

**Course Outline**  
**M.VOC in Fashion Designing**  
**SEM I**

<b>GENERAL COMPONENT</b>			
<b>FD26010: Fashion Image (Th)</b>			
<b>Total 4 credits = 60hrs</b>			
<p><b>Course Objectives:</b></p> <ul style="list-style-type: none"> <li>This module can help students to understand the career of a fashion stylist. From working with celebrity clients to styling models for photo shoots, a fashion stylist's career provides exciting opportunities to share their passion for style with a variety of interesting people. There are many different areas in which fashion stylists use their talents, from music videos to advertisements to TV shows and movies. They may also work with designers or public relations experts.</li> </ul> <p><b>Course Outcomes:</b></p> <ul style="list-style-type: none"> <li>Students will be able to work as stylists for various activities in the fashion Industry.</li> <li>They will also be able to work as freelance stylists.</li> <li>They will be able to work as image consultants.</li> </ul>			
<b>Block No.</b>	<b>Topic</b>	<b>No. of hours</b>	<b>No. Of Credits</b>
<b>1</b>	<p><b>An Introduction to Fashion Styling</b></p> <ul style="list-style-type: none"> <li>Fashion Styling, Influence of Stylists, Specialties of Styling, Areas of Style, Misconceptions about Styling, Personality traits of a successful Stylist</li> </ul>	<b>15</b>	<b>1</b>
<b>2</b>	<p><b>Image Management:-</b></p> <ul style="list-style-type: none"> <li>Image Management Process, Styling for Print, Editorial Styling, Lifestyle Styling, Fashion PR, Styling for Entertainment Industry, Wardrobe Styling</li> </ul>	<b>15</b>	<b>1</b>
<b>3</b>	<p><b>Image Building, Branding &amp; Networking</b></p> <ul style="list-style-type: none"> <li>Portfolio Basics, Image Consulting, Personal Styling, Celebrity Styling, Runway Styling, Prop Styling, Freelance Styling, Visual Merchandising</li> </ul>	<b>15</b>	<b>1</b>
<b>4</b>	<p><b>Wardrobe Preparation:-</b></p> <ul style="list-style-type: none"> <li>Anatomy of Wardrobe Department, Duplicate Costumes, Green Room, Understanding Fabric Care, Importance of Script, Anatomy of Apparel, Phases of Production</li> </ul>	<b>15</b>	<b>1</b>
	<b>Total No .of Hours &amp; Credit</b>	<b>60</b>	<b>4</b>

## REFERENCES

1. Shannon Burns-Tran, Jenny B. Davis “Stylewise:- A Practical Guide to Becoming a Fashion Stylist ”, Fairchild books
2. Elaine Stone, “The Dynamics of Fashion”, Fairchild
3. Style.Com (Editor), Anna Wintour (Introduction), Sarah Mower (Contributor), Raul Martinez (Contributor) “Stylist: The Interpreters of Fashion’
4. Kendall Farr “The Pocket Stylist: Behind-the-Scenes Expertise from a Fashion Pro on Creating Your Own Look” Avery; 1st edition (January 26, 2004).
5. Sasha Charmin Morrison & Grace Mirabella “Secrets of Stylists: An Insider's Guide to Styling the Stars” Thrift Books, Atlanta.
6. Andrew Bolten, Richard Hell, Jon Savage & Jon Laydon “Punk: Chaos to Couture” Metropolitan Museum of Art; 1st edition (May 15, 2013)

<b>EVALUATION PATTERN</b>					
<b>Hours/week</b>	<b>Total Credit</b>	<b>Exam hours</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
<b>04</b>	<b>04</b>	<b>2.5</b>	<b>40</b>	<b>60</b>	<b>100</b>

**GENERAL COMPONENT****FD26020: ENGLISH FOR FASHION INDUSTRY (Pr)****Total 4 credits = 60hrs****Course Objectives:**

This module can help students to understand the terminology & formal words used in retail, textile, garment manufacturing, fashion shows, and fashion stores.

