

**ST. TERESA'S COLLEGE, ERNAKULAM
(Autonomous)
Affiliated to Mahatma Gandhi University**

**CURRICULUM FOR MASTER'S
PROGRAMME IN FASHION DESIGNING**

**Under Credit & Semester System
(2016 Admission Onwards)**

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ACKNOWLEDGEMENT

Sincere gratitude is hereby extended to everyone who unceasingly lent their support to design this programme curriculum.

The Master's Programme in Fashion Designing course is formulated with an ultimate aim to produce skilled Fashion Designers and successful Entrepreneurs. The programme focuses on equipping the students to become competitive fashion designers and entrepreneurs by developing the required skills along with creating sensitivity towards society and environment so that they become successful and responsible fashion designers.

I extend my heartfelt gratitude to Dr. C.S. Jayaraman Retd. Professor, Dept. of English, Sacred Heart College, Thevara and Chairperson of the Board of Studies of Master's Programme in Fashion Designing for guiding us and supporting us in all the stages of this syllabus structuring.

I wish to express my sincere gratitude to Mr. Jobin Joy, Head Designer, Valaya Pvt. Ltd. Gurgaon, New Delhi, Dr. Susan Paul, Head of the Department, Department of Fashion Technology, School of Media and Design, Yeldho Mar Baselious College, Puthupady, Kothamangalam, Ms. K.B. Dhanya, Costume Designer and Stylist, Malayalam Advertisement and Film Industry for their guidance and unstinted support.

A special word of gratitude is due to all the teachers involved with sincere commitment and enthusiasm in structuring this syllabus

Above all, I thank God almighty for his presence in the successful completion of this syllabus.

Ms. Lekha Sreenivas
Head of the Department
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FOREWORD

Education is the key to achieve sustainable national development which will uplift society. Today the educational system is in a phase of transition and a paradigm shift is the need of the hour. The challenge before us is to incorporate necessary changes in the prevalent educational system, and this requires changes in the course curriculum both for under graduation and post-graduation programmes. The strategy adopted for the programmes in the areas of women development involves empowering women through education and giving greater emphasis on vocational training and employability so as to enable them to enter the mainstream of economic development as equal partners. To attain this objective, St. Teresa's College is committed to impart quality education to students by providing job-oriented and research-oriented courses in addition to the existing traditional ones. It is our deep desire that students imbibe knowledge, inculcate a culture of learning and develop the capability to compete for jobs in a global scenario.

In response to the growing need for programmes that will ensure employability of women, the College has initiated both traditional as well as innovative Postgraduate programmes this year. While programmes such as M.Sc. Mathematics have ever been in demand, the College, attuned to the needs of the hour, has also introduced M.Sc. Clinical Nutrition and Dietetics which will offer solutions to mitigate the increasing number of degenerative diseases, with a focus on preventive medicines. Master's Programme in Fashion Designing will sensitize students to the concept of 'green' fashion while keeping in tune with the latest global trends. The course curriculum has been structured keeping in mind the demands of the time and incorporating the latest in the specific areas of study.

I would like to take this opportunity to thank Dr. Celine. E (Dr. Sr. Vinitha), Director of the College, who has taken the initiative to introduce career-oriented programmes. I specially thank all the faculty members of the Departments offering these new programmes, who have given their time and energy in building the curriculum for the same. I wish to place on record my gratitude to Ms. Teresa Felitia P.A., Head, Department of Mathematics, for her sincere efforts in overseeing the structuring of the syllabi. With sincere thanks, I acknowledge the support extended by the members of the Governing Council, Dr. Latha Nair, Associate Professor, Department of English, Dr. Kala M.S., Associate Professor, Department of Physics and Dr. Alphonsa Vijaya Joseph, Associate Professor, Department of Botany in framing the overall structure of the courses. We now need to take this endeavour forward as the next step in our journey of deepening, strengthening and spreading our work through engagement, collaboration and partnerships. I wish and hope that our institution will continue to serve the noble purpose for the years to come with glory.

Dr. Sajimol Augustine

Principal

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**ST.TERESA'S COLLEGE, ERNAKULAM
(Autonomous)
DEPARTMENT OF FASHION DESIGNING**

**MASTER'S PROGRAMME IN FASHION DESIGNING
Under credit and semester system
(2016 admission onwards)**

PREAMBLE

The Masters Programme in Fashion Designing is a four semester full time program with an ultimate aim to produce skilled Fashion Designers and Fashion Entrepreneurs. The programme focuses on equipping the students to become competitive fashion designers.

The Masters Programme introduces courses like Visual Merchandising, Fashion Retailing and E-marketing which equip the students with organizational and communicational skills. These courses also enable the students to understand the operation and current scenario in the retail sector. Education on Fashion Communication and Fashion Styling help them to acquaint with knowledge on Styling, typography and brochure designing. Environmental Fashion Design aims to introduce the students to environmental issues in fashion and create awareness on the importance of designing for sustainability. Knowledge on Ethnic textiles provides an insight to various ethnic textile decorations of different parts of the world in-order to apply it on contemporary fashion.

Fabric Manipulation and Adornment aims to teach the students techniques of developing various textures on fabrics and to give them knowledge on advanced fabric adornment techniques. The aim of Fashion Illustration and Computer Aided Fashion Designing is to give an overview on various artistic mediums and its application through creative art presentations. The program also equips the students with unique fashion choreography skills and its presentation through innovative stage settings.

The syllabus of the course is designed in such a way that it provides skill development required to be a successful and responsible fashion designer along with entrepreneurial skills to set up their own venture and also to organize and coordinate fashion events .

Electives provide add on knowledge which assist in their professional endeavour. The program is designed with theory papers, practical, and dissertations which provide first -hand experience in empowering students to be successful professionals.

GRADUATE ATTRIBUTES

After completing **Masters Degree in Fashion Designing** the following attributes will have been fulfilled:

- Equip with latest updates in Fashion field.
- Acquire required skills to become successful fashion designer and an Entrepreneur
- Acquaint with knowledge on Styling and Ad making in various Medias.
- Perceive knowledge on basic computer application
- Makes them experts in identifying and selecting the fabrics for various theses
- Develop Technical skill in the field of Pattern Making and Garment construction
- Attain Proficiency in the field of illustration and stylization.
- Acquaint with knowledge on Traditional ethnic Textiles.
- Understand the aesthetics aspects of Texture, colour and colour combinations
- Thorough understanding of the society, environment or technologies around them.
- Understanding the problems of the Indigenous artisans and provide innovative solutions
- Expertise them in creating their own prints and motif in the field of designing
- Inculcate interest in designing and making of jewellery
- Efficiency in communication skills and grooming for their career development.
- Competent enough to hold various positions in Garment Industry
- Make them equip from designing to selling the fashion products in the market.
- Know the various retailers in the market and types of ownership
- Conceive the importance of Market strategy and steps in retail planning process
- Learn to Accessorize and Stylize the garments according to the design
- Gain an idea on consumer segmentation and customer profile

OBJECTIVES

End of First Semester

On completing First semester they get an overview about various artistic mediums and its application through creative art presentation. They attain knowledge in advanced methods of draping.

End of Second Semester

On the completion of second semester the students learn to design and render fashion accessories. They learn to develop textile prints suitable for home furnishing. The students attain the knowledge of fashion retailing and the possibilities of E- Marketing.

End of Third Semester

On the completion of Third Semester the students acquire advanced knowledge in computer aided fashion designing. They learn to draft lay and construct variations of basic garments. They acquire good visual communication skills and learn basics of event planning.

End of Fourth Semester

On culmination of the program the students are equipped with skill in developing a design collection, fashion styling, creative fashion choreography and fashion modelling. The students get a knowhow on how to create designer's Portfolio with the help of the computer.

STRUCTURE OF MASTER'S PROGRAMME IN FASHION DESIGNING

Course Structure

Masters in Fashion Designing shall be a 4 semester full time programme extending two academic years consisting of 90 working days of instruction each semester. The fourth semester consists of Dissertation/Thesis and four practical papers. The Masters in Fashion Designing is grouped under the Model III – New Generation Courses.

The Masters programme contains 18 compulsory (a) core courses and 1 electives, (b) Workshops and Training, and (c) Dissertation. All core courses including dissertation have 4 credits.

The programme provides all the necessary practical skills and knowledge required to become a skilled entrepreneur. They are required to do an assignment on visual merchandising. They have to set a design studio based on a theme.

I. Internship

After the second semester, the students are required to undergo an internship for a period of one month in a garment industry or Boutique/Film Industry/ Advertisement Industry under the guidance of a recognised fashion designer or a stylist for gaining practical experience in the field

II. Design Collection

Each student will conceptualize and develop a collection of at least five garments in the IVth Semester, which demonstrate the student's creativity and understanding of the market. A Viva based on the collection of garments will be conducted at the end of the IV Semester by an external examiner.

III. Fashion Styling

The students will have to try a wide range of styling skills while designing a collection which will improve their organisational and communication skills. They will develop a creative flair and eye for design. This course will help them to stay up to date with the current fashion trends. A viva based on their presentation will be conducted at the end of the IV semester by an external examiner.

IV. Creative Fashion Choreography and Fashion Modelling

The students will have to create or select a music track and stage settings for a theme that they will select for the design presentation. This will help them to be unique in their design presentation in future endeavours. The Fashion model Grooming and Fashion Choreography are also very important part of this which will equip them with the creative Ramp Presentation of their Thematic Design Collection. A viva based on their presentation will be conducted at the end of the IV semester by an external examiner

V. Portfolio Making

The students have to document all their best presentable work done through all the semesters and those that portray the student's area of interest with the help of any software. The Portfolio can be an effective means of communicating the capacities and capabilities of the students to anyone who seeks their skills and talent. A viva based on their presentation will be conducted at the end of the IV semester by an external examiner

VI. Dissertation

The Dissertation will be a documentation and demonstration of student's investigation/findings on a particular topic. A student is required to initially work on Literature survey/ problem formulation/ adopted methodology/ Industry selection/ etc. on some latest areas of Fashion and Apparel technology or related field. The Examiners should ascertain that the project and report submitted are genuine.

VII. Comprehensive Viva

After the fourth semester a comprehensive viva is conducted spanning the entire syllabus by the Chairman, an external examiner and an internal examiner to assess the overall knowledge of the course gained by the students.

