



**MATS UNIVERSITY
SCHOOL OF FASHION DESIGNING**

&

**TECHNOLOGY
PROGRAMME NAME**

M. DESIGN

IN

FASHION DESIGNING

PROGRAMME CODE 0502MD

REGULATIONS

SCHEMES OF STUDY AND SYLLABI

EFFECTIVE FROM THE ACADEMIC YEAR 2023

M. DES (Master in Design)

Fashion Designing

Introduction:

Indian Fashion industry has been exposed to the world's finest expertise, technologies with the liberalization of economy. The course is formulated to train students to excel in fashion designing. The programme imparts training in areas of design, management, technology, apparel manufacturing. The application of computers in the field is also made aware of to the student. The students are exposed to many practical areas where today India is playing a dominating role in fashion industry.

The students are not only given a technical guidance about the fashion industry and the concepts of fashion technology but also given opportunities to excel in related areas like export management and merchandising which makes students competitive in this changing environment and given them an opportunity to re skill themselves in the future.

1. Scope and Content

1.1 The Regulation and Policies documented here are applicable for all full-time Under Graduate Programme offered by MATS University, Raipur campus.

1.2 The user of this document is notified to go through the content scrupulously. There are certain Regulations and Policies, which would be applicable only for certain programme. As such the applicability of their Regulation and Policies must be understood in the content of the given Course Matrix and Syllabus of each programme.

1.3 The Regulation and Policies given here are in addition to the rules and regulation notified at the time of admission.

1.4 The authorities of university may modify, add, delete, expand or substantiate any part of the Regulation and Policies without the prior approval of the student.

2. Course Content

The programme shall be for duration of six semesters, spread out in three years. Each semester of the programme shall consist of either all or some of the following components:

- a. Core Subjects**
- b. Practical/Lab Subjects**
- c. Elective Course**
- d. Project Work**

2.1 Core Subjects

Core subjects comprises of subjects that form an integral part of the programme. These subjects provide a strong ground in basic disciplines of study.

2.2 Practical/Lab Subjects

These subjects are totally practical-based subjects. The learning of these subjects will be performed in laboratories/practical sites with equipments/resources. These subjects shall

support the practical implementation of the core/core-bracket subjects. The processes of evaluation of their subjects will depend on the nature of that individual subject.

2.3 Elective

These subjects meet disciplinary requirements. Students are advised to consult with their faculty advisor about the description of each elective subjects. Descriptions of each disciplinary requirement are included below.

2.4 Project work

The project work should be done for duration as specified by Faculty/Coordinator, in the area, related to the main subject of study or specialization. The project work shall give the student an insight to the situations existing in the field/market/industries. Etc.

3. Eligibility for Admission and Mode of Selection

3.1 The minimum qualification required to be eligible for admission is a pass in the HSC or 10+2 examination of a Board of a State Government, or a course recognized as equivalent thereto by the University, desirably with the relevant or related subjects as one of the subjects of study.

3.2 The method of selection for the course shall normally by means of a Personal interview. However, the admission might also by means of an entrance test.

4. Attendance and Examination

A student is eligible to appear for the term-end examinations, only if he/she has put in a minimum of 75% attendance in each subject individually.

5. Assessment and Examination

5.1 Assessment of Project Work

The project work will carry a total of 200 marks. Of this, 150 marks are for the study/report and 50 marks will be awarded for performance in the viva-voce examination.

5.2 Eligibility to Appear for the Term-End Exam

Students, who have put in a minimum of 75% attendance in each subject, shall be eligible to appear for the Term-end examination.

6. Maximum period for the complement of the Programme

The maximum period for the completion of the programme shall be five years from the date of joining the programme.

7. General Guidelines

7.1 Academic Integrity and Ethics

a. A students who has committed an act of academic dishonesty will be deemed to have failed to meet a basic requirement of satisfactory academic performance. Thus, academic dishonesty is not only a basic for disciplinary action but also is relevant to the evaluation of student's level of performance and progress.

b. Where there has been violation of the basic ethos and principles of academic integrity and ethics, the Director/Board of Examiners/Course coordinator may use their discretion in terms of disciplinary action to be taken.

c. Academic dishonesty includes, but is not necessarily limited, to the following:

- i. Cheating or knowingly assisting another student in committing an act of cheating;
- ii. Unauthorized possession of examination materials, destruction or hiding of relevant materials;
- iii. Act of plagiarism;
- iv. Unauthorized changing of marks or marking on examination records.

7.2 Attendance

a. Student are required to attend and participate in all scheduled class sessions, guest lecturer, workshops, outbound learning programs and club/ forum activities of both academic and non-academic nature.

b. Students may be dropped from the programs due to excessive and non-intimated absences.

c. Students must notify the program coordinator in writing, the reasons for absence, if any, from class sessions, activities and assessment components.

d. On notification of absences (including anticipated absences) , the Director/ Programmer coordinator would determine whether the absences could be rectified or whether it is possible to satisfactorily complete the subject with the number of identified absences.

7.3 General

a. The students are expected to spend a considerable amount of time in research, reading and practice.

b. All students are expected to develop and maintain a positive profession attitude and approach throughout the Programme and in conduct of all other activities.

c. Attendance alone is not sufficient. Students are expected to participate, to help the class learn and understand the topics under consideration.

d. Food and drinks are not permitted in the classroom / conference hall.

e. All students are expected to dress as per stipulated dress code.