**Course Outcomes: On completing the course, students will be able to understand and communicate in the following:**

Retail Industry, Textile Industry, Garment Manufacturing Industry, Garment Production Unit and Fashion Stores and shows.

<b>Block No.</b>	<b>Topic</b>	<b>No. of hours</b>	<b>No. Of Credits</b>
<b>1</b>	<b>Introduction to Basic Terms and Expressions in Retail (Fashion) Industry :-</b> <ul style="list-style-type: none"><li>● Introduction to various basic terms and expressions used in the fashion industry, supported by visual representation through PPTs and videos starting from historical usage evolving to the current scenario and its transition over the past.</li></ul>	<b>15</b>	<b>1</b>
<b>2</b>	<b>Communication terms and usage for Textiles:-</b> <ul style="list-style-type: none"><li>● Make students familiar with various technical and commercial terminology and communication usage pertaining to textiles, including types, descriptions, processes and trade through PowerPoint presentations and videos.</li></ul>	<b>15</b>	<b>1</b>
<b>3</b>	<b>Communication terms and usage regarding Garment Construction:-</b> <ul style="list-style-type: none"><li>● Impart required knowledge of technical terms and customary expressions used in the Fashion/Garment industry and make them practice the use of these .</li></ul>	<b>15</b>	<b>1</b>
<b>4</b>	<b>Fashion Terminology and Expressions on Garment Production</b> <ul style="list-style-type: none"><li>● Familiarize the students with the various technical and customary terms and expressions used in the garment manufacturing field, including factories, shops, and other establishments, and make them use them and practice them to become conversant.</li></ul>	<b>15</b>	<b>1</b>
	<b>Total No. of Hours &amp; Credit</b>	<b>60</b>	<b>4</b>

**REFERENCES:-**

1. English for the Fashion Industry, Oxford Express Series, 2012, by Mary E. Ward  
2. Guide to Effective Writing & Speaking skills, Oxford Press, 2013, by John Seely E BOOKS

1. English for fashion Industry - <http://www.studfiles.ru/preview/1806215/>  
MOOC

1. <http://mooc.com/courses/presentation-impact-technique>

**SUGGESTED READS**

1. Fashion Blogs
2. Fashion web pages

<b>EVALUATION PATTERN</b>					
<b>Hours/week</b>	<b>Total Credit</b>	<b>Exam hours</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
<b>04</b>	<b>04</b>	<b>2.5</b>	<b>40</b>	<b>60</b>	<b>100</b>

**GENERAL COMPONENT****FD26030: DESIGN INNOVATION & RESEARCH (Pr)****Total 4 credits = 60hrs****Course Objectives:****This course will enable students to-**

- Students create collections based on an informed analysis of materials and clothing manufacturing as well as aspects of production in connection with art, marketing and fashion.
- The students satisfy the needs of the target market, while respecting the brand image and in keeping with trends.
- This module trains students in many abilities in the field of fashion and the techniques for the development of designs and the making of garments, responding to changing needs in the fashion industry and international luxury. Starting with the techniques in design, the study of fashion trends will allow for the creation of a collection that responds to the needs of the target brand.

**Course Outcomes:****On completing the course, students will be able to:**

- Students will be able to do research, develop and resolve all creative ideas while producing an ambitious, professional and contemporary collection (creative skills).
- They will be able to critically implement an individual program of work demonstrating organizational and managerial skills in planning, organizing and completing the project (business skills).
- They will be able to evaluate the procedures involved in setting up and operating a business venture (business skills).
- They will be able to relate appropriately and effectively within various organizational contexts.