Course Code

Every course in the programme should be coded according to the following criteria. The first two letters of the code indicate the programme i.e. FD for Fashion Designing. One digit to indicate the semester, i.e. FD1 (Fashion Designing, 1st semester). 'C' or 'EA' for core and elective course respectively. Two digits for the course number, i.e. FD1C01 (first core course), 'T' or 'P' for theory or practical and last letter M (Masters)

DETAILED DISTRIBUTION OF COURSES FOR MASTER'S PROGRAMME IN FASHION DESIGNING

Semester	Title of the Course	No: of hours per week	No : of Credits	Total hours/ semester	Exam Duration	Total Marks	
						Sessio nals	Finals
I	Research Methodology and Statistics (T)	4	4	72	3	25	75
	Artistic Fashion Illustration (P)	6	4	108	4	25	75
	Design Draping (P)	7	4	126	4	25	75
	Fashion Advertising and Visual Merchandising (T)	4	4	72	3	25	75
	Ethnic Textiles (T)	4	4	72	3	25	75
II	Fashion Accessory Designing (P)	6	4	108	4	25	75
	Fabric Manipulation and Adornment (P)	5	4	90	3	25	75
	Fashion Retailing (T)	4	4	72	3	25	75

	Textile Designing for Home Furnishing (P)	6	4	108	4	25	75	
	Introduction to E-Marketing (T)	4	4	72	3	25	75	
	Internship (Students are requested to do one month internship after the second sem)		2				50	
III	Computer Aided Fashion Designing (P)	5	4	90	3	25	75	
	Design Collection (P)	4	4	72	Viva Voce	25	75	
	Advanced Pattern Making (P)	6	4	108	3	25	75	
	Advanced Garment Construction (P)	6	4	108	4	25	75	
	Electives							
	Fashion Communication (T)	4	4	72	3	25	75	
	Socio-Psycho Aspects of Clothing (T)	4	4	72	3	25	75	
IV	Environmental Fashion Design (T)	3	3	54	3	25	75	
	Fashion Styling (P)	4	3	72	Viva Voce	25	75	
	Creative Fashion Choreography and Fashion Modelling (P)	4	3	72	Viva Voce	25	75	
	Portfolio Making (P)	4	3	72	Viva Voce	25	75	
	Dissertation/Thesis		4		Viva Voce	25	75	
	Comprehensive Viva		2		Viva Voce		50	
	Internship (Viva Voce will be conducted along with the IVth semester examination		2		Viva Voce	20	30	

SCHEME - CORE COURSE

Semester	Course Code	Title of the Course	No: of hours per week	No : of Credits	Total hours/ semester	Exam Duration	Total Marks	
							Session als	Finals
I	FD1C01TM	Research Methodology and Statistics (T)	4	4	72	3	25	75
	FD1C02PM	Artistic Fashion Illustration (P)	6	4	108	4	25	75
	FD1C03PM	Design Draping (P)	7	4	126	4	25	75
	FD1C04TM	Fashion Advertising and Visual Merchandising (T)	4	4	72	3	25	75
	FD1C05TM	Ethnic Textiles (T)	4	4	72	3	25	75
	FD2C01PM	Fashion Accessory	6	4	108	4	25	75

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II		Designing (P)						
	FD2C02PM	Fabric Manipulation and Adornment (P)	5	4	90	3	25	75
	FD2C03TM	Fashion Retailing (T)	4	4	72	3	25	50
	FD2C04PM	Textile Designing for Home Furnishing (P)	6	4	108	4	25	75
	FD2C05TM	Introduction to E-Marketing (T)	4	4	72	3	25	75
	FD01PM	Internship (Students are required to do one month internship after II Sem)		2				50
III	FD3C01PM	Computer Aided Fashion Designing (P)	5	4	90	3	25	75
	FD3C02PM	Design Collection (P)	4	4	72	Viva Voce	25	75
	FD3C03PM	Advanced Pattern Making (P)	6	4	108	3	25	75
	FD3C04PM	Advanced Garment Construction (P)	6	4	108	4	25	75
IV								
	FD4C01TM	Environmental Fashion Design (T)	3	3	54	3	25	75
	FD4C02PM	Fashion Styling (P)	4	3	72	Viva Voce	25	75
	FD4C03PM	Creative Fashion Choreography and Fashion Modelling (P)	4	3	72	Viva Voce	25	75
	FD4C04PM	Portfolio Making (P)	4	3	72	Viva Voce	25	75
	FD4C1PRM	Dissertation/Thesis		4		Viva Voce	25	75
	FD4C01VM	Comprehensive Viva		2		Viva Voce		50
	FD01PM	Internship (Viva Voce will be conducted alongwith IV sem examination)		2		Viva Voce	20	30

SCHEME- ELECTIVE

Semester	Course Code	Title of the Course	No: of hours per week	No : of Credits	Total hours / semester	Exam Duration	Total Marks	
							Session als	Finals

III	FD3EA01TM	Fashion Communication (T)	4	4	72	3	25	75
	FD3EA02TM	Socio-Psycho Aspects of Clothing (T)	4	4	72	3	25	75

DISTRIBUTION OF CREDITS

Semester	Course	Credits	Total Credits
I	3 (T)	3x4=12	20
	2 (P)	2x4=8	
II	2 (T)	2x4=8	20
	3(P)	3x4=12	
III	1 (T)	1x4=4	20
	4(P)	4x4=16	
IV	1 (T)	1x3=3	20
	3 (P)	3x3=9	
	Internship	1x2=2	
	Dissertation	1x4=4	
	Comprehensive Viva	1x2=2	
TOTAL			80

EVALUATION

The evaluation of each course shall contain two parts such as Sessional Assessment and Final Assessment. The ratio between sessional assessment and Final assessment shall be 25:75. The Sessionals and Final examinations shall be evaluated using marks.

Sessional Assessment

Sessional assessment is to be done by continuous assessments on the following components.

Assignment – one assignment per course in each of the two semesters should be done. An assignment / viva / seminar will be conducted for each course.

Test Papers – an average of two sessional examinations shall be taken.

The components of the sessional assessment for theory and practical and their weights are as below

Theory

Component	Marks
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Attendance	5
Assignment	5
Seminar/viva-voce	5
Test papers	10
Total	25

Attendance

Percentage of attendance	Marks
90 and above	5
85-89	4
80-84	3
75-79	2
75	-

Attendance below 75 will not be permitted for exam

Assignments and Seminar:

Each student has to take 1 assignment and 1 seminar presentation per course.

Different components for the evaluation of Assignment

Components	Marks
Punctuality	1
Review	1
Content	2
Reference	1

Different components for the evaluation of Seminar

Components	Marks
Review / Reference	1

Content	2
Presentation	2

Practical Internal

Component	Marks
Attendance	5
Laboratory involvement	6
Record/Neatness	10
Punctuality	4
Total	25

Attendance & involvement

Laboratory

Attendance	Laboratory involvement Marks (6)	
Same as shown in theory internal	Handling Equipments	2
	Skill in laboratory work	4

Design Collection

Component	Marks (25)
Attendance	5
Designing	10
Pattern Making	5
Garment Construction	5
Total	25

Fashion Styling

Component	Marks (25)
Attendance	5
Presentation	10
Punctuality	10

Total	25
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Creative Fashion Choreography and Fashion Modeling

Component	Marks (25)
Attendance	5
Presentation	10
Punctuality	10
Total	25

Portfolio Making

Component	Marks (25)
Attendance	5
Punctuality	5
Design Assignment	15
Total	25

Dissertation/Thesis

Component	Marks (25)
Punctuality	5
Presentation	10
Report	10
Total	25

Internship

Component	Marks (20)
Attendance	5

Depth of research	15
Total	20

Final Assessments

Design Collection

Component	Marks (75)
Theme	10
Interpretation	20
Choice of Fabric	10
Garment Construction	20
Presentation	15
TOTAL	75

Fashion Styling

Component	Marks (75)
Styling	40
Accessorizing	20
Overall presentation	15
Total	75

Creative Fashion Choreography and Fashion Modelling

Component	Marks (75)
Creative choreography	30
Theme music	20
Space Design/ Stage setting	10
Overall presentation	15
Total	75

Portfolio Making

Component	Marks (75)
Theme Interpretation	20

Creative research	15
Portfolio layout design	20
Neatness	20
Total	75

Dissertation/Thesis

Component	Marks (75)
Thesis	50
Viva Voce	25
Total	75

Internship

Component	Marks (30)
Internship Report	20
Viva	10
Total	30

Comprehensive Viva

Component	Marks (50)
Subject knowledge	30
Communication skill	10
Overall performance	10
Total	50

PATTERN OF QUESTION PAPER FOR EXTERNAL EXAMINATION (Theory)

(a) For all courses

PART A

5 questions of 3marks each out of 7 (5x3=15)

PART B

6 questions of 5 marks each out of 9 (6x5=30)

PART C

2 questions of 15 marks each out of 4 (2x15=30)

The pass minimum for each paper will be 40 marks (out of 100) with a separate minimum of 30 marks out of 75 marks for final examinations and 10 out of 25 marks for sessional examinations

PATTERN OF QUESTION PAPER FOR EXTERNAL EXAMINATION (Practical)

Semester I – Artistic Fashion Illustration

1. Answer all

- a) 1 question 15 marks (1x15 = 15 marks)
- b) 1 question 15 marks (1x10 = 10 marks)
- c) 1 question 20 marks (1x 20 = 20 marks)
- d) 1 question 15 marks (1x15 = 15 marks)
- e) Record 10 marks
- f) Viva 5 marks

Semester I – Design Draping

1. Drape any one garment out of two questions.

- a) 1 question 60 marks (1 x 60 = 60 marks)
- b) Record 10 marks
- c) Viva 5 marks

Semester II – Design and Development of Fashion Accessories

- a) 1 question 20 marks (1 x 20 marks = 20 marks)
- b) 1 question 15 marks (1 x 20 marks = 20 marks)
- c) 1 question 25 marks (1 x 20 marks = 20 marks)
- d) Record 10 marks
- e) Viva 5 marks

Semester II – Fabric Manipulation and Adornment

- a) 1 question 50 marks out of two (1 x 50 marks = 50 marks)
- b) Record 10 marks
- c) Viva 5 marks
- d) Article 10 marks

Semester II – Textile Designing for Home Furnishing

- a) 1 question 60 marks out of two (1 x 60 marks = 60 marks)
- b) Record 10 marks
- c) Viva 5 marks

Semester III – Computer Aided Fashion Designing

- a) 1 question 15 marks (1 x 15 marks = 15 marks)
- b) 1 question 20 marks (1 x 20 marks = 20 marks)
- c) 1 question 25 mark

- d) Record – 10 marks
- e) Viva – 5 marks

Semester III – Design Collection

Viva – Voce (75 marks)

Semester III – Advanced Pattern Making

- a) 1 question 30 marks out of two (1 x 30 marks = 30 marks)
- b) 1 question 30 marks out of two (1 x 30 marks = 30 marks)
- c) Record 10 marks
- d) Viva 5 marks

Semester III – Advanced Garment Construction

- a) 1 question 60 marks out of two (1 x 60 marks = 60 marks)
- b) Record 10 marks
- c) Viva 5 marks