7.4 Passing Criteria

- Semester/cumulative grade point average SGPA/CGPA.

- The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a students in all courses taken by a student and the sum of the number of credits of all the courses undergone by a student ,i.e.

$$SGPA (S_i) = \frac{\sum (C_i \times G_i)}{\sum C_i}$$

Where C_i is the number of credits of the i th course & G_i is the grade point scored by the student in the i th course.

- The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme i.e

$$CGPA (S_i) = \frac{\sum (C_i \times G_i)}{\sum C_i}$$

Where S_i is the SGPA of the i th semester & C_i is the total number of credits in that semester.

Program Outcome

PO-I: The Master in Fashion Design program describes fashion studies, design thinking and intensive studio-practice, fashion illustration and theme board, style concept with new trend of fashion mapping, visual research & knowledge about overall style. Students will COMPUTE THE knowledge of the complexity of the fashion system on all levels, grow a mature awareness of the various professions across its value chain, envision the future of the apparel industry & textile industry.

PO-II: Student will prepare & showcase their skills of designing and creativity through garment displays and exhibition.

PO-III: Students will develop a sense of Image making with aesthetics sensibilities through photographic analysis, reading forecast & capturing images for new trends. Interpretation of images in terms of programming, decoding & interpreting forecast for specific brands. Classifying ARRANGING and naming of new trends.

PO IV: It approaches to various concepts, material, software technology, craftsmanship, culture, business, apparel marketing, branding and advertising, e-commerce, promotion, consumption, cluster programs and innovation now tends to be creating unexplored areas that present immense scope for study and research.

PO-V: 'Master of Design' degree caters to this multi-disciplinary and dynamic nature of job profiles and build internship and team skills. The unique aptitude and ability of each student is appraised and assessed through specialized training and skill development during the course of two years.

PO-VI: Research Skills: Students will be able to identify topics and formulate questions for productive inquiry; they will identify appropriate methods and sources for research and evaluate critically the sources they find; and they will use their chosen sources effectively in their own writing, citing all sources appropriately.

PO-VII: The aim of the Master in fashion design is to grow mature professionals who can devise employment opportunities as: fashion designers, accessories designers, textile designers, trend researchers, product developer's business function and visual merchandisers, fashion choreographers, digital designers, fashion stylist, fashion journalist & successful entrepreneurs. Learn customer relationships and work professionally.

PO-VIII: Student will generate the wide knowledge about export marketing and document, media report, fashion media and fashion magazine.

PO-IX: Students will be able to draw fashion illustrations and their elements and principle of design. Students will gain enhanced knowledge in illustrational skills which will help them make effective portfolio, embroidery sketching skills & create innovative fabric texture.

PO-X: Student will analyze methods of IPR' using modern tools and technologies. Students will learn basic ethics, develop strategies, understand management skills, build partnership firms, entrepreneurship skills & its fundamental and development. Students will showcase their skill in the form of fashion shows and exhibitions.

VALUE ADDED COURSES OFFERED

S.NO	PROGRAMME NAME	SEMESTER	VALUE ADDED COURSE
1	M.Design	I	Online Google Tools
2	M.Design	II	Foreign Language
3	M.Design	III	Photography

Vision

The vision is to create a truly global awareness that provides growth, opportunities for students in the field of designing, as well as achieving the goal of becoming the leading Fashion University across India.

Mission

- To provide challenging, creative and effective career.
- Seek to provide unique learning experience.
- To make them designers and entrepreneur.
- Specially tailored program for those student who have an interest in designing related field.

MATS UNIVERSITY, Regulation, Scheme and syllabi **M. Design**

M.Design. (FD) I-Sem

TY PE	SN	SUBJECT NAME	SUBJECT CODE	CREDIT	HR/ WK	L/T	A / PR E	P/ PRO J	TERM END EXAM	INTERNAL MARKS	MIN. PASS MARKS	TOTAL MARKS
C O R R E	1.	Research Methodology & Ecommerce	MDES101	4	4	4			70	30	45	100
	2.	Fashion Marketing & Management	MDES102	4	4	4			70	30	45	100
L A B	1.	Digital Design	MDES103	4	8		1	7	70	30	45	100
	2.	Fashion Illustration and design	MDES104	4	8		1	7	70	30	45	100
	3.	Fashion Styling	MDES105	4	8		1	7	70	30	45	100
P R O	1.	Study of Tools & Techniques for Fashion Media Report & Viva-Voce	MDES 106	6	6	2		4	65 40	45	68	150
Total				26	38	10	3	25	455	195	293	650

MATS UNIVERSITY, Regulation, Scheme and syllabi M. Design

M.Design (FD) II-Sem

TY PE	SN	SUBJECT NAME	SUBJECT CODE	CREDI T	HR/ WK	L/T	A/ PRE	P/ PROJ	TERM END EXAM	INTERNAL MARKS	MIN. PASS MARKS	TOTAL MARKS
C O R R E	1	Intellectual Property Rights	MDES201	4	4	4			70	30	45	100
	2	Professional Practices	MDES202	4	4	3		1	70	30	45	100
E L E C T I V E	1	Innovative Fashion Report & Viva Voce	MDES203	4	4	1	3		50	30	45	100
	2	Costume Studies Report & Viva Voce	MDES204						20			
L A B	1	Conceptualized & Stylized Illustration	MDES205	4	8		1	7	70	30	45	100
P R O	1	Craft Studies & Cluster Design Practices - Report & Viva Voce	MDES206	6	6	1		5	65 40	45	68	150
	2	Basic & Functional Textile - Report & Viva Voce	MDES207	4	4	1		3	50 20	30	45	100
Total				26	30	10	4	16	455	195	293	650

