

Pune District Education Association's
Baburaoji Gholap College
Sangvi, Pune 411 027 (Maharashtra).

Master of Vocation (M.Voc.)
In

Fashion Technology
(Semester I to IV)

Submitted to

University Grant Commission
Bahadur Shah Zafar Marg,
New Delhi - 110002.

Pune District Education Association's
Baburaoji Gholap College, Sangvi, Pune 411 027 (Maharashtra).

Structure of M.Voc. Syllabus

Master of Vocation in Fashion Technology

Year - I			Semester - I
Course	Course type	Course Name	No. of Credits
MV 101	Theory	Entrepreneurship Management	4
MV 102	Theory	Apparel Industry	4
MV 103	Theory	Fashion Marketing & Merchandising	4
MV 104	Practical	Elective-I 1. Fabric Manipulation Techniques 2. Textile Design Process 3. Fashion Draping	6
MV 105	Practical	Computer Aided Designing	6
MV 106	Practical	Craft Documentation Project	6
Total number of credits			30

Year - I			Semester -
Course	Course type	Course Name	No. of
MV 201	Theory	Fashion in Home Textiles	4
MV 202	Theory	Apparel Manufacturing Technology	4
MV 203	Theory	Import Export Management	4
MV 204	Practical	Elective-II 1.Fashion Styling 2. Design Management 3.Transformational Reconstruction	6
MV 205	Practical	Fashion Forecasting	6
MV 206	Practical	Indian Art application	6
Total number of credits			30

Year - II			Semester - III
Course Code	Course type	Course Name	No. of Credits
MV 301	Theory	Smart Textiles & Functional Clothing	4

MV 302	Theory	IPR in Fashion & Apparel	4
MV 303	Theory	Research Methodology	4
MV 304	Practical	Elective-III 1. Fashion Photography 2. Current Trends in CAD CA 3. Fashion Journalism	6
MV 305	Practical	Design