Semester IV – Fashion Styling

Viva – Voce (75 marks)

Semester IV – Creative Fashion Choreography and Fashion Modeling

Viva – Voce (75 marks)

Semester IV – Portfolio Making

Viva - Voce (75 marks)

Semester IV – Dissertation

- a) Thesis (50 marks)
- b) Viva – Voce (25 marks)

COMPUTATION OF CCPA

Grade and Grade Point is given to each course based on the percentage of marks obtained as follows:

Percentage of Marks	Grade	Grade Point
90 and above	A+ - Outstanding	10
80-89	A – Excellent	9
70-79	B - Very Good	8
60-69	C – Good	7
50-59	D - Satisfactory	6
40-49	E – Adequate	5
Below 40	F – Failure	4

Note: Decimal are to be rounded to the next whole number

CREDIT POINT AND CREDIT POINT AVERAGE

Credit Point (CP) of a course is calculated using the formula

CP = C x GP, where C = Credit for the course; GP = Grade point

Semester Credit Point Average (SCPA) is calculated as

$$SCPA = \frac{\text{TotalCreditPoints (TCP)}}{\text{TotalCredits (TC)}}$$

where *TCP = Total Credit Point; TC = Total Credit*

Grades for the different semesters / programme are given based on the corresponding SCPA on a 7-point scale as shown below:

SCPA	Grade
Above 9	A+ - Outstanding
Above 8, but below or equal to 9	A - Excellent
Above 7, but below or equal to 8	B - Very Good
Above 6, but below or equal to 7	C - Good
Above 5, but below or equal to 6	D - Satisfactory
Above 4, but below or equal to 5	E - Adequate
4 or below	F - Failure

Cumulative Credit Point Average for the programme is calculated as follows:

$$CCPA = \frac{(TCP)_1 + (TCP)_2 + \dots + (TCP)_6}{TC_1 + TC_2 + \dots + TC_6}$$

where **TCP₁....., TCP₆** are the **Total Credit Points** in each semester and **TC₁....., TC₆** are the **Total Credits** in each semester

Note: A separate minimum of **40% marks** each for Sessionals and Finals (for both theory and practical). For pass in a programme, a separate minimum of Grade E is required for all the individual courses. If a candidate secures **F** Grade for any one of the courses offered in a Semester/Programme only **F** grade will be awarded for that Semester/Programme until he/she improves this to **E** grade or above within the permitted period

Syllabus for Core Course

FD1C01TM - RESEARCH METHODOLOGY AND STATISTICS
(CORE COURSE 1)
Semester I

Total Credits: 4

Total Lecture Hours: 72 (4 hours/week)

Aim of the course : To prepare the students to do research and to equip them to document it

Course Overview and Context:

Objectives:

- To provide a simple and clear understanding of the research methods.
- To teach the students about the various data collection methods
- To equip the students to analyse, tabulate and document the research.

Module I

(12 Hours)

- **Research** – Meaning and objectives of research
- **Types of Research-** Descriptive, Applied, Quantitative, Qualitative ,Conceptual, Empirical.
- **Research Process-** Procedural guideline for a research process
- **Defining research problem**

Module II

(17 Hours)

- **Research Designs:** Meaning, need for research design ,Concepts relating to research design
- **Methods of Data collection:** Interview, observation, questionnaire, Schedules.
- **Sampling:** Meaning, importance and types; random (simple, stratified, cluster), Non random (incidental, purposive, quota).

Module III

(17Hours)

Processing and Analysis of Data –Editing, Coding, Classification, Tabulation.
Statistics: Measures of central tendency: Mean, Median, Mode; Measures of dispersion: range, mean deviation, standard deviation, root mean square deviation, variance, Skewness and Kurtosis.

Module IV

(15Hours)

- **Parameter & Statistics:** sampling distribution and sampling error, standard error.
- Null hypothesis and tests of significance
- The chi square test, t test , f test and z test

Module V

(11Hours)

Research Report Writing – Steps in writing a report, basic components of research report, lay out of research report, Precautions of writing a report

The course consist of only theory questions for external evaluation

References

1. S P Gupta. (2009).An Introduction to Statistical Methods. Vikas Publishing House, New Delhi.
2. C R Kothari(2004). Research Methodology. K. K. Gupta for New Age International (P) Ltd, New Delhi
3. B.L. Kothari. (2007)Research Methodology. Tools and Techniques. ABD Publishers .New Delhi.

Competencies of the course:

- To understand the different types of research
- Gets an idea on different types data collection methods
- Equip students with a knowledge on the basic statistical calculations
- Enable the students to prepare a good research report

FD1C01TM - RESEARCH METHODOLOGY AND STATISTICS(T)

BLUE PRINT

Module	Hours	Marks 3 5/7	Marks 5 6/8	Marks15 2/4
1	12	2	2	1
2	17	2	2	1
3	17	1	2	1
4	15	1	1	
5	11	1	1	1
Total	72	7	8	4

Model Question Paper

**ST .TERESA'S COLLEGE, ERNAKULAM
(AUTONOMOUS)
MASTER'S PROGRAMME IN FASHION DESIGNING
SEMSTER – I
FD1C01TM - RESEARCH METHODOLOGY AND STATISTICS (T)**

Time:3 Hrs

Max Marks :75

Part A

**Answer any five questions not exceeding one page.
Each Question carries 3 marks**

1. What is Research? Enumerate its objectives?
2. Define Research Hypothesis?

3. What is a Schedule?
4. What is t- test?
5. What is a foot note?
6. What are dependent and independent variables?
7. What is quota sampling? (5x3=15 marks)

Part B

**Answer any six questions not exceeding two pages.
Each Question carries 5 marks**

8. Write notes on Ex post facto research?
9. Describe the technique of defining a research problem?
10. Write briefly on Random Sampling Techniques?
11. What do you mean by Skewness and Kurtosis?
12. Write any five differences between questionnaires and schedules?
13. Explain on the basic components for writing a research report.
14. What is Chi square test? Explain its significance in statistical analysis?
15. Describe in brief the four operations of processing a data? (6x5=30 marks)

Part C

**Answer any two questions not exceeding four pages.
Each Question carries 15 marks**

16. Briefly explain the steps in writing a research report?
17. Describe the different steps involved in a research process.
18. Explain in detail the different methods of data collection and sampling techniques.
19. What does a measure of central tendency indicate? Describe the important measures of central tendency? (2x15=30 marks)

Semester I

Total Credits : 4

Total Lecture Hours: 108(6 hrs /week)

Aim of the course: Equip with Artistic shading and rendering techniques and its application through Creative art presentations

Course Overview and Context:

Objectives:-

To improve student's *artistic sketching* skills

To draw Signature Fashion Stylizations and to explore mediums and novelty techniques.

Content:-

Module I

(18Hours)

Basic fashion figure proportions

Model Drawing

Fashion Figure Elongation and Stylization

(Each student has to develop their own signature style in sketching fashion)

(Students are to refer the works of different fashion artists& illustrators and their individual style of fashion sketching)

Module II

(20Hours)

Usage of Art Brushes-flat and round (with different sizes)

Exploring Mediums-Pencils,Colour pencils, Art pens, Water colour pencils, Water colors, wax crayons, poster paints, Indian ink, Gel pen, acrylic colours, colouring inks, photo inks, oil pastels, dry pastels, charcoal

Different kinds of textured papers are to be used for fashion sketching

Module III

(50Hours)

Rendering Fleshtones

High-end Fabric Rendering Techniques-Wools, Furs and skins, Denim/ Twill, Shine

&Iridescence , sheerness and transparency, lacy and layered, beads and sequins, prints and patterns.

Surface Ornamentation Renderings

Module IV

(20Hours)

Creative Art Presentation-Fashion Collages, Stylish and expressive collages by exploring mediums and novelty techniques

(Students can use colour and handmade craft paper, magazine cutouts, fabrics, skins and furs which can create dimensional, rich and vibrant artwork)

Related Experience:-

Students are required to submit a record of all the work.

References

Patrick John Ireland.(1992). Introduction to Fashion Design .B.T.Batsford Ltd., London.

Kathryn McKelvey and Munslow.(1997). Illustrating Fashion .Blackwell Science, Australia

Julian Seaman. (1996).Fashion Illustration.B T Batsfor Ltd., London

Anna Kiper .(2011).Fashion Illustration ,Inspiration and technique .David &Charles Company,UK

Competencies of the course:

- Understand artistic Sketching techniques
- Learn the different postures of fashion model and its application in Fashion illustration
- Improves Imagination and Visualization skills.
- Understand the basics of fashion figure proportions
- Acquire knowledge to manipulate the design creation based on figure proportions.
- Improved the creativity
- Understand the basic properties of all artistic mediums used for sketching.
- Improves the Colour combination
- Enabled to understand how a medium affects the beauty of a design.
- Enabled them to understand the texture of fabrics and its application in rendering.

BLUE PRINT

FD1C02PM ARTISTIC FASHION ILLUSTRATION(P)

Module	Hours	MARKS1/1 10 marks	MARKS1/1 15 marks	MARKS1/1 20 marks	Total marks
1	18	-	1	-	75
2	20	1	-	-	
3	50	-	-	1	
4	20	-	1	-	
Total	108	1	2	1	75

Record : 10marks

Viva : 5marks

Model Question Paper

ST.TERESA'S COLLEGE, ERNAKULAM

(Autonomous)

MASTER'S PROGRAMME IN FASHION DESIGNING

(CORE COURSE 1) SEMESTER -I

FD1C02PM - ARTISTIC FASHION ILLUSTRATION (P)

Time: 4 Hours

Maximum Marks: - 75

1. Design a Garment for the theme : "WILD BEAUTY" (15 marks)
2. Illustrate on a Stylized Fashion Figure (15marks)
3. Use Appropriate mediums for the art work (10marks)
4. Usage of Proper Fabric and Surface Ornamentation Rendering Techniques (20marks)
5. Presentation of the Fashion Art with novelty Techniques (15marks)

Record (10marks)

Viva (5marks)

FD1C03PM - DESIGN DRAPING (P)

(CORE COURSE 3)

Semester I

Total Credits: 4

Total Lecture Hours: 126(7hrs /week)

Aim of the course: Learn the methods of draping different patterns on dress forms which helps the students to design and create patterns easily.

Course Overview and Context:

Objectives:-

To teach the students the basics and advanced principles of draping

Content:-

MODULE – I

Introduction to draping, dress forms and preparation of fabric **(10 Hrs)**

MODULE – II

(45 Hrs)

Basic front and back bodice

Bodice variations- dart manipulation – French dart/straight side dart

Basic front and back skirt

Basic front and back torso

MODULE- III

(50 Hrs)

Princess bodice, asymmetric bodice

Collars- mandarin, peter pan

Skirts – Peg skirt, dirndl skirt

Dress Variation any 1

MODULE – IV

(21 Hrs)

Design and draping of a garment using draping techniques

Related Experience:-

Students have to maintain a record of all the samples

References

Helen Joseph Armstrong. (2013). Draping for Apparel Design. Fairchild Publication, New York.