<b>Block No.</b>	<b>Topic</b>	<b>No. of hours</b>	<b>No. Of Credits</b>
<b>1</b>	<b>Steps in the Design Process</b> <ul style="list-style-type: none"><li>● Identification of the problem</li><li>● Research, Analysis and Planning</li><li>● Design Concept Development</li><li>● Detailed Design Development</li><li>● Final Implementation</li></ul>	<b>15</b>	<b>1</b>
<b>2</b>	<b>Design Development</b> <ul style="list-style-type: none"><li>● Introduction to the Mood Board / Theme Board / Inspiration Board.</li><li>● Introduction to the Color Palette</li><li>● Introduction to the Look Board, Design Board and Storyboard</li></ul>	<b>15</b>	<b>1</b>

<b>3</b>	<p><b>Design Conception</b></p> <ul style="list-style-type: none"> <li>● Select any product for development</li> <li>● Select an appropriate theme for design development</li> <li>● Research on themes, colors, product design, and other components before design development</li> <li>● Make a theme board, color palette, and Story board based on the selected theme and product design development</li> <li>● Work in detail on the final selected product concept for final prototype development.</li> <li>● Create a detailed illustration of the designed product in a suitable environment.</li> </ul>	<b>15</b>	<b>1</b>
<b>4</b>	<p><b>Documentation, Portfolio, and Presentation</b></p> <ul style="list-style-type: none"> <li>● Document the complete concept development process through appropriate scrapbooks, pictures, material swatches/samples, research material, etc. Also, record the stepwise design development process through photography.</li> <li>● Compile a portfolio of the theme board, color palette, storyboard, all doodles, initial concepts, and detailed illustration of the final selected design with specifications, proper mounting and appropriate labeling, and detailed product illustration in suitable surroundings.</li> <li>● Submit all initial product samples and final prototypes with all other documentation and portfolio for evaluation.</li> <li>● Document the complete concept development process and presentation.</li> </ul>	<b>15</b>	<b>1</b>
<b>Total No. of Hours &amp; Credit</b>		<b>60</b>	<b>4</b>

## REFERENCES

1. Research design: Qualitative, quantitative and mixed methods approaches (J. W. Creswell) by Thousand Oaks.
2. Simon Sievewright, Basics Fashion Design: Research and Design: 01, AVA Publishing (1 January 2007)
3. Richard Sorger & Simon Sievewright, Research and Design for Fashion, Bloomsbury Visual Arts,
4. Neetu Azad Raman, Fashion Design & Technology Theory, Neelkanth Publishers; 1st edition (1 January 2019)

<b>EVALUATION PATTERN</b>					
<b>Hours/week</b>	<b>Total Credit</b>	<b>Exam hours</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
<b>04</b>	<b>04</b>	<b>2.5</b>	<b>40</b>	<b>60</b>	<b>100</b>

**SKILL COMPONENT****FD21010: FASHION COMMUNICATION (Tr)****Total 4 credits = 60hrs**

**Course Objectives:** This course will enable students to gain knowledge of the effectiveness of communication in the fashion industry. Students will:

- Learn the basics of fashion.
- Understand the need for communication.
- Acquire knowledge about visual communication.
- Design and develop creative brochures and layouts.
- Learn how to plan and execute an event.

**Course Outcomes:**

- Create and facilitate communication for the fashion industry; verbal, written, visual or audiovisual.
- Gain an understanding of different aspects of fashion photography and styling, managing fashion events, and various areas of fashion journalism.

<b>Block No.</b>	<b>Topic</b>	<b>No. of hours</b>	<b>No. Of Credits</b>
<b>1</b>	<b>Fashion Communication</b> <ul style="list-style-type: none"><li>● Introduction</li><li>● Promotional Strategy - Objectives</li><li>● Tools and Media Channels<ul style="list-style-type: none"><li>○ Advertising</li><li>○ Public Relations</li><li>○ Direct Marketing</li><li>○ Personal Selling</li><li>○ The Retail Environment</li><li>○ The Power of Magazines</li><li>○ Celebrity Influence</li></ul></li></ul>	<b>15</b>	<b>1</b>
<b>2</b>	<b>The Role of Retail Fashion Store Environment in Communication</b> <ul style="list-style-type: none"><li>● Introduction</li><li>● Consumer Behavior</li><li>● Type of Store</li><li>● Location of the store</li><li>● Visual Merchandising</li><li>● Store Personnel</li><li>● Virtual Store Environment</li></ul>	<b>15</b>	<b>1</b>