MATS UNIVERSITY, Regulation, Scheme and syllabi **M. Design**

M.Design. FDT III-Sem

TY PE	SN	SUBJECT NAME	SUBJECT CODE	CRE DIT	HR/ WK	L/T	A/ PRE	P/ PROJ	TERM END EXAM	INTERNAL MARKS	MIN. PASS MARKS	TOTAL MARKS
C O R E	1.	Entrepreneurship & Business plan development	MDES30 1	4	4	4			70	30	45	100
	2.	Apparel Quality Analysis	MDES30 2	4	4	4			70	30	45	100
E L E C T I V E	1.	Craft Cluster Report & Viva Voce	MDES30 3	4	4	1	3		50	30	45	100
	2.	Design for Special Need Report & Viva Voce	MDES30 4						20			
P R O	1.	Trend Research & Forecasting Report & Viva Voce	MDES30 5	6	6	1		5	65 40	45	68	150
	2.	Industrial Internship Report & Viva Voce	MDES30 6	6	6	1		5	65 40	45	68	150
Total				24	24	11	3	10	490	210	316	600

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M.Design FDT IV-Sem

SN	SUBJECT NAME	SUBJECT CODE	CREDIT	HR/ WK	L/T	A/ PRE	P/ PROJ	TERM END EXAM	INTERNAL MARKS	MIN. PASS MARKS	TOTAL MARKS
1.	Final Dissertation Report & Viva Voce	MDES 401	24	6			34	200 150	250	270	600
Total			24	6			34	350	250	270	600

Course Title	Research Methodology & Ecommerce	Credits	4
Course Code	MDES 101		
Learning Level			PO
CO	Course Outline		
CO1	Demonstrate the ability to choose methods appropriate to research aims and objectives		P06
CO2	Understand the limitations of particular research methods		P06
CO3	Develop skills in qualitative and quantitative data analysis and presentation		P06
CO4	Develop advanced critical thinking skills		P06
CO5	Demonstrate enhanced writing skills		P06

Objective - This subject is designed to provide a clear know-how about various kinds of research, research methods and methodology to generate a research plan. It also includes role of IT in research.

Module 1

Meaning and Objective of Research: Type of Research Descriptive/Analytical Research, Applied v/s/ Fundamental Research, Qualitative/Quantitative Research, Other types of Research, Significance of research and scientific method.

Module 2

Research Process - Criteria of goods research, Identification research problem, Selection of problem, defining the research problem.

Module 3

Research Design - Meaning and purpose of research design, Features of a good research design, Different research designs, Measurement & scaling techniques.

Module 4

Sampling Design - Implication and steps involved in sample design, Criteria of selection of sample, Different types of samples, Collection of data - primary and secondary, Interpretation of data - Techniques of analysis and precautions in interpretation.

Module 5

Role of Computer in Research, Report Writing - Significance, Different Steps in report writing, Layout of report, Mechanics of writing a research reports, Precautions of writing research report, Introduction to multimedia- its components, Multimedia applications. Applications of IT in Fashion Technology, E-commerce

Reference Books

1. Hand Book on Methodology of Research - R.P.A. Devadas.
2. Introduction to research in education, Ary Hort Reinhart (1982)
3. Research in education, best J N, Prentice hall, Delhi (1979)

MATS UNIVERSITY, Regulation, Scheme and syllabi **M. Design**

Course Title	Principles of Fashion Marketing & Management	Credits	4
Course Code	MDES102		
Learning Level			PO
CO	Course Outline		
CO1	Describe the apparel market and environment		PO4
CO2	Relate merchandising and business function		PO7
CO3	Modify the store setup by using visual merchandising		PO7
CO4	Combine merchandising presentation and customer relationship		PO7
CO5	Collect export marketing and documentation		PO8

Objectives: To acquaint the students with business organization and to familiarize them with basic management processes and concepts.

Module 1

Basics of Management: Definition, nature, purpose and scope, role of management, Ethics and social responsibility of management. **Evolution of management thought,** Contribution made by Taylor, Gantt, Gilbreth, Fayol, Weber, Elton Mayo, Likert and McGregor, Peter F. Drucker, M.E. Porter.

Module 2

Planning: Types of plans, process of planning, Management by Objectives, Nature and purpose of strategies. **Decision-Making:** Importance and steps in Decision Making.

Organizing: Concept of organization, process of organizing, bases of departmentation, Authority & Power, Staffing-Directing- Delegation-authority, responsibility, accountability, Steps to make delegation effective. Decentralization-purpose and types of decentralization.

Module 3

Delivering and Promoting Product: Supply Chain Decisions: Nature, Types, Channel Design and Channel Management Decisions, Retailing, Wholesaling, Managing Logistics and Supply Chain. **Promotion Decisions:** Communication Process, Promotion Mix, Advertising, Sales Promotion, Public Relations, Direct Selling and Online Marketing.

Personal Selling: Personal Selling Process, Managing the Sales Force, Designing Quota & Territories, Evaluating Performance.