Connie Amaden - Crawford. (2005). The Art of Fashion Draping. Fairchild Publication, New York

**BLUE PRINT
FD1C03PM-DESIGN DRAPING (P)**

Module	Hours 126	Marks -60 1/2
I	10	-
II	45	-
III	50	2
IV	21	-
Total	126	2

Record: 10 Marks

Viva: 5 Marks

Model Question Paper

**ST.TERESA'S COLLEGE, ERNAKULAM
(Autonomous)
MASTER'S PROGRAMME IN FASHION DESIGNING
Semester – I
FD1C03PM - DESIGN DRAPING (P)**

Time: 4 hrs

Max Marks – 75

I. Drape any 1 from the following

1. Princess Bodice

2. Peg Skirt

3. Record –

4. Viva –

(60marks)

(10 marks)

(5 marks)

**FD1C04TM – FASHION ADVERTISING AND VISUAL MERCHANDISING (T)
(CORE COURSE 4)
Semester I**

Total Credits: 4

Total Lecture Hours: 72 (4hrs /week)

Aim of the course:

Lead the students in an exploration of fundamental advertising principles and to understand the importance of visual merchandising in the field of fashion and how it can be implemented in working environment.

Objective:

- To imbibe the basic techniques of marketing and visual merchandising

- To educate students the concept of visual merchandising and help them understand the factor affecting store success

Module I (15 hrs)

What and why advertising promotion, benefits, ethical issues, advertising in fashion marketing
Advertising models (AIDA model, Lavidge, and Steiner model, innovation and adoption model, operation model)
Advertising media (types, characteristics, media selections and media scheduling)

Module II (12 hrs)

Advertising appropriation –methods
Production creative strategy, execution
Advertising agency- function, selection and coordination
Advertising effectiveness, evaluation

Module III (13 hrs)

Role of visual merchandiser, Day to day role of visual merchandiser, Visual Merchandising as career, Training, Visual merchandising in departmental stores, Visual merchandising of multiple chain stores, Visual merchandising of small, retail outlets, Store design. Floor layout

Module IV (17 hrs)

Display
Themes and schemes, designing a window display and types of window display, Wall display and options, other types of display.
Fixture
Fixtures and types, floor fixtures and types
Mannequins
Mannequins and types
Props

Module V (15 hrs)

Lighting and types,
Signage, types, materials and graphics
Point of purchase and add on sales, Clearance and merchandise, 'Signage and tagging
Virtual visual merchandising
Sculpting
Window calendar

References

Ellen diamond and jay. Fashion advertising and promotion. Fairchild publication
A. Winter and Stanley good man .1984. Fashion advertising and promotion. Fairchild publication
Tony Morgan .2011. Visual Merchandising. Laurence King Publishing
Judith bell. 2011. Silent selling: Best Practices and Effective. Fair Child Publishing
Martin.M. Pegler. 2011. Visual Merchandising and Display. Fairchild books

Competencies of the course:

- Understand the benefits advertising promotion
- Learn the types of advertising models
- Imbibe the techniques of advertising appropriation
- Equip them with the knowledge of various advertising agencies

- Conceive the importance of visual merchandising
- Learn the terminologies of visual merchandising
- Analyze the importance of lights and displays of fashion stores
- Perceive the significance and usage of mannequins, props and fixtures
- Identify ,analyze and overcome the problems faced in visual merchandising

BLUE PRINT

FD1C04TM – FASHION ADVERTISING AND VISUAL MERCHANDISING (T)

Module	Hours	Marks 3 5/7	Marks 5 6/9	Marks 15 2/4
1	15	1	2	1
2	12	1	1	-
3	13	1	2	1
4	17	2	2	1
5	15	2	2	1
	72	7	9	4

Model Question Paper

**ST TERESA'S COLLEGE, ERNAKULAM
(Autonomous)**

**MASTER'S PROGRAMME IN FASHION DESIGNING
Semester I**

FD1C04TM – FASHION ADVERTISING AND VISUAL MERCHANDISING (T)

Time: 3 Hours

Max Marks: 75

Part A

**Answer any five questions not exceeding one page
Each question carries 3 marks**

1. Write a note on importance of fashion advertising?
2. List out the advertising models.
3. Write a note on props.
4. What is the scope of visual merchandising?
5. Describe about the materials used in signage
6. Discuss about the visual merchandising calendar.
7. Discuss on the advertising effectiveness. (5x3 = 15 marks)

Part B

**Answer any six questions not exceeding two pages
Each question carries 5 marks**

8. What are the benefits of advertising?
9. List out the types of advertising media and explain.
10. Discuss on advertising appropriation methods.
11. Write a note visual merchandising in small stores and departmental stores
12. Discuss on lighting and types of lighting.
13. Explain virtual merchandising.
14. Write a note on point of purchase and add on sales
15. Explain the types of mannequins.
16. Discuss about floor fixtures (6x5=30 marks)

Part C

**Answer any two questions not exceeding four pages
Each question carries 15 marks**

17. Elaborately explain different kinds of Advertising models.
18. Discuss on the floor layout and different kinds.
19. Explain window display and types
20. What are fixtures and what are the types of fixtures? (2x15 =30 marks)

**FD1C05TM - ETHNIC TEXTILES (T)
(CORE COURSE 5)
Semester I**

Total Credits: 4

Total Lecture Hours: 72 (4 hrs / week)

Aim of the course: To study about the various textiles of different parts of the world.

Course Overview and Context:

Objectives:

- To introduce the students to the history of textile production and the various types of textile decoration
- To make the students aware of ethnic textiles from Africa and Persia
- To understand the Oriental Textiles from China ,Japan
- To be aware of important ethnic textiles of India

Module I -Textile –A historical Perspective (8 Hours)

History of Clothing and textiles , Techniques of Textile Decoration

Module II- African Textiles (14 Hours)

Akwete cloth - Ukara dyed indigo cloth -Aso oke fabric- Adire- tie-dye -Kente cloth - Shweshwe, Bark Cloth , Kuba Textiles, Moroccan Textiles - Rugs and Carpets (Hanbel,

Taznakht carpe)

Module III -Oriental Textiles (17 Hours)

Textiles from China – Miao Textiles, Chinese Silk and brocades
Textiles from Japan - katazome, Shibori, Zanshi weaving, Sakiori weaving , Kasuri, Sarasa , Fingernail tapestry (tsuzure)
Textiles from Indonesia- Indonesian Ikat , Suzani Textiles ,Batik ,Malaysia Songket Songket, Iban Textiles

Module IV - Persian Textiles (15 Hours)

Textiles from Persia –Persian Silks and Velvet, Persian Rugs and Carpets,
Textiles from Iran – Termeh, Tabriz Rugs, Qalamkar
Textiles from Egypt –Coptic textiles, Tiraz Tapestry, Khayamiya (Tent Fabric), Egyptian Tapestries
Textiles from Turkey – Ottoman Textiles, Kilim Rugs and carpets

Module V - Indian Textiles (18 Hours)

Printed and Painted Textiles- Block Printing (Ajrakh ,Sangner ,Bagru), ,Mata ni Pachedi, Roghan Work, Kalamkari ,Pabuji Par,
Resist Dyed Textiles –Bandha Sarees, Patola, Bandhini , Leheriya , Pochampalli ,Telia Rumal, Mashru, Batik
Woven Textiles-Kashmir Shawls, Brocades of Varanasi ,Dacca Muslin Jamdani, Baluchari, Shawl weaving of North eastern states , ,Himru ,Paithani ,Chanderi ,Maheswari, Ilkal Sarees and Kanchipruam .

References

1. G. John and B Nicholas. (2014).Indian Textiles. Om Books International. New Delhi.
2. S .Mary.(2003).World Textiles, A concise History. Thames and Hudson ,USA
3. G.John ,S.Bryan.(2005).World Textiles –A Visual Guide to Traditional Techniques. Thames and Hudson. USA.
4. , G.John. S.Bryan. (1995).Traditional Indonesian Textiles, Thames and Hudson ,USA

Competencies of the course:

- Understand the different culture and traditions
- Acquire knowledge on various ethnic textiles.
- To implement the knowledge acquired into contemporary fashion.

**BLUE PRINT
 FD1C05TM - ETHNIC TEXTILES(T)**

Module	Hours	Marks 3 5/7	Marks 5 6/8	Marks15 2/4
1	8	-	-	1
2	14	2	2	1
3	17	1	3	-
4	15	2	2	1
5	18	2	1	1

Total	72	7	8	4
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Model Question Paper

**ST .TERESA'S COLLEGE, ERNAKULAM
(AUTONOMOUS)
MASTER'S PROGRAMME IN FASHION DESIGNING
SEMSTER – I
FD1C05TM - ETHNIC TEXTILES (T)**

Time:3 Hrs

Max Marks :75

Part A

**Answer any five questions not exceeding one page.
Each Question carries 3 marks**

1. What is Katazome?
2. Write short note on Ukara dyed indigo cloth.
3. What is Mashru?
4. .Discuss on Tiraz Tapestry?
5. Write short note on Mata –ni-Pachedi.
6. Write on Tabriz Rugs.
7. What is Bark Cloth? (3x5=15 marks)

Part B

**Answer any six questions not exceeding two pages.
Each Question carries 5 marks**

8. Write briefly on Chinese silk and Brocades?
9. Explain tsuzure?
10. Discuss on Kuba Textiles.
11. What is Sakiori Weaving?
12. Briefly explain about Kalamkari work?
13. Write shortly on Akwete cloth and Ukara dyed indigo cloth?
14. Discuss briefly on Persian rugs and carpets?
15. What are Coptic Textiles?
16. Write a note on Pabuji Par. (6x5=30 marks)

Part C

**Answer any two questions not exceeding four pages.
Each Question carries 15 marks**

17. Explain in detail the resist dyed textiles of India?
18. Write briefly on the various techniques of textile decoration
19. Elaborate in detail the African textiles.
20. Write on a)Printed and Painted Textiles of India b) Turkish Textiles (2x15=30 marks)

**FD2C01PM - FASHION ACCESSORY DESIGNING (P)
(CORE COURSE 6)
Semester II**

Total Credits: 4

Total Lecture Hours: 108 (6 Hrs/week)

Aim of the course: Understand the history and various brands of Accessories. Learn the rendering techniques and theme based designing.