<b>3</b>	<b>Trade Marketing Communication</b> <ul style="list-style-type: none"> <li>● Trade journals</li> <li>● Fashion Shows</li> <li>● Fashion Weeks</li> <li>● Show-rooms</li> <li>● Exhibitions, Trade Shows &amp; Trade Fairs</li> <li>● Look books</li> <li>● Events</li> <li>● Websites</li> <li>● E-mail and Social Media</li> <li>● In-store, Point-of-sale Support</li> <li>● Press Events and Releases for the Trade Press</li> </ul>	<b>15</b>	<b>1</b>
<b>4</b>	<b>Assessing the Effectiveness of Fashion Communication</b> <ul style="list-style-type: none"> <li>● Model of Advertising</li> <li>● Measuring effectiveness against campaign objectives</li> <li>● Assessing the effectiveness of traditional media</li> <li>● Qualitative research</li> <li>● Other methods of determining effectiveness</li> </ul>	<b>15</b>	<b>1</b>
<b>Total No. of Hours &amp; Credit</b>		<b>60</b>	<b>4</b>

### REFERENCES

1. Gaynor Lea, "Fashion Marketing Communications", John Wiley & Sons Ltd, 2013
2. Shannon Burns-Tran. (2013). Style Wise-A Practical Guide to Becoming a Fashion Stylist. Bloomsbury Academic Publishing, London
3. Jon Cope, Dennis Maloney. (2016). Fashion Promotion in Practice. Fairchild Publications, New York
4. Jay Diamond. (2011). Retail Advertising and Promotion. Fairchild Publications, New York

<b>EVALUATION PATTERN</b>					
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<b>04</b>	<b>04</b>	<b>2.5</b>	<b>40</b>	<b>60</b>	<b>100</b>

**SKILL COMPONENT****FD21020: VISUAL MERCHANDISING (Pr)****Total 4 credits = 60hrs****Course Objectives:****This course will enable students to**

1. Identify the role of a visual merchandiser and understand the importance of visual merchandising.
2. Develop a strategy to enable a company to sell a range of products.
3. Enhance creativity for perfect Visual Merchandising.
4. Create awareness regarding Space design & utilization.
5. Learn the importance of Signage, light, forms & pictures.

**Course Outcomes:****On completing the course students will be able to:**

1. Understand the importance of visual display.
2. Explore the terminology of visual merchandising.
3. Learn how the role of visual merchandiser fits into the retail sector.

<b>Block No.</b>	<b>Topic</b>	<b>No. of hours</b>	<b>No. Of Credits</b>
<b>1</b>	<b>Visual Merchandising:-</b> <ul style="list-style-type: none"><li>● Store Planning</li><li>● Seasonal Visual Merchandise</li><li>● Elements used in Visual Merchandising</li><li>● Standard Manuals</li></ul>	<b>15</b>	<b>1</b>
<b>2</b>	<b>Theme Based Visual Merchandising-I:-</b> <ul style="list-style-type: none"><li>● Festivals of different states of India. (Diwali, Holi, Janmashtami, Navratri, Christmas, Raksha Bandhan, Onam, Lohri, Durga Pooja, National Days, etc.)</li></ul>	<b>15</b>	<b>1</b>
<b>3</b>	<b>Theme Based Visual Merchandising-II</b> <ul style="list-style-type: none"><li>● Seasons</li><li>● Movies and Literature</li><li>● Lifestyle</li><li>● Celebrities</li><li>● Up cycled Product Display</li></ul>	<b>15</b>	<b>1</b>
<b>4</b>	<b>Unconventional Visual Merchandising:-</b> <ul style="list-style-type: none"><li>● Unconventional Props</li><li>● Unconventional Material</li><li>● Unconventional Accessories</li></ul>	<b>15</b>	<b>1</b>
<b>Total No. of Hours &amp; Credit</b>		<b>60</b>	<b>4</b>