Module 4

Understanding Marketing and Consumers: Definition, Importance, Scope, Various Marketing Concepts, Marketing Mix, Marketing vs. Selling, Effect of Liberalization and Globalization, Creating Customer Value.

Analyzing Marketing Environment- Micro, Macro Corporate Strategic Planning: defining role marketing strategies, marketing planning process.

Marketing Information System: Concept and Components, Understanding Consumer Behavior, Factors Influencing Consumer Buying Behavior, Business Buying Process, Understanding Business Buyer Behavior.

Module 5

Emerging Trends in Marketing: Green Marketing, Event Marketing, Network Marketing, Direct Marketing, Social Marketing, Buzz Marketing/ Viral Marketing, Consumerism, **Customer Relationship Management (CRM)**, Customer Satisfaction, Loyalty, Retention, Global Marketing, Rural Marketing,

Reference Books

1. *Harold Koontz & Heinz Weihrich: Essentials of Management, Tata McGraw Hill*
2. *Stoner, Freeman, Gilbert Jr.: Management Prentice Hall India.*
3. *Heinz Weihrich & Harold Koontz: Management (A Global Perspective), Tata McGraw Hill.*
4. *Stephen Robbins & Coulter: Management Prentice Hall India.*

MATS UNIVERSITY, Regulation, Scheme and syllabi **M. Design**

Course Title	Digital Design	Credits	4
Course Code	MDES103		
Learning Level			PO
CO	Course Outline		
C01	To use software, develop designs and draw		PO4
C02	learn about software tools color theory, layout		PO4
C03	to create concepts and ideas and to even sell them using Branding and advertising		PO4

Objective - This subject provides an understanding of Graphic Design to achieve competence in Computer Graphics. It inculcates the ability to represent and create Digital designs using image editing and image processing.

Module 1

Introduction to tools of Coral Draw & Photoshop, Understanding Vector and Bitmap images & its Property.

Module 2

Logo designing, Fabric Rendering, stitching detail & Flat sketches.

Module 3

Layer merging, visiting card, Pamphlets & Menu card designing.

Module 4

Tech pack, Floats, T-shirts, Print designing & Texture development.

Module 5

Conceptualized digital designing project – Trend page, Magazine cover page.

Reference Books

1. "Logo Design Love" by David Airey
2. "Creative Stuff: An Activity Book for Visual Thinkers" by Dave Gouveia and Chris Elkerton

MATS UNIVERSITY, Regulation, Scheme and syllabi **M. Design**

Course Title	Fashion Illustration & Design	Credits	4
Course Code	MDES104		
Learning Level			PO
CO	Course Outline		
C01	Students will learn to draw fashion figures by understanding body proportions	PO1,PO9	
C02	They will be able to enhance their rendering skills using different color mediums.	PO1,PO9	
C03	They will learn to draw different clothing lines based on principal and elements of design	PO1,PO9	
C04	Students will learn to draw garment with embroidery & appliqué design techniques by understanding its effects.	PO1,PO9	
C05	They will create stylized figures and innovative fabric textures that enhance their capability as an illustrator and enable the students to present an effective portfolio by using their illustration skills	PO1,PO4,PO9	

Objective - The subject refines the students drawing and illustration skills with special emphasis on developing a signature style of sketching, provides understanding and exposure to design elements and visual communication of the same through illustration techniques.

Module 1

Introduction to basic fashion figures – female, male, kids.

Module 2

Detail in study in pencil and colour with light and shade of different types of folds, gathers and shape of fabric in dresses.

Module 3

Effect of principal and elements of design in dresses, creating various textures using different techniques and medium – Nets, Knits, Velvet, Lace, Denims, Fur, Corduroy

Module 4

Samples of Fancy embroidery stitches and appliqué work.

Module 5

Analyzing body shape and design of any celebrity and convert it into stylized fashion figures

Reference Books

- Fashion Drawing: The Basic Principles - Anne Allen and Seaman.
- Professional Fashion Illustrations - Julian Seaman.
- Encyclopaedia of Fashion Details - Patrik John Ireland
- Fashion and Colour - Mary Garth.

MATS UNIVERSITY, Regulation, Scheme and syllabi **M. Design**

Course Title	Fashion Styling	Credits	4
Course Code	MDES105		
Learning Level			PO
CO	Course Outline		
C01	Students will learn about fashion and new style techniques of different garments and will be able to introduce to today's fashion industry in a more creative way.		PO1
C02	Students will gain knowledge about national and international fashion styles		PO1,PO3,PO7
C03	Students will gain knowledge about costume, makeup, accessories and background and its impact on overall styling.		PO2,PO7
C04	Students get Skilled in hand art to express ideas on draping styling through mind mapping and visual research.		PO2,PO7
C05	Students are made capable to apply their knowledge in identifying the trends of fashion also they are made capable to showcase their collections and design work through digital media.		PO3,PO7

Objective - The course investigates the in-depth look at the dynamics of the image - making industry and thereby the many roles of the fashion stylist today. The integral focus is on the creation of a fashion image, for the runway, editorial fashion pages, advertising, catalogues or music promos, etc to inculcate understanding and projecting styling as an attitude, a fantasy, a way of living.

Module 1

Introduction subject, understanding need of styling fashion and media.