Course Overview and Context:

Objectives:-

To give students a complete understanding of fashion accessories

To enable students to design and develop their own accessories

Content:-

MODULE – I

Introduction and a brief history of fashion accessories **(10 Hrs)**

MODULE – II

(33 Hrs)

Study of basic types and popular brands of fashion accessories – bag, footwear, jewellery

Basic product croquis sketching and rendering

Material exploration

MODULE- III

(33 Hrs)

Developing design ideas – Tribal, traditional, fusion, innovative

Mood board, Fabrication information, spec drawing

MODULE – IV

(32 Hrs)

Prototype - Sampling, different types
Theme based collection development
Final presentation

Related Experience:-

Students have to maintain a record of all the works
Students should conduct a market survey on the brands, stores and customer preference and submit a report

References

- John Peacock .(2000).Fashion Accessories: The Complete 20th Century Sourcebook .Thames and Hudson publishing, London
- Celia Stall-Meadows, Tana Stufflebean. (2003). Know Your Fashion Accessories. Fairchild Publication, New York

Competencies of the course:

- Study the history of fashion accessories
- Gain knowledge about various accessory brands
- Understand the basics of product sketching and rendering
- Improve material knowledge through material exploration
- Gain insight into Tribal, Traditional, Fusion and innovative designs
- Learn to create mood board and specification drawing
- Acquire knowledge about prototype sampling
- Equip to present a collection

BLUE PRINT
FD2C01PM - FASHION ACCESSORY DESIGNING(P)

Module	Hours 108	Marks - 20 1/1	Marks - 15 1/1	Marks – 25 1/1	Total marks - 60
I	10	-	-	-	
II	33	-	-	1	
III	33	-	1	-	
IV	32	1	-	-	
Total	108	1	1	1	60

Record: 10 Marks

Viva: 5 Marks

Model Question Paper

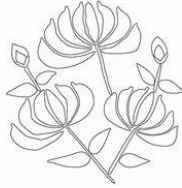
ST.TERESA'S COLLEGE, ERNAKULAM
(Autonomous)
MASTER'S PROGRAMME IN FASHION DESIGNING
SEMESTER – II
FD2C01PM - FASHION ACCESSORY DESIGNING (P)

Time: 4 hrs

Max Marks – 60

1. Design a footwear in 10*10 size for the theme
“GO WILD” or “ETHNIC CHIC”
2. Explore the given motif and design a pendant

(Marks – 20)



(Marks – 15)

3. Design and render a footwear or a bag for the theme –
“GLITZ AND GLAMOR”

(Marks – 25)

Record – 10 marks

Viva – 5 marks

**FD2C02PM- FABRIC MANIPULATION AND ADORNMENT (P)
(CORE COURSE 7)
Semester II**

Total Credits: 4

Total Lecture Hours: 90 (5 Hrs/week)

Aim of the course: The aim of the course is to assimilate knowledge on techniques of fabric manipulation.

Train them to use advanced techniques of adornment

Course Overview and Context:

Objectives:-

To teach the students techniques of developing various textures on fabrics

To help students develop fabric designs using various materials

To make students aware of the various fabric adornment techniques

Content:-

Module I

(34 hrs)

Developing new textures using different techniques-Manipulating the fabric itself (trying textures on different types of fabric like cotton, silk, jute, wool, linen, chiffon , georgette, nylon) – sample size – 15”x15”

Developing motifs using various materials on fabric like safety pins, paper clips, buttons, and zippers. Create one sample using any other material of students’ choice. Sample size 15”x15”

Module II

(28 hrs)

Fabric Adornment using various techniques like pearl work, ribbon work, sequence. Sample size 15”x 15”

Module III

(28 hrs)

Fabric adornment using techniques like crochet, draw thread, cut work, quilting. Sample Size 10”x 10”

Related Experience:-

Students have to maintain a record of all the samples.

Students are required to submit an article embellished by any of the techniques.

Suggested Reading:-

Colette Wolff. (1996). The Art of Manipulating Fabric. Krause Publications.

Ruth Singer. (2013). Fabric Manipulation: 150 Creative Sewing Techniques. David and Charles.

Sue Gardner. (2003). A-Z of Ribbon Embroidery. Quilters Resource

(2006). A - Z OF BEAD EMBROIDERY. Country Bumpkin

Oenone Cave. (1982). Cutwork Embroidery and How to Do it. Dover Publications.

Patricia Bage. (2007). Beginner's Guide to Drawn Thread Embroidery. Search Press.

Linda.P.Schapper. (2011). The Complete Book of Crochet Stitch Designs: 500 Classic & Original Patterns. Sterling.

Competencies of the course:

- Study the texture development process on different fabrics
- Equip the students develop motifs using materials like pins, buttons
- To get training in the advanced ornamentation techniques
- To apply this knowledge in the creation of a useful product having aesthetic appeal

BLUE PRINT

FD2C02PM - FABRIC MANIPULATION AND ADORNMENT(P)

Module	Hours 90	Marks 50 1/2
1	34	1
2	28	-
3	28	1
Total	90	1

The External Evaluation is for 50 Marks from Module I and III

Record 10 marks (includes all Modules)

Viva 5 marks

Article 10 marks

Model Question Paper

ST. TERESA'S COLLEGE, ERNAKULAM

(Autonomous)

MASTER'S PROGRAMME IN FASHION DESIGNING

Semester - II

FD2C02PM - FABRIC MANIPULATION AND ADORNMENT(P)

Time: - 3 hours

Max. Marks- 75

Q.1 Develop a texture on the given fabric using any texture development techniques. Sample size is 10"x 10"

OR

Q.2 Develop a design using the techniques of draw thread/cutwork/crochet. size is 10"x10"	Marks 50	Sample
Q.3 Record	Marks – 10	
Q.4 Viva	Marks – 5	
Q.5 Article	Marks – 10	

FD2C03TM - FASHION RETAILING (T)
(CORE COURSE 8)
Semester II

Total Credits: 4

Total Lecture Hours: 72 (4 Hrs/week)

Aim of the course:

The course will provide you with the knowledge of retail strategic planning principles that are designed to better position both small and large fashion retail organisations operating in an increasingly competitive economic

Course Overview and Context:

Objective:

- To understand the operation and current conditions in the retail sector.
- To learn to manage individual stores and head office departments.

Module I

(12 hrs)

Retailing: Introduction to Retailing,

Retail market structure: Types of Retailers, Classification of retailers based on retail mix, types of retail ownership.

Module II

(15 hrs)

Retail Market Strategy: retail market strategy, Building sustainable competitive advantage, steps in strategic retail planning process.

Store location: Location and types of retail location, site evaluation.

Module III

(15 hrs)

Store layout and design: store Layout, types of store layout design, space planning

Planning Merchandise assortments: buying process, stock balance, planning tools for merchandise, developing sales forecast, measuring inventory turnover

Module IV

(15 hrs)

Buying system: Merchandise budget plan, steps involved in Merchandise plan, open to buy

Purchasing Merchandise: types of vendors, types of vendor-buyer relationship

Loss prevention: Shrinkage, types of shrinkage

Module V

(15 hrs)

Pricing: Pricing strategies, Mark-ups and types, Markdowns and types, causes of Markdowns

The retail organization: types of retail organization, functional and various functional divisions,

Managing store employees: responsibilities of store manager, how manage store employees, ethical and legal issues in managing store employees.

Related Experience:

The students are required to submit a report on fashion store and its retailing process

Suggested Reading:-

Ellen Diamond, Jay Diamond and Sheri Litt. 2006. Fashion Retailing: A multi channel approach. Fairchild books

Dimitri Koumbis. 2014. Fashion Retailing: From Managing to Merchandising (basic fashion management). Fairchild books

Jay Diamond, Sheri Litt, 2009. Retailing in the 21st century. Fairchild books

Competencies of the course:

- Learn the concept of retailing
- Know the various retailers in the market and types of ownership
- Conceive the importance of Market strategy and steps in retail planning process
- Acquire the know of store layout design and types
- Study the various buying process
- Analyse the inventory turnover
- Imbibe the knowledge of budget plan and steps involved
- Understand the types of vendors
- Learn the technique of Pricing and incorporate it
- Inculcate the retail organization and functional division
- Understand the responsibilities of the store manager

**BLUE PRINT
FD2C03TM - FASHION RETAILING (T)**

Module	Hours	Marks 3 5/7	Marks 5 6/9	Marks 15 2/4
1	12	1	1	1
2	15	1	2	-
3	15	2	2	1
4	15	1	2	1
5	15	2	2	1
	72	7	9	4

Model Question Paper

**ST TERESA'S COLLEGE, ERNAKULAM
(Autonomous)
MASTER'S PROGRAMME IN FASHION DESIGNING
Semester II
FD2C03TM - FASHION RETAILING (T)**

Time: 3 Hours

Max Marks: 75

Part A

**Answer any five questions not exceeding one page
Each question carries 3 marks**

1. What is the importance of fashion retailing?
2. Write a note on site evaluation
3. Define mark up and markdown.
4. Briefly explain on sales forecast.
5. What do you mean by open to buy?
6. Define retailing.
7. What are the types of retail organisation (5x3=15 marks)

Part B

**Answer any six questions not exceeding two pages
Each question carries 5 marks**

8. What are the types of retail ownership?
9. Describe on space planning.
10. Mention the ethical and legal issues in managing store employees
11. Discuss on various functional divisions.
12. Briefly explain the types of retailers.
13. List out the types of retail location and explain in detail.
14. Discuss about the store location.
15. Write a note on loss prevention.
16. What are the responsibilities of store manager (6x5=30 marks)

Part C

**Answer any two questions not exceeding four pages
Each question carries 15 marks**

17. Elaborately about planning merchandise assortment.
18. Discuss on retail market strategy.
19. Explain the purchasing system and relationship with vendors.
20. Elaborately explain about pricing in fashion retailing. (2x15=30 marks)

**FD2C04PM - TEXTILE DESIGNING FOR HOME FURNISHING (P)
(CORE COURSE 9)
Semester II**

Total Credits: 4

Total Lecture Hours: 108 (6 Hrs/week)

Aim of the course:

The course will provide the traditional textile design practices across the world and will enable them to develop the design skills to apply on home furnishings.

Course Overview and Context:

Objective:

- To help the students to know and develop innovative design using the traditional motif
- To teach them to apply the traditional , art movement and contemporary prints in home furnishing and fabric

Module I

Introduction

(3 hrs)

To give an overview about various traditional textile prints and its significance practiced through ages in India, Eastern countries, Middle East, African and in Western countries and how innovatively designs could be applied in home furnishings.

Module II

(22 hrs)

Indian Ikat, kalamkari, madhubani, warli

Module III

(22 hrs)

Eastern countries traditional prints: Chinese, Japanese, and Indonesian
Russian traditional prints

Module IV

(22 hrs)

Middle East traditional prints: Turkey, Persian
African traditional prints

Module V

(19 hrs)

Western countries traditional prints

Module VI

(20 hrs)

Art Movement

Barque Rocco, Cubism, pop art.