## REFERENCES

- 1 . Easy Visual Merchandising; An Outstanding Visual Guide for 21st C Retail by Peter, ASIH: B014555B6k
2. Visual Merchandising for fashion, Sarah Baily & Jonathan Baker, Bloomsbury Publishing India Pvt Ltd.
3. Visual Merchandising & Display, Martin M Peglar, Bloomsbury Publishing India Pvt Ltd., 6th Edition
4. Visual Merchandising, Tony Morgan, Laurence King Publishing, 2rd Revised Edition (2011)
5. Visual Merchandising- Window & in-store Display for Retail, Tony Morgan, Laurence King Publishing, 3rd Edition
6. Online Visual Merchandising, Katrandjiev Hristo & velinov Ivo LAP Lambert Academic Publishing (2014)
7. Store Design & Visual Merchandising: Creating Store Space that Encourages Buying, Clause Ebster Marion Garaus , Business expert Press, Illustrated edition( 2011)
8. Silent SellingL Best Practices and effective Strategies in Visual Merchandising, Judy Bell & Kate Ternus, Fairchild Books, 5th Edition (2017)

<b>EVALUATION PATTERN</b>					
<b>Hours/week</b>	<b>Total Credit</b>	<b>Exam hours</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
<b>04</b>	<b>04</b>	<b>2.5</b>	<b>40</b>	<b>60</b>	<b>100</b>

**SKILL COMPONENT****FD21030: SUSTAINABLE DESIGNING FOR HOME FURNISHING (Pr)****Total 4 credits = 60hrs****Course Objectives:**

- Ever changing fashion leads to the obsolescence factor, which thus creates a heap of unused products.
- This module is designed to make students aware of such techniques to modify such by-products into a new fashion statement to conserve the environment and be economically sustainable.

**Course Outcomes:**

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

<b>Block No.</b>	<b>Topic</b>	<b>No. of hours</b>	<b>No. Of Credits</b>
<b>1</b>	<b>Introduction to sustainable Material (Natural)</b> <ul style="list-style-type: none"><li>● Collection and justification of the materials</li></ul> (e.g.- ScrapWood, Dry Leaves, Fiber, Cork, Recycled Glass, Recycled News Paper, Tissue Paper, Raw Felt, Jute, Wool, Cotton)	<b>15</b>	<b>1</b>
<b>2</b>	<b>Introduction to sustainable Material -II (Synthetic)</b> <ul style="list-style-type: none"><li>● Collection and justification of the materials</li></ul> (e.g.- Bio-Plastic, Recycled Polyester, Aluminum Bottles, Plastic Bottles, Metal)	<b>15</b>	<b>1</b>
<b>3</b>	<b>Introduction to sustainable Material -III (Organic)</b> <ul style="list-style-type: none"><li>● Collection and justification of the materials</li></ul> (e.g.- Cardboard, cardboard, rice husk, coconut husk, wood peel, bamboo)	<b>15</b>	<b>1</b>
<b>4</b>	<b>Based on R &amp; D Design a Product with the use of Natural, Synthetic &amp; Organic Sustainable Material</b> <ul style="list-style-type: none"><li>● Development of a Concept (Sketch)</li><li>● Planning (Write Up)</li><li>● Action Plan (Product Development)</li><li>● Product Justification</li></ul>	<b>15</b>	<b>1</b>
<b>Total No. of Hours &amp; Credit</b>		<b>60</b>	<b>4</b>

## REFERENCES

1. Shedroff, Nathan. Design is the Problem: The Future of Design Must Be Sustainable. (2009). Brooklyn: Rosenfeld Media. ISBN-10: 1933820004 (\$39 online or \$22 as pdf from <http://rosenfeldmedia.com/books/sustainable-design/> )

2. Anoop Desai, Anil Mital, Sustainable Product Design and Development, Published December 4, 2020 by CRC Press 284 Pages 47 B/W Illustrations, ISBN 9780367343217

3.