Module 2

Analyzing and study styling of famous Indian and international stylists

Module 3

Importance of costume, makeup, accessories and background and its impact in overall styling.

Module 4

Thematically understanding the concept of fashion and styling and implementing in live projects.

Module 5

Styling, image editing and presentation of project.

Reference Books

1. *Fashion Stylist: A How to Guide Paperback – April 20, 2012*, by ***Gillian Armour AICI CIP.***
2. *Style Wise: A Practical Guide to Becoming a Fashion Stylist* by ***Shannon Burns-Tran.***
3. *The Book of Styling: An Insider's Guide to Creating Your Own Look* By *Somer Flaherty*

MATS UNIVERSITY, Regulation, Scheme and syllabi **M. Design**

Course Title	Study of Tools & Techniques for Fashion Media Report & Viva-Voce	Credits	6
Course Code	MDES106		
Learning Level			PO
CO	Course Outline		
CO1	To understand the methods of writing media reports and articles		PO8
CO2	To able to understand work process in the field of fashion media		PO8
CO3	Understand issues of fashion media.		PO8
CO4	Understand the procedure of writing & publishing a Fashion Magazine		PO8

Objective - Fashion Media is one of the newest, most exciting avenues to open up in the fashion and lifestyle industry. With the multitude of domestic and international brands, companies and designers exploding into the Indian retail scenario, it has become essential for each of them to develop a unique brand identity and maximize its visibility. This is made possible by Fashion Communication professionals, who excel in extending the design strategy beyond the domain of the product, to include all aspects of communication design.

This subject should include following topics –

- Trend & Design Analysis
- Content Writing
- Fashion styling
- Fashion Photography.
- Graphic Design
- Consumer Behaviour etc.

MATS UNIVERSITY, Regulation, Scheme and syllabi **M. Design**

Course Title	Intellectual Property Rights	Credits	4
Course Code	MDES201		
Learning Level			PO
CO	Course Outline		
CO1	Distinguish and understand various forms of IPRs.		PO1
CO2	Identify criteria to fit one's own intellectual work in particular form of IPRs.		PO1,PO3,PO7
CO3	Apply statutory provisions to protect particular form of IPRs.		PO2,PO7
CO4	Develop skill of making search using modern tools and techniques.		PO2,PO7
CO5	Identify procedure to protect different forms of IPRs national and international level.		PO3,PO7

Objective - This subject imparts the basic understanding of Intellectual Property Rights (IPR) specifically as applied to the area of creative arts, fashion design and textile industry. The idea is to give an overall exposure to the students so that they not only learn how to protect their own rights but also learn how to respect others' rights.

Module 1

Introduction to Intellectual Property Rights, present market scenario & need of intellectual property rights, types of IPR.

Module 2

Copyright- Patent introduction to copyright & Patent, applicability& duration, difference between copyright and patent.

Module 3

Industrial design & Trademark, introduction, applicability& duration, difference between Industrial design & Trademark.

Module 4

Trade secret & Geographical Indication, introduction, applicability & duration, difference between Trade secret & Geographical Indication.

Module 5

Study of different brands, companies, industries and their IPR should contain Copyright, Patent, Industrial design, Trademark, Trade secret & Geographical Indication

Reference Books

1. Intellectual property the law of copyrights, patents and trademarks, By Schechter, Roger E. & Thomas, John R.
2. Intellectual Property Articles and Books: By Adam Daniel Moor, Department of Philosophy and Information School, University of Washington, 2001, 2004.
3. Correa, Carlosm M., Research handbook on the protection of intellectual property under WTO rules: intellectual property in the WTO.

MATS UNIVERSITY, Regulation, Scheme and syllabi M. Design

Course Title	Professional practices	Credits	4
Course Code	MDES202		
Learning Level			PO
CO	Course Outline		
C01	Understand issues of ethics and morality specifically related to the Fashion designing profession.		PO10
C02	Develop strategies for undertaking research and design for projects and select appropriate research methods on projects.		PO10
C03	Demonstrate an understanding of management skills.		PO10
C04	Student will learn about the own partnership firm and learn about how to start their own new business. Also, about the basic income tax laws.		PO10
C05	Identify and use appropriate sources of information when developing professional documents		PO10

Objective - This subject focuses on the basic principles of communication, ethics and etiquettes for the work place.

Module 1

Introduction to subject, Need of professionalism

Module 2

Manners, Importance of manners, Good & bad manners, what is etiquette- basic manners and etiquette, good & bad etiquette

Module 3

Ethics, Workplace Ethics & Behavior, self-esteem-high & low self-esteem

Module 4

Observational learning, negative and positive behaviours, Bandura's social cognitive learning theory- Attention, Retention/Memory, Initiation, Motivation

Module 5

Organizational Behaviour, individuals in organizations, work groups, how organizations behave

Reference Books

1. Publications of Handbook on Professional practice by IIA.
2. Roshan Namavati, Professional practice, Lakhani Book Depot, Mumbai 1984.
3. WTO and GATT guidelines.
4. Working Ethics: How to Be Fair in a Culturally Complex World by Richard Rowson Jessica Kingsley, 2006.
5. Ethics and Professionalism , John Kultgen, University of Pennsylvania Press, 1988.