Related Experience:

Students should maintain a record of developed prints and also swatch of printed fabrics.

References:

Susan Meller Joost elffers .Textile Designs. Thames and Hudson, UK

Carol Joyce .Textile Design the complete guide to printed textiles for apparel and home furnishings. Watson Guptill

Amanda Briggs-Goode. (2013). Printed Textile Design. Laurence King Publishing
Laurie Wisbrun.(2015).The complete Guide to Designing and Printing fabric:techniques tutorials and inspiration for the innovative designer.Bloomsbury Academic.
Lesley Jackson.(2011).20th Century Pattern Design: Textile and Wall Paper Pioneers. Octopus Publishing/Mitchell Beazley, London.
K.Prakash.(2003).Textile Designs Traditional and Floral.Jain Publishing
Agile Rabbit.(2005).Indian Textile Prints.Pepin Press
Drane V Horn.(1996).African Printed Textile Designs(International Design Library.Stemmer House Publishers.
Christophe Philippe Oberkampf .(2006).Indian and Persian Textile Design CD ROM and Book(Dover full color electronic design)Dover Publications.
(2009).The Complete Book of Oriental Design(Art Design Source Book).Search Press ltd.
Marrakesh.(2012).A journey into Moroccan Style(decorating with all the colours,pattern and magic of morocco) .Artisan

Competencies of the course

- Explore the Traditional Prints around the world
- Learn the art movements and their style
- Explore various contemporary designs
- Identify and analyse the textile prints in the market
- Execute the application of different print in applied arts and textiles

BLUE PRINT

FD2C04PM - TEXTILE DESIGNING FOR HOME FURNISHING (P)

Module	Hours	Marks
		60
		1/2
1	3	-
2	22	1
3	22	-
4	22	1
5	19	-
6	20	-
	108	2

Model Question Paper

ST TERESA'S COLLEGE, ERNAKULAM
(Autonomous)

MASTER'S PROGRAMME IN FASHION DESIGNING
Semester II
FD2C04PM - TEXTILE DESIGNING FOR HOME FURNISHING (P)

Time: 4 Hours

Max Marks: 75

1. Design a print for interior furnishings in 15"X15".chose any one theme given below (60 marks)

A) Middle -east traditional prints

B) Indian traditional prints

Record

(10 marks)

Viva

(5 marks)

FD2C05TM - INTRODUCTION TO E-MARKETING (T)
(CORE COURSE 10)
Semester II

Total Credits : 4

Total Lecture Hours: 72(4 hrs/week)

Aim of the course: The aim of the course is to give awareness about the importance and

advantages of online marketing

Course Overview and Context:

Objectives:-

To gain knowledge of the concept and process of online marketing

To introduce the students to various search engines and portals

To make the students aware of the advantages of e- marketing

Content:-

Module I

(30 Hours)

E- marketing- Definition, Introduction, Types – Inter-organisational, Intra-organisational, Business-to-Consumer, E- Marketing transactions – buyer/seller transaction, producer/consumer transaction, importance of E- Marketing, Advantages and disadvantages of consumer E- marketing, E- Marketing mix (Product, Price, Place), Future of E-Marketing

Module II

(24 Hours)

Search Engine and Portals :- History of search engine, types of search engines, searching and marketing potential, Web portals, types of portals- consumer portals, vertical portals, enterprise portals, Emergence of branding in portals

Module III

(18 Hours)

Promoting E- Marketing, Online Shopping- Introduction, online shopping solutions, Legal issue for Internet E-Marketing

References

Ravi Kalakota, Andrew B. Whinston-Addison. (1997). Electronic Commerce: A Manager's Guide. Wesley Professional.

Daniel Amor. (2001).The E-Business (R)evolution: Living and Working in an Interconnected World (2nd Edition).Prentice Hall.

Kamlesh. K. Bajaj. (2005).E Commerce: The Cutting Edge of Business.McGraw Hill Education(India) Private Limited.

BLUE PRINT

INTRODUCTION TO E-MARKETING(T)

Module	Hours	Marks 3 5/7	Marks 5 6/9	Marks 15 2/4
1	30	1	4	2
2	24	3	2	1
3	18	3	3	1
Total	72	7	9	4

Model Question Paper

ST TERESA'S COLLEGE, ERNAKULAM

(Autonomous)

MASTER'S PROGRAMME IN FASHION DESIGNING

Semester –II

FD2C05TM - INTRODUCTION TO E-MARKETING (T)

Time: 3 Hours

Max Marks: - 75

Part A

**Answer any five questions not exceeding one page.
Each Question carries 3 marks**

1. Define E- Marketing.
2. Give the full form of WWW.
3. What is a GOOGLE?
4. Give two examples of web portals.
5. What is shopping cart?
6. What is branding? Give examples.
7. What do you mean by "pay per click"?

(5x3=15 marks)

Part B

**Answer any six questions not exceeding two pages.
Each Question carries 5 marks**

8. Write a note on E-Marketing transactions.
9. Discuss about types of E- Marketing.
10. What is a Web Portal? Explain the types of portals.
11. Explain about online shopping.
12. Discuss about the types of search engines.
13. Mention the advantages of E- Marketing.
14. What do you mean by catalog display?
15. Explain about E- Marketing Mix.
16. Discuss about legal issues in Internet E- Marketing

(6x5=30 marks)

Part C

**Answer any two questions not exceeding four pages.
Each Question carries 15 marks**

17. Explain the importance of E- Marketing.
18. Discuss about the promotion of E- Marketing.
19. Explain about the emergence of branding in portals.
20. Discuss about the future of E- Marketing.

(2x15=30 marks)

**FD3C01PM - COMPUTER AIDED FASHION DESIGNING (P)
(CORE COURSE 11)
Semester III**

Total Credits : 4

Total Lecture Hours: 90 (5 hrs /week)

Aim of the course: The aim of the course is to acquire knowledge on design software which is inevitable in the field of fashion

Course Overview and Context:

Objectives:- To teach the students software essential for their design works as well as Creative Art Presentations

Content:

Module I (15 Hours)

Software Practice-Adobe Illustrator, Adobe Photoshop

Module II (25Hours)

Advanced Spec Drawing of Garments and Fashion Accessories

Module III (30Hours)

Fashion Figure Elongation and Stylization

(Each student has to develop their own signature style in sketching fashion)

(Students are to refer the works of different fashion artists& illustrators and their individual style of fashion sketching)

Module IV (20Hours)

Creative Art Presentation-Fashion Collages, Stylish and expressive collages by exploring colours and novelty techniques with the help of Adobe Illustrator and Photoshop tools.

References

Steve Johnson .(2012).Adobe Illustrator CS4 on Demand.Que, Piaron Publications, Noida

Marianne Centner & Frances Vereker .(2011).Fashion Designer's Handbook for Adobe Illustrator.Prentice Hall

Adobe Creative Team. (2010)Adobe Photoshop CS 5 Class Room in a Book.Adobe Press.com

Linnea Dayton, Shane Hunt and Sharon Steuer .(1999).The Corel Draw Wow! Book.Addison-Wesley, Texas

Competencies of the course:

- Understand how essential the softwares are for their design needs.
- Understand the software which lead to a good Fashion illustrator in Industry.
- Utilize the software for communicating with the customers
- Improved Illustration skills.
- Enabled to create the Spec Sheets of International Standards.
- Acquire knowledge for editing the fashion photographs
- Understand how to save time in photo shoots with the proper usage of this software.
- Understand the techniques of visual effects in magazine editing
- Know how to create a Creative Designers portfolio with the software.
- Attain knowledge in creating Stylish Fashion Collages
- Understand the layout planning while create portfolio.

BLUE PRINT

FD3C01PM - COMPUTER AIDED FASHION DESIGNING (P)

Module	Hours	MARKS1/1 15 marks	MARKS1/1 20 marks	MARKS1/1 25 marks	Total marks
1	15	-	-	-	75
2	25	-	1	-	
3	30	1	-	-	

4	20	-	-	1	
Total	90	1	1	1	75

Record : 10Marks

Viva : 5 Marks

Model Question Paper

**ST.TERESA'S COLLEGE, ERNAKULAM
(Autonomous)
MASTER'S PROGRAMME IN FASHION DESIGNING
(CORE COURSE)
SEMESTER-III
FD3C01PM - COMPUTER AIDED FASHION DESIGNING (P)**

Time: 3 Hours

Maximum Marks: - 75

I. Design a Garment for the theme : "SUMMER SHINE"

1. Illustrate on a Stylized Fashion Figure (15marks)
 2. Draw the Specification Sheet for the design (20marks)
 3. Creative Fashion Art Presentation in the Portfolio Layout (25marks)
- Record. (10marks) Viva. (5marks)

**FD3C02PM - DESIGN COLLECTION (P)
(CORE COURSE 12)
Semester III**

Total Credits : 4

Total Lecture Hours: 72 (4hrs /week)

Aim of the course: The aim of the course is to equip the students to compile and apply the acquired theoretical and practical knowledge to develop a thematic line of garments.

Course Overview and Context:

Objectives:-

To help the students to independently develop a thematic line using the knowledge gained and their creativity

Content:-

Module I

Presentation:-

Each student will conceptualize and develop a collection of at least five garments. The students should submit a record and the garments based on the theme at the time of external evaluation.

References

Gereard Olivier.(2008). Fashion – concept to catwalk.A&C Black London
Atkinson M.(2012).How to create your Final Collection . Laurence King *Publishing*
Sign Marthand chishti RK Saris.(2010). Saris-Tradition and beyond. Roli Books,Mumbai
Kathryn McKelvey(2012)..Fashion Source Book, 2nd Edition. Wiley-Blackwell
Katherine and Munslow J .(2008).Fashion Forecasting
James Stockton. (1984).Designers guide to color (all editions).Chronical books San Francisco

Competencies of the course:

- Expertise in taking inspiration
- Develop mood and story board
- Develop Innovative designs and Fabric Manipulations
- Decide the unique thematic colour combinations
- Explore and source the fabric suitable for the theme
- Developing patterns for the designs
- Construct and accessories the garments according to the design
- Equip to present the collection

BLUE PRINT

FD3C02PM - DESIGN COLLECTION (P)

Module	Hours	EVALUATION CRITERIA	MARKS	Total marks
1	72	Theme interpretation	20	75
		Choice of fabrics	10	
		Creative research and designs development	25	
		Pattern development and garment construction	20	

**FD3C03PM – ADVANCED PATTERN MAKING (P)
(CORE COURSE 13)
Semester III**

Total Credits :4

Total Lecture Hours: 108 hrs (6 hrs /week)

Aim of the course: Equip with the knowledge of drafting the advanced pattern making. Learn the principles and techniques of pattern making. Equip the students to become a successful Pattern Master through the knowledge of different pattern making principles and pattern making techniques.

