehensive research reports into concise and impactful journal articles suitable for submission to academic journals
	Prepare and submit research reports and journal articles for review

Following Steps to be completed during the semester:

Data Analysis, Results Interpretation and Discussion

- Assist in interpreting research findings and implications.
- Facilitate discussions on the significance of results in context.
- Encourage critical analysis of findings vis-à-vis research objectives.
- Ensure clarity and coherence in presenting results.
- Students will articulate findings and their implications effectively.

Writing Research Reports
- Guide students in structuring and drafting research reports.
- Discuss conventions and standards for academic writing.
- Provide templates and examples for organizing content.
- Emphasize clarity, conciseness, and logical flow in writing.
- Students will prepare a comprehensive research report for evaluation.

Preparation of Journal Articles
- Mentor students in transforming research reports into journal articles.
- Discuss strategies for adapting content for different audiences.
- Guide in meeting journal submission requirements and formatting.
- Emphasize the importance of concise and impactful writing.
- Students will prepare a manuscript suitable for submission to a journal.

Submission and Publication
- Assist students in preparing submission packages for research outputs.
- Discuss the journal submission process and publication ethics.
- Provide guidance on responding to reviewer comments and revisions.
- Support students in navigating the peer review and publication process.
- Students will submit their research report and journal article for review and potential publication
- Submission of dissertation
- Viva voce

Assignments and Activities towards Comprehensive Continuous Evaluation (CCE)

- Assess students' ability to articulate the significance of research findings and implications within academic and practical contexts.
- Evaluate the clarity and coherence of students' presentations or written reports on research findings and critical analysis.
- Assess proficiency in structuring and drafting comprehensive research reports adhering to academic standards and conventions.
- Evaluate organization, logical flow, and clarity of expression in students' research reports.
- Assess students' capability to transform research reports into concise and impactful journal articles suitable for submission.
- Review students' preparedness in navigating the journal submission process, addressing publication ethics, and responding to reviewer comments effectively.

Reference: -

1. Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
2. Kumar, R. (2019). *Research methodology: A step-by-step guide for beginners* (5th ed.). SAGE Publications.
3. Swales, J. M., & Feak, C. B. (2012). *Academic writing for graduate students: Essential tasks and skills* (3rd ed.). University of Michigan Press.
4. Zobel, J. (2014). *Writing for computer science* (3rd ed.). Springer.
5. Paltridge, B., & Starfield, S. (2019). *Thesis and dissertation writing in a second language: A handbook for supervisors* (2nd ed.). Routledge.
6. Murray, R. (2011). *How to write a thesis* (3rd ed.). Open University Press.
7. Day, R. A., & Gastel, B. (2016). *How to write and publish a scientific paper* (8th ed.). Cambridge University Press.
8. Belcher, W. L. (2019). *Writing your journal article in 12 weeks: A guide to academic publishing success* (2nd ed.). University of Chicago Press.