MATS UNIVERSITY, *Regulation, Scheme and syllabi* **M. Design**

Course Title	Innovative Fashion - Report & Viva Voce	Credits	4
Course Code	MDES203		
Learning Level			PO
CO	Course Outline		
CO1	Students will be able to relate between innovative fashion, new trend -costume, society, and environment.		PO4
CO2	They get skilled in hand art to express ideas on sheets through mind mapping and visual research		PO1,PO9
CO3	Ability to create theme relevant boards which are essential in the design process		PO1
CO4	Students will learn about innovative fashion and new style, techniques of different garments and will be able to introduce it to today's fashion industry in a more creative way.		PO1,PO9
CO5	Students work will be best showcased, and they will get a chance to discuss and explain their work professionally.		PO3,PO10

Objective - *The Subject is developed to create closer links between design and industry, and to widen the horizon of design students, enabling them to make informed references to the dynamics of the design stake holders- to users, the market, new technology, economics, politics, law & the global environment.*

- Make a group of 3-4 students
- Study of innovative fashion
- Creating concepts for Designing
- According to the concept design any innovative garment
- Should include following design process:
 - ✓ Theme
 - ✓ Mood
 - ✓ Colour
 - ✓ Trend & research
 - ✓ Client
 - ✓ Illustration
 - ✓ Flat sketch
 - ✓ Fabric & swatch
 - ✓ Tech pack
 - ✓ Cost sheet
 - ✓ Photo shoot

Note: *students need to take approvals from subject faculty before as well all in all steps while creating their innovative dress.*

MATS UNIVERSITY, *Regulation, Scheme and syllabi* **M. Design**

Course Title	Costume Studies Report & Viva Voce	Credits	4
Course Code	MDES204		
Learning Level			PO
CO	Course Outline		
CO1	Students will learn the difference in the costumes of different art forms.		PO1
CO2	Develop an understanding about story, script, and character.		PO2
CO3	Students will understand the concept of costume designing and making in related to story		PO2
CO4	Students will be able to prepare different props, costumes, makeup for a particular concept/ script/ character.		PO1,PO7

Objective - *The subject aims to understand and appreciate aesthetics of Costumes and their meanings in living performing arts and ritualistic traditions.*

- ✓ Make a group of 3-4 students
- ✓ Study of different types of costumes all over the world
- ✓ Creating concepts for Designing
- ✓ According to the inspiration & concept design any garment
- ✓ Should include following design process:
 - Theme
 - Mood
 - Colour
 - Trend & research
 - Client
 - Illustration
 - Flat sketch
 - Fabric & swatch
 - Tech pack
 - Cost sheet
 - Photo shoot

Note: *students need to take approvals from subject faculty before as well all in all steps while creating their garments.*

MATS UNIVERSITY, Regulation, Scheme and syllabi **M. Design**

Course Title	Conceptualized & Stylized Illustration	Credits	4
Course Code	MDES205		
Learning Level			PO
CO	Course Outline		
CO1	Students will gain knowledge about national and international designer's design.		PO1,PO9
CO2	Students will learn to draw fashion figures by understanding body proportions		PO9
CO3	To enable the students to present an effective portfolio by using their conceptual illustration skills		PO1,PO9
CO4	They will create style figures for different categories		PO1,PO9
CO5	They will be able to draw different clothing lines based on selected/particular themes. Students will learn about fashion and new style techniques of different garments and will be able to introduce it to today's fashion industry in a more creative way.		PO1,PO9

Objective - The course aims to understand the application of Elements and Principles of design to fabric and apparel. It seeks to explore the implication of design elements towards aesthetic appeal to the fabric / garment & principles of design in understanding silhouette, drape, feel and visual impact.

Module 1

Study of illustration of best national and international designers/illustrators.

Module 2

Different body and their proportions-height-hairstyle-facial expressions.

Module 3

Conceptual illustrations –

- Avant garde
- Haute couture
- Traditional
- Formal & semiformal.

Module 4

Stylise illustration for different categories-

- Toddler
- kids(girl & boy)
- teenager

- Women
- Men

Module 5

Students have to choose and approve particular theme and create and illustrate a collection of 10 garments, should include following:

- Theme
- Mood
- colour story
- 10 stylize illustrations
- Including accessories
- Background details

Course Title	Craft Studies -Design & Practices Report & Viva Voce	Credits	6
Course Code	MDES206		
Learning Level			PO
CO	Course Outline		
CO1	Knowledge of craft and their variations.		PO2
CO2	Full knowledge of different types of crafts and their application.		PO2
CO3	Designing for Crafts with diverse utilities.		PO2
CO4	Communicate effectively in the field of Craft Industry.		PO2

Objective - The subject teaches the methodology of literature search & secondary data search for a diagnostic study in the context of the unorganized sector. The process of Collation & Presentation of the data in a documented format as well as the following stages of product ideation, design process and prototype development for subsequent design dissemination would be addressed.