Course Overview and Context:-

Objectives:-

To analyse the designs and selection of pattern making principles

To make the variations of basic pattern sets using pattern making techniques

Syllabus Content:-

Module I

(30 hours)

Pattern Making Principles- Added fullness – Contouring

Fullness at dart leg of the bodice (fullness at centre front waist dart leg / French dart leg)

Module II (25 hours)

Fullness at skirt (fullness at centre front / fullness from hip line to hem/ fullness from waist to hem).

Module III (25 hours)

Contour guide pattern – Off shoulder dress / strapless dress/ drop shoulder dress

Module IV (28 hours)

Culotte with Wide- sweeping hemline, Cowl Pant.

Suggested Readings:-

Joseph Helen Armstrong (2000). Pattern Making for Fashion Design. Prentice Hall
Bray Natalie Dress fitting (1999). Natalie Bray. Om Books Service, New Delhi
Holman Gillian (2000). Pattern Cutting Made Easy. B T Batsford Ltd., London
Aldrich Winifred (1994). Metric Pattern Cutting For Menswear. Blackwell Science Ltd.

Competencies of the course:

Develop Technical skill in the field of Pattern Making
To acquire knowledge about the tools that assist the patternmaker to circumvent fitting problems before they are incorporated into the design.
Develop the analytical skills along with the manipulative skills needed in the flat patternmaking system.
Acquired knowledge of the three major pattern making principles.

BLUE PRINT

FD3C03PM – ADVANCED PATTERN MAKING (P)

Module	Hours	1/2
1	30	1
2	25	1
3	25	1
4	28	1
Total	108	

Model Question Paper

ST TERESA'S COLLEGE, ERNAKULAM

(Autonomous)

MASTER'S PROGRAMME IN FASHION DESIGNING

Semester –III

FD3C03PM – ADVANCED PATTERN MAKING (P)

Time: 3 Hours

Max Marks: - 75

Q.1 Analyse and develop pattern of any one design given below using any of the pattern making techniques.

- a) Bodice with fullness at Centre front waist dart
- b) Basic skirt with fullness at centre front hip level to hem
- c) Strapless dress
- d) Cowl Pant

(60 marks)

Record (10 marks)

Viva (5 marks)

**FD3C04PM – ADVANCED GARMENT CONSTRUCTION (P)
(CORE COURSE 14)
Semester III**

Total Credits :4

Total Lecture Hours: 108 hrs (6 hrs /week)

Aim of the course: Equip to construct various designs using advanced pattern.

Course Overview and Context:-

Objectives:-

To enable students to learn the aspects of western garment construction and know the concept of garment making

To enable the students to learn the aspects of contour garment construction

Content:-

Module I (30 hrs)

Construction of Bodice with fullness at dart leg

Module II (28 hrs)

Construction of skirt with fullness (fullness at centre front/ fullness from hip line to hem/ fullness from waist to hem)

Module III (25 hrs)

Construction of off shoulder dress/ strapless dress/ drop shoulder dress

Module IV (25 hrs)

Construction of Culotte with wide sweeping hemline / Cowl Pant

Suggested Readings:-

Cooklin Gerry (1997). Garment Technology for Fashion Designers
Bryte Edna Bishop (1959). The Bishop Method of Clothing Construction. J.B.Lippincott Company
Joseph Helen Armstrong (2000). Pattern Making for Fashion Design. Prentice Hall
Bray Natalie Dress fitting (1999). Natalie Bray. Om Books Service, New Delhi
Holman Gillian (2000). Pattern Cutting Made Easy. B T Batsford Ltd., London
Aldrich Winifred (1994). Metric Pattern Cutting For Menswear. Blackwell Science Ltd.

Competencies of the course:

Learn to lay the draft according to the design of the garment
Learn the techniques of marker planning
Practicing the methods of construction and finishing

BLUE PRINT

FD3C04PM – ADVANCED GARMENT CONSTRUCTION (P)

Module	Hours	1/2
1	30	1
2	28	1
3	25	1
4	25	1
Total	108	

Model Question Paper

ST TERESA'S COLLEGE, ERNAKULAM

(Autonomous)

MASTER'S PROGRAMME IN FASHION DESIGNING DEGREE EXAMINATION

Semester –III

FD3C04PM – ADVANCED GARMENT CONSTRUCTION (P)

Time: 5 Hours

Max Marks: - 75

- Q.1 Construct any one of the given design
- a) Bodice with fullness at Centre front waist dart
 - b) Basic skirt with fullness at centre front hip level to hem
 - c) Strapless dress

d) Cowl Pant

(60 marks)

Record

(10 marks)

Viva

(5 marks)

FD4C01TM – ENVIRONMENTAL FASHION DESIGN (T)
(CORE COURSE 15)
Semester IV

Total Credits :3

Total Lecture Hours: 54(3 hrs /week)

Aim of the course: The aim of the course is to create a responsible designer who will understand the impact of his/her activities on the environment and has a desire to create better living conditions keeping in mind the need to save the environment.

Course Overview and Context:-

Objectives:-

To introduce the students to the environmental issues in fashion

To give students an awareness of the importance of designing for sustainability

To teach the students the certification of environmentally friendly products

Content:-

Module I

(20 hrs)

Environmental issues in fashion:- Environmentalism, Waste Couture, Environmental impact of the Clothing Industry, Occupational hazards in the clothing industry, Environmental effects of textile fibers and textile production, Trashion, Natural as well as recycled fibers in the clothing industry

Module II

(20 hrs)

Sustainable fashion:- Introduction to sustainability, Brief history of sustainable fashion, Sustainable designs in the fashion industry, Sustainable marketing, Sustainable textiles, Future of fashion sustainability

Module III

(15 hrs)

Ecological Sensitivity:-Eco-fashion, Eco fashion brands, Ethical fashion, Animal exploitation in fashion industry, Textile Recycling, 3 Rs – reduce, reuse and recycle, Clean and green fibers

Module IV

(17 hrs)

Environmental laws and regulations:- Environmental Protection Agency (EPA), Ethical Fashion Forum, Fair Trade Certification, Green Product Certification, Scientific Certification Systems, Eco-labels

Suggested Readings:-

Virginia Hencken Elsasser. (2010).Textiles – Concepts and Principles. Fairchild Books, New York.
Sara.J.Kadolph. (2013).Textiles. Pearson Education.

Janet Hethorn, Connie Ulasewicz. (2008).Sustainable Fashion – Why Now? – A conversation about issues, practices and possibilities. Fairchild Books, INC, New York.

Kate Fletcher.(2008). Sustainable Fashion and Textiles: Design Journeys.Routledge.

Preeta M Banerjee, Vanita Shastri. (2010).Social Responsibility and Environmental Sustainability in Business.Sage Response.

Competencies of the course:

Understanding the environmental issues of fashion

To become aware of the terms and concepts of environmentalism

Knowing of occupational hazards in clothing industry due to the processing techniques

To know the importance of creating a sustainable design

To develop an ecological sensitivity

Becoming aware of the certification process for environment friendly products

Create a responsible designer who will serve the country and society

BLUE PRINT

FD4C01TM – ENVIRONMENTAL FASHION DESIGN(T)

Module	Hours	Marks 3 5/7	Marks 5 6/9	Marks 15 2/4
1	20	4	2	1
2	20	2	1	1
3	15	1	3	1
4	17	-	3	1
Total	72	7	9	4

Model Question Paper

ST TERESA'S COLLEGE, ERNAKULAM

(Autonomous)

MASTER'S PROGRAMME IN FASHION DESIGNING

Semester –III

FD4C01TM – ENVIRONMENTAL FASHION DESIGN (T)

Time: 3 Hours

Max Marks: - 75

Part A

Answer any five questions not exceeding one page.

Each Question carries 3 marks

1. Explain the concept of trashion.
 2. Define Eco fashion.
 3. What do you mean by sustainability?
 4. Give examples of natural and recycled fibers.
 5. What is environmentalism?
 6. What is fast fashion?
 7. Give names of two designers who have developed eco friendly designs.
- (5x3=15 marks)

Part B

**Answer any six questions not exceeding two pages.
Each Question carries 5 marks**

8. Discuss in detail the occupational hazards in clothing industry
 9. Explain about Waste Couture.
 10. Discuss about sustainable marketing.
 11. Write a note on 3 R's.
 12. Write about animal exploitation in fashion industry.
 13. What are eco labels? Explain with examples.
 14. Explain about EPA.
 15. What is Ethical Fashion Forum
 16. Write about Fair Trade Certification.
- (6x5=30 marks)

Part C

**Answer any two questions not exceeding four pages.
Each Question carries 15 marks**

17. Discuss about the environmental effects of textile fibers and textile production.
 18. Explain about the future of sustainability.
 19. Describe about textile recycling.
 20. Explain about any three certification methods in environmental laws.
- (2x15=30 marks)
-

**FD4C02PM - FASHION STYLING (P)
(CORE COURSE 16)
Semester IV**

Total Credits : 3

Total Lecture Hours: 72(4hrs /week)

Aim of the course: The aim of the course is to equip the students with the fashion styling skills and its related careers

Course Overview and Context:

Objectives:-

To help the students to independently develop a skill in Fashion styling techniques using the knowledge gained and their creativity

To help the students to stay up to date with the current fashion trends.

Content:-

Module I

Introduction to Fashion Styling

Styling Types-Personal Styling, Editorial Styling, Wardrobe Styling, Commercial Styling, Corporate Styling, Catalogue Styling, Fashion Show Styling ,Photographic Styling, Merchandise Styling

Personal Requirements and Related Careers in Fashion Field.

Presentation:-

Each student will do creative fashion styling for their design collection

The students should submit a record and the garments based on the theme at the time of external evaluation.

References

Sasha Charnin Morrison .(2011).Secrets of Stylists-Insiders guide to styling the stars.Chronicle Books LLC

The Cannon Media Group-Fashion Styling. Costume Design

www.fashionstyling.com

Competencies of the course:

- Expertise in taking inspiration
- Develop Character board to have a detailed study about the person for whom they are a stylist.
- Develop Innovative new looks for the client.

- Decide the unique styling combinations
- Explore and source the accessories and elements suitable for the theme
- Developing new styles for the individuals at different discipline
- Accessorize and Stylize the garments according to the design
- Equip to present a person in a new look

BLUE PRINT
FD4C02PM FASHION STYLING (P)

Module	Hours	EVALUATION CRITERIA	MARKS	Total marks
1	72	Styling in design collection presentation	40	75
		Accessorizing	20	
		Overall presentation	15	

**FD4C03PM - CREATIVE FASHION CHOREOGRAPHY AND FASHION MODELING (P)
(CORE COURSE 17)
Semester IV**

Total Credits : 3

Total Lecture Hours: 72(4hrs /week)

Aim of the course: The aim of the course is to equip the students with the unique fashion choreography skills and its creative presentation through Innovative Stage settings.