<https://esmephillippines.com/business/sustainability/sustainable-fashion-product-development-in-the-fast-fashion-industry/>

<b>EVALUATION PATTERN</b>					
<b>Hours/week</b>	<b>Total Credit</b>	<b>Exam hours</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
<b>04</b>	<b>04</b>	<b>2.5</b>	<b>40</b>	<b>60</b>	<b>100</b>

**SKILL COMPONENT****FD21040: CRAFT RESEARCH AND DESIGN (Pr)****Total 6 credits = 90hrs****Course Objectives:**

- The main objective of this course is to have an in-depth knowledge of the importance of crafts and their role in our society.
- To make students understand the rich Indian culture.
- To develop an understanding regarding the research and documentation of various crafts by visiting and meeting the craftsmen and artisans personally.
- To sensitize students about the existing condition of handicraft sector and make direct them to contribute to increasing handicraft exports and work for the welfare of artisans

**Course Outcomes:**

- At the end of the course the students will develop the ability to
- Work on various innovative materials.
- Project their ideas through the use of different material exploration in an effective way
- Develop an understanding of various Indian crafts.

<b>Block No.</b>	<b>Topic</b>	<b>No. of hours</b>	<b>No. Of Credits</b>
<b>1</b>	<b>Craft Practices in India:-</b> Different types of craft:- <ul style="list-style-type: none"><li>● Metal craft, Wood craft, Leathercraft, Papercraft, Textile craft, Stone craft, Pottery / Clay work, Terracotta work, Gems and stones, Grass craft, Bamboo craft, etc.</li></ul>	<b>15</b>	<b>1</b>
<b>2</b>	<b>Literature Study -</b> Learning about the different indigenous crafts of India. Identifying local craft development centers and crafts.  <b>Craft-wise material study</b> Study of raw materials according to various crafts.  <b>On-Site Study</b> Craft Development Procedure	<b>15</b>	<b>1</b>
<b>3</b>	<b>Data Collection</b> Collection of Data about the craft & craftsmen thru survey/questionnaire/interview Recording of data using pictures, videos, sketches, and sample collection.	<b>15</b>	<b>1</b>
<b>4</b>	<b>Introduction to Craft Detail Drawing:-</b> Drawing of various craft details as per different categories.	<b>15</b>	<b>1</b>

<b>5</b>	<b>Innovation in material:-</b> Experimentation on various materials to develop new concepts  <b>Form development:-</b> Experimentation on various textile materials to develop new products based on innovative concepts.	<b>15</b>	<b>1</b>
<b>6</b>	<b>Report Submission cum Exhibition</b>	<b>15</b>	<b>1</b>
<b>Total No. of Hours &amp; Credit</b>		<b>90</b>	<b>6</b>

**REFERENCES:-**

1. Aditi Ranjan & MP Ranjan, Crafts of India - Handmade in India – , Council of Handicraft Development Corporations.

**E BOOKS**

Craft traditions of India - <http://www.ncert.nic.in/NCERTS/l/lehc1ps.pdf>

**MOOC**

<https://www.mooc-list.com/course/recovering-humankinds-past-and-saving-universal-heritage-coursera>

<b>EVALUATION PATTERN</b>					
<b>Hours/week</b>	<b>Total Credit</b>	<b>Exam hours</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
<b>06</b>	<b>06</b>	<b>2.5</b>	<b>40</b>	<b>60</b>	<b>100</b>