- Introduction to subject, different national and local crafts.
- Identifying and analyzing craft cluster for studies.
- the project must have the following :
 - ✓ Objective
 - ✓ Location information
 - ✓ History of location and craft
 - ✓ Geographical location
 - ✓ Demography
 - ✓ Economical and social activities
 - ✓ Introduction of craft
 - ✓ Global market for the craft
 - ✓ Various crafts and their location
 - ✓ Crafts of state (Chhattisgarh)
 - ✓ Influence of craft in contemporary art/design
 - ✓ Methodology (for data collection) -interview/questioner /observation
 - ✓ Flowchart of craft making process with supporting photographs
 - ✓ Design directory of craft
 - ✓ Raw material and their sources
 - ✓ Stake holders
 - ✓ Result and discussion-Charts
 - ✓ Conclusions-strength & weakness

Course Title	Basic & Functional Textile - Report & Viva Voce	Credits	4
Course Code	MDES207		
Learning Level			PO
CO	Course Outline		
CO1	Student will learn about the current scenario of fashion and textile industry		PO3
CO2	Student will understand about corporate social responsibility in textile and apparel industry		PO3
CO3	Student will understand the process required in textile and apparel industry		PO3

Objective - The subject aims to orient the students in the field of functional /technical textiles and enable them to use the concepts in design research.

- Group work of 2-3 students in each group
- Studying Different textiles and their functionality.
- Identifying topic of study
- Report must include these following points:
 - ✓ Objective
 - ✓ About the textile
 - ✓ Functionality and specialty of textile
 - ✓ Uses in textile/fashion /medical /appeal industry
 - ✓ Scope of product development in future
 - ✓ Costing
 - ✓ Product/swatch development process with supporting photographs
 - ✓ Flowchart
 - ✓ Conclusions-strength & weakness

Course Title	Entrepreneurship & Business plan development	Credits	4
Course Code	MDES301		
Learning Level			PO
CO	Course Outline		
CO1	Student will explore entrepreneurial skills and management function of a company with special reference to sector.		PO10
CO2	Student will identify the type of entrepreneur and the steps involved in an entrepreneurial venture		PO10
CO3	understand various steps involved in starting a venture and to explore marketing methods & new trends in entrepreneurship		PO10
CO4	about Foundation of Entrepreneurship Development and its theories		PO10

Objective - The objective of the subject is to impart basic knowledge and skills in the areas of entrepreneurship and Small Business Management, preparing the students to set up their own enterprise.

Module 1

Introduction: why entrepreneurship, what motivates entrepreneurship – Meaning, importance, demand, characteristics of Entrepreneur, Principles.

Module 2

Education, innovation and entrepreneurship Fashion and apparel Entrepreneurship education, importance of Fashion and apparel design as Entrepreneurial Avenue, incubators for Fashion and apparel Entrepreneurial training

Module 3

Socio-cultural factors, Access to early stage finance Business environment for entrepreneurship, Role of Entrepreneurship in the Economy: Creating Value

Module 4

Entrepreneurship in India, The importance of government policies Entrepreneurship and the Banking Sector, risk management

Module 5

Workplace management responsibilities – Controlling costs –Labour scheduling, store maintenance – Reducing inventory shrinkage, **Store Design** – Layouts – signage and Graphics – Feature Areas – Space management – Visual Merchandising –Fixtures, Presentation techniques

Customer Service strategies – Service recovery –Listening to customers, providing a fair solution, Resolving problems quickly

Reference Books

- Retailing Management by Michael Levy, Barton A Weitz, Ajay Pandit
- The Business of Fashion designing, Manufacturing and Marketing by Leslie Davis Burns, Nancy O Bryant
- Inside fashion Business by Dickerson Kitty G.

Course Title	Apparel Quality Analysis	Credits	4
Course Code	MDES302		
Learning Level			PO
CO	Course Outline		
C01	To learn the importance of quality in various processes of the garment industry		PO2
C02	To determine the fabric testing of various material		PO4
C03	To understand the concept and importance of care labels		PO1,PO7
C04	To Judge the quality of fabrics		PO1

Objectives:

- To familiarize students with different apparel quality standards, their underlying principles and the international accepted standards and test methods.
- To familiarize students with the different testing equipments, their underlying principles and the international accepted standards, test methods and the language of measurement
- To develop understanding of the importance of quality control in Apparel field.

Module 1

- Introduction to quality standards, Levels and sources of quality standards, British standards and ISO standards, ISO 9000, ISO 1400, ASTM Standards, Total management system .

Module 2

- Eco-management of textile and apparel
- Global scenario
- Eco mark & environment friendly textiles
- Garment defects
- Cutting defects
- Sewing defects
- Assembly defects
- Pressing
- Finishing and packing defects

Module 3

- Eco specification & restrictions in apparel & textiles
- Dry cleaning using ozone depleting chemicals
- Azo dye stuffs
- Color fastness
- Brightness • Softening agents

Module 4

- Starting a quality control program
- Implementation of quality system in production line
- Product specification and analysis using analytical tools
- Quality management through inspection
- Testing and sewing quality tools

Module 5

- Quality costs and customer returns
- Inspection procedures
- AQL and quality control

References Books

1. *An introduction to quality control for the apparel industry* By Pradip V. Mehta, J.S.N. International, 1985
2. *Managing quality in the apparel industry* By Pradip V. Mehta, Satish K. Bhardwaj

Course Title	Craft Cluster Report & Viva Voce (Elective)	Credits	4
Course Code	MDES303		
Learning Level			PO
CO	Course Outline		
CO1	Student becomes familiar with intricate details and modification aspects of crafts		PO2
CO2	Capable to identifying new opportunities in craft, textile art and fashion design markets		PO2

Objective - *The subject aspires in realizing the need of looking at the craft sector as an important aspect of design practice and as a functional response to lifestyle needs.*