Course Overview and Context:

Objectives:-

To help the students to independently develop a skill in Fashion Choreography and Modelling using the knowledge gained and their creative visualization.

To help the students to create their new path in Fashion Coordination.

Content:-

Module I

Fashion Choreography- Selection of theme Music-Ramp and Creative Stage settings, Models Grooming

(Student has to create a thematic fashion choreography for the respective theme they selected for the design collection)

Presentation:-

Each student will do creative fashion choreography and coordination for their design collection along with the settings and theme music

The students should submit a record and the garments based on the theme at the time of external evaluation.

References

Fashion Choreography from designers collections who has their own way of presenting a collection like Alexander McQueen, Victoria Secret, Prada etc.

<http://www.delhistyleblog.com/>

Competencies of the course:

- Expertise in taking inspiration for each moves in Fashion Coordination and Synchronization
- Develop a skill in selecting music / track in respect with the theme selected.
- Develop Innovative ideas in setting the ramp by proper utilization of space.
- Decide the unique design presentation techniques.
- Explore the thematic elements and create suitable fashion moves for the theme
- Develop a skill in Grooming the fashion models for the thematic Walk.
- Developing new individual styles in the Ramp Presentation of a Design Collection
- Equip to present a Fashion event as a whole with confidence

BLUE PRINT

FD4C03PM – CREATIVE FASHION CHOREOGRAPHY AND FASHION MODELING (P)

Module	Hours	EVALUATION CRITERIA	MARKS	Total marks
1	72	Creative Choreography	30	75
		Theme Music	20	
		Space Design/Stage Settings	10	
		Overall Presentation	15	75

FD4C04PM - PORTFOLIO MAKING (P)
(CORE COURSE 18)
Semester IV

Total Credits :3

Total Lecture Hours: 72(4hrs /week)

Aim of the course: The aim of the course is to make the students enable to prepare a Portfolio, which is an effective means of communicating the capacities and capabilities of the students to anyone who seeks their skills and talents.

Course Overview and Context:

Objectives:-

To help students to prepare a competitive portfolio which include best of their skills and talents.

Presentation

The students have to document all their best presentable work done through all the semesters and those that portray the student's area of interest.

The students are required to submit the portfolio as the record during the external evaluation.

References

Linda Tain .(2004).Portfolio Presentation for Fashion Designers.Fairchild Books, New York

Competencies of the course:

Prepare portfolio combining the best works done through all the semesters.

Understand the various fields of fashion all at one stretch.

Find the area of interest and to portray it.

Equips the student with the best of their works and confidence to face the challenging design world.

BLUE PRINT

FD4C04PM - PORTFOLIO MAKING (P)

Module	EVALUATION CRITERIA	MARKS	Total marks
1	Theme interpretation	15	75
2	Creative research	15	
3	Portfolio layout design	20	
4	Over all presentation	25	

FD01PM - INTERNSHIP

After the second semester, the students are required to undergo an internship for a period of one month in a garment industry or Boutique/Film Industry/ Advertisement Industry under the guidance of a recognised fashion designer or a stylist for gaining practical experience in the field

Evaluation

Sessional Assesment : 20 marks

Final Assessment : 30 marks

FD4C01VM – COMPREHENSIVE VIVA

After the fourth semester a comprehensive viva is conducted spanning the entire syllabus by the Chairman, an external examiner and an internal examiner to assess the overall knowledge of the course gained by the students.

Evaluation

Final Assessment : 50 marks

Syllabus for Elective Course

**FD3EA01TM - FASHION COMMUNICATION (T)
(ELECTIVE COURSE 1)
Semester III**

Total Credits: 4

Total Lecture Hours: 72 (4Hrs/week)

Aim of the course: Understand the need for communication and methods. Develop a deeper knowledge about visual communication and event planning.

Course Overview and Context:

Objectives:-

To familiarize students to the various mediums of fashion communication
To introduce the students to the Visual side of communication
To make the students to plan and design an event

Content:-

MODULE – I

(12 Hrs)

Introduction to Fashion
Need for communication process
Communication through different mediums

MODULE – II

(22 Hrs)

Fashion Writing – Creative writing, advertising and public relations
Brand management
Typography and layout designing

MODULE- III

(21 Hrs)

Visual Communication –
Visual merchandising
Introduction to photography
Fashion show, fashion styling

MODULE – IV

(17 Hrs)

Designing catalogues and brochures
Event planning – designing and execution

Related Experience:-

Related assignments have to be submitted

References

- Shannon Burns-Tran. (2013). Style Wise-A Practical Guide to Becoming a Fashion Stylist. Bloomsbury Academic Publishing, London
- Jon Cope, Dennis Maloney. (2016). Fashion Promotion in Practice. Fairchild Publications, New York
- Jay Diamond. (2011). Retail Advertising and Promotion. Fairchild Publications, New York

Competencies of the course:

- Learn the basics of fashion
- Understand the need for communication
- Grasp the sense of fashion writing and advertising
- Attain knowledge about brand management
- To understand the evolution of typography
- Unfold the classical design to modern ideas
- Acquire knowledge about visual communication
- Design and develop creative brochures and layouts
- Learn how to plan and execute an event

BLUE PRINT
FD3EA01TM - FASHION COMMUNICATION (T)

Module	Hours 72	Marks - 3 5/7	Marks 5 6/9	Marks – 15 2/4	Total marks - 75
I	12	2	-	-	
II	22	3	5	2	
III	21	2	3	-	
IV	17	-	1	2	
Total	72	7	9	4	

Model Question Paper

ST.TERESA'S COLLEGE, ERNAKULAM
(Autonomous)
MASTER'S PROGRAMME IN FASHION DESIGNING
SEMESTER – III
FD3EA01TM - FASHION COMMUNICATION(T)

Time: 3 hrs

Max Marks – 75

Part A

Answer any five questions not exceeding one page.
Each Question carries 3 marks

1. What is Fashion?
2. What is the need for communication?
3. Define Typography and kerning?
4. Explain mega pixels and shutter speed?
5. Discuss on Advertising and PR?
6. What is Visual merchandising?
7. What are responsibilities of a Brand Manager?

(5x3 = 15marks)

Part B

Answer any six questions not exceeding two pages.
Each Question carries 5 marks

8. Explain the parts of a Camera?
9. What is a brand and also state the importance of brand management?
10. Explain the concept of event management?
11. Explain about VM in fashion industry?
12. Explain the types of Advertising?
13. Transform the name of a flower in the basic shapes like circle, square and triangle
14. Explain the responsibilities of a Brand Manager?
15. Explain fashion styling and statement accessory?

16. How will you promote fashion business? (6x5 = 30marks)

Part C

Answer any two questions not exceeding two pages.

Each Question carries 15 marks

17. Create and interesting typography and design a wedding card for the theme
“FAIRYTALE” or “VINTAGE”

18. Explain the evolution of typography?

19. Explain the concept of event management, planning and execution?

20. Design a brochure for the concept “SAVE WATER, SAFE FUTURE”

(2x15 = 30marks)

**FD3EA02TM- SOCIO-PSYCHO ASPECTS OF CLOTHING (T)
(ELECTIVE COURSE 2)**

Semester III

Total Credits :4

Total Lecture Hours: 72(4 hrs /week)

Aim of the course: The aim of the course is to develop once personality through studying the clothing behavior.

Course Overview and Context:

Objectives:-

To understand the effect of various social and psychological factors on clothing

Content:-

Module I

(25 Hrs)

Introduction to clothing behaviour:-

Purpose of clothing – modesty theory, adornment theory, and protection theory

Factors affecting basic clothing needs – comfort, social participation, conformity, prestige,

self expression, attracting the opposite sex, aesthetic expressions and values

Clothing - a nonverbal communication.

Significance of clothing

Module II

(17Hrs)

Self concept and clothing behaviour:-

Definition of self concept

Various aspects of self

Self concept and clothing

Module III

(15 Hrs)

Demographic trends:-

Effect of age, sex, income, social class, economic status and ethnicity on clothing

Module IV

(15 Hrs)

Psychographic trends:-

Effects of personality, attitude, lifestyle and peer group on clothing.

Related Experience:-

The students are required to conduct a survey and submit a report to understand the consumer preference with respect to a sample and using a questionnaire.

References

Clothing behaviour – Psychological analysis – Usha Kulshrestha and Radha Kashyap – Pointer Publisher, Jaipur.

Consumer Behavior in fashion – Michael R Solomon and Nancy J Rabolt – Pearson Education, Noida

Competencies of the course:

- Explore the clothing behaviour and its importance
- Gain an idea on consumer segmentation and customer profile
- Identify the personality, attitude and lifestyle of people in relation to clothing

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FD3EA02TM-SOCIO-PSYCHO ASPECTS OF CLOTHING(T)

Module	Hours	Marks 3 5/7	Marks 5 6/9	Marks 15 2/4
1	25	4	4	1
2	17	1	1	1
3	15	1	2	1
4	15	1	1	1
Total	72	7	9	4

Model Question Paper

ST TERESA'S COLLEGE, ERNAKULAM

(Autonomous)

MASTER'S PROGRAMME IN FASHION DESIGNING

Semester –III
FD3EA02TM- SOCIO-PSYCHO ASPECTS OF CLOTHING(T)

Time: 3 Hours

Max Marks: - 75

Part A

Answer any five questions not exceeding one page.
Each Question carries 3 marks

1. Define Self-concept.
2. What do you mean by non-verbal communication?
3. What is adornment theory?
4. List any four factors affecting clothing behaviour.
5. Give the types of Consumer behaviour.
6. What do you mean by Psychographics
7. Who are baby boomers?

(5x3=15 marks)

Part B

Answer any six questions not exceeding two pages.
Each Question carries 5 marks

8. Explain about the purpose of clothing.
9. Discuss about the factors affecting basic clothing behaviour.
10. Explain about the components of self-concept.
11. Write a note on effect of personality in clothing.
12. Discuss effect of peer group on clothing.
13. How social class effects purchase decisions
14. Explain the clothing choices based on ethnicity.
15. Enumerate on “ Dress as non-verbal communication”
16. How aesthetic expressions effect clothing behaviour? (6x5=30 marks)

Part C

Answer any two questions not exceeding four pages.
Each Question carries 15 marks

17. Discuss about the demographic trends in clothing choices.
18. Explain the significance of clothing.
19. Discuss the psychographic trends in clothing preferences.
20. Discuss about role of self concept on clothing decisions.

(2x15=30 marks)