MASTERS IN FASHION DESIGN

MATS UNIVERSITY

PROGRAME CODE

0502MD

M. DESIGN

REGULATIONS AND POLICIES

MATS Regulations and Policies

MATS University

PROGRAME CODE 0502MD

Masters

In

Fashion Designing

REGULATIONS,

SCHEMES OF STUDY AND SYLLABI

Effective from the academic year 2022

MATS Regulations and Policies

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 buy 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.

$$SGPA\ (Si) = \sum(Ci\ X\ Gi)/\ \sum C1$$

Where Ci is the number of credits of the ith course & Gi is the grade point scored by the student in the ith course.

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

$$CGPA\ (Si)=\sum(\ Ci\ X\ Gi)\ /\sum Ci$$

Where Si is the SGPA of the ith semester & Ci is the total number of credits in that semester.
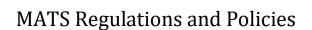
VISION

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.

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

**M.Design. (FD) I-Sem**
TYPE	SN	SUBJECT NAME	SUBJECT CODE	CREDIT	HR/ WK	L/T	A / PRE	P/ PROJ	TERM END EXAM	INTERNAL MARKS	MIN. PASS MARKS	TOTAL MARKS
C O 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	34	13	2	19	455	195	293	650

M.Design (FD) II-Sem											
TYPE	SN	SUBJECT NAME	SUBJECT CODE	CREDIT	HR/WK	L/T	A/PRE	P/PROJ	TERM END EXAM	INTERNAL MARKS	MIN. PASS MARKS	TOTAL MARKS
CORE	1.	**Intellectual Property Rights**	MDES201	4	4	4			70	30	45	100
	2.	**Professional Practices**	MDES202	4	4	3		1	70	30	45	100
ELECTIVE	1.	**Innovative Fashion Report & Viva Voce**	MDES203	4	4	1	3		50 20	30	45	100
	2.	**Costume Studies Report & Viva Voce**	MDES204	4	4	1	3		50 20	30	45	100
LAB	1.	**Conceptualized & Stylized Illustration**	MDES205	4	8		1	7	70	30	45	100
PRO	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**	**11**	**4**	**15**	**455**	**195**	**293**	**650**

Value Addition: Foreign Language

**M.Design. FDT III-Sem**												
TY PE	SN	SUBJECT NAME	SUBJECT CODE	CREDIT	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**	MDES301	4	4	4			70	30	45	100
	2.	**Apparel Quality Analysis**	MDES302	4	4	4			70	30	45	100
E L E C T I V E	1.	**Craft Cluster Report & Viva Voce**	MDES303	4	4	1	3		50 20	30	45	100
	2.	**Design for Special Need Report & Viva Voce**	MDES304	4	4	1	3		50 20	30	45	100
P R O	1.	**Trend Research & Forecasting Report & Viva Voce**	MDES305	6	6	1		5	65 40	45	68	150
	2.	**Industrial Internship Report & Viva Voce**	MDES306	6	6	1		5	65 40	45	68	150
**Total**				**24**	**24**	**11**	**3**	**10**	**420**	**180**	**271**	**600**

Value addition: Fashion Photography

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

MDES 101

MATS Regulations and Policies

Research Methodology & Ecommerce

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 -

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

MDES102

Principles of Fashion Marketing & Management

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 –

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

MDES 103

MATS Regulations and Policies

Digital Design

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 –

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

MDES 104

Fashion Illustration & Design

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 figure.

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.

MDES 105

MATS Regulations and Policies

Fashion Styling

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 –

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

MDES 106

MATS Regulations and Policies

Study of Tools & Techniques for Fashion Media Report & Viva-Voce

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.

MDES 201

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Intellectual Property Rights

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 –

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

MDES 202

Professional practices

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 –

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

Innovative Fashion - Report & Viva Voce

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.*

MDES 204

Costume Studies Report & Viva Voce

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.*

MDES 205

Conceptualized & Stylized Illustration

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
- Houte 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

MDES 206

Craft Studies -Design & Practices Report & Viva Voce

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.
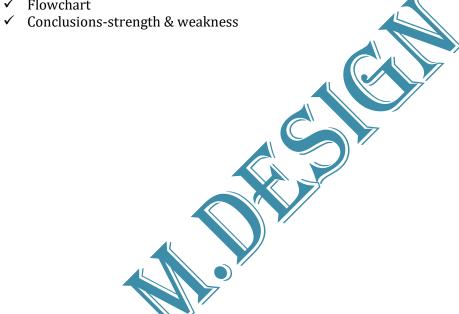
- Introduction to subject, different national and local crafts.
- Identifying and analyzing craft cluster for studies.
- the project must have the following :
    - ✓ Objective
    - ✓ Location information
    - ✓ History of location and craft
    - ✓ Geographical location
    - ✓ Demography
    - ✓ 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

MDES 207

Basic & Functional Textile - Report & Viva Voce

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

MDES 301

Entrepreneurship & Business plan development

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.

MDES 302

Apparel Quality Analysis

Objectives:
- To familiarize students with different apparel quality standards, their underlying principles and the international accepted standards and test methods.

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- 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,ASTN 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
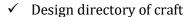
References Books -

• *An introduction to quality control for the apparel industry By Pradip V. Mehta, J.S.N. International, 1985*

• *Managing quality in the apparel industry By Pradip V. Mehta, Satish K. Bhardwaj*

• *Apparel Manufacturing: Sewn Product Analysis, 4/E By Glock Ruth E., Glock*

• *Principles of Textile Testing – J.E.Booth, Newness Butterworth, London*

• *Textile Testing and Analysis – Billie J. Collier and Helen E. Epps, Prentice Hall, New Jersey*

• *Textile Testing – John H. Skinkle, Brooklyn, New York*

• *Handbook of Textile Testing and Quality Control – Groover and Hamby*

MDES 303

Craft Cluster Report & Viva Voce (Elective)

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.

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- 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

MDES 304

Design for Special Need Report & Viva Voce (Elective)

- Project report must be done by individual student

MATS Regulations and Policies

- 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.*

MDES 305

Trend Research & Forecasting Report & Viva Voce

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

MATS Regulations and Policies

- 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.*

MDES 306

Industrial Internship Report & Viva Voce

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.

MDES 401

Final Dissertation Report & Viva Voce

MATS Regulations and Policies

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.