- Introduction to subject, different national and local crafts.
- Identifying and analyzing craft cluster for studies.
- the project must have the following :
 - ✓ Objective
 - ✓ Location information
 - ✓ History of location and craft
 - ✓ Geographical location
 - ✓ Demography
 - ✓ Economical and social activities
 - ✓ Introduction of craft
 - ✓ Global market for the craft
 - ✓ Various crafts and their location
 - ✓ Crafts of state (Chhattisgarh)
 - ✓ Influence of craft in contemporary art/design
 - ✓ Methodology (for data collection) -interview/questioner /observation
 - ✓ Flowchart of craft making process with supporting photographs
 - ✓ Design directory of craft
 - ✓ Raw material and their sources
 - ✓ Stake holders
 - ✓ Result and discussion-Charts
 - ✓ Conclusions-strength & weakness

MATS UNIVERSITY, Regulation, Scheme and syllabi **M. Design**

Course Title	Design for Special Need Report & Viva Voce (Elective)	Credits	4
Course Code	MDES304		
Learning Level			PO
CO	Course Outline		
CO1	Students will learn to relate between costume, society (special children) and environment.		PO1
CO2	Students will learn about fashion and new style techniques of different garments and will be introduced to today's fashion industry in a more creative way.		PO1
CO3	Students can perform independent research of small scale and apply them in garments (design project). And will get the chance to showcase their collection in exhibitions and fashion shows.		PO2,PO10
CO4	Students will explore designing of different textile material and techniques.		PO1
CO5	They will learn about different challenges and design different clothing based on it.		PO1

- Project report must be done by individual student
- Study of different types of costumes for different group of people like Maternal wear, Handicapped etc.
- Creating concepts for Designing
- According to the inspiration & concept design 3 or 4 garments
- Should include following design process:
 - ✓ Theme
 - ✓ Mood
 - ✓ Colour
 - ✓ Trend & research
 - ✓ Client
 - ✓ Illustration
 - ✓ Flat sketch
 - ✓ Fabric & swatch
 - ✓ Tech pack
 - ✓ Cost sheet
 - ✓ Photo shoot

Note: students need to take approvals from subject faculty before as well all in all steps while creating their garments.

MATS UNIVERSITY, *Regulation, Scheme and syllabi* **M. Design**

Course Title	Trend Research & Forecasting Report & Viva Voce	Credits	6
Course Code	MDES305		
Learning Level			PO
CO	Course Outline		
C01	Students will be able to relate between new trend -costume, society and environment.		PO1
C02	They will get Skilled in hand art to express ideas on sheets through mind mapping and visual research		PO1,PO9
C03	Students will learn about fashion and new style techniques of different garments		PO1,PO3
C04	Introduce them to today's fashion industry in a more creative way.		PO1
C05	Students can perform independent research of small scale and apply them in garments (design project). And get the chance to showcase their collection in exhibitions and fashion shows.		PO2,PO10
C06	Students will explore designing of different textile material and techniques		PO2

Objective - *To understand the concept of trend research that leads to forecasting and its utilization to make future plans and develop new product range*

- Project report must be done by individual student
- Study of different types of trends and analyzing forecast and understanding market & consumer demand.
- Understand different season & work according to those forecasts.
- According to the trend & forecast, design 3 or 4 garments including accessories.
- Should include following design process:
 - ✓ Theme
 - ✓ Mood
 - ✓ Colour
 - ✓ Trend & research
 - ✓ Client
 - ✓ Illustration
 - ✓ Flat sketch
 - ✓ Fabric & swatch
 - ✓ Tech pack
 - ✓ Cost sheet
 - ✓ Photo shoot

Note: *students need to take approvals from subject faculty before as well all in all steps while creating their garments.*

MATS UNIVERSITY, Regulation, Scheme and syllabi M. Design

Course Title	Industrial Internship Report & Viva Voce	Credits	6
Course Code	MDES306		
Learning Level			PO
CO	Course Outline		
C01	Describe use of advanced tools and techniques encountered during industrial training and visit.		P05
C02	Participate in the projects in industries during his or her industrial training.		P05
C03	Interact with industrial personnel and follow engineering practices and discipline prescribed in industry.		P05
C04	Develop awareness about general workplace behavior and build interpersonal and team skills.		P05
C05	Prepare professional work reports and presentations.		P010

Students will have to conduct market survey in different sectors of fashion sectors and garment industries with reference to the current trends and styles in fashion and forecast the future trends and styles during the semester and asked to submit and present a report which will be evaluated by a team consisting internal and external experts.

MATS UNIVERSITY, Regulation, Scheme and syllabi M. Design

Course Title	Final Dissertation Report & Viva Voce	Credits	24
Course Code	MDES 401		
Learning Level			PO
CO	Course Outline		
C01	Plan, and engage in, an independent and sustained critical investigation and evaluation of a chosen research topic relevant to Fashion environment and society		PO6
C02	Systematically identify relevant theory and concepts, relate these to appropriate methodologies and evidence, apply appropriate techniques and draw appropriate conclusions		PO6
C03	Understand and apply ethical standards of conduct in the collection and evaluation of data and other resources		PO6
C04	Communicate research concepts and contexts clearly and effectively both in writing and oral		PO6
C05	Will be able to design a costume according to the research done		PO6

The module aims to apply the knowledge and skill acquired during the course work in an identified area in a real life context. It may be culmination of students' personal ideas and investigation towards the realization of an original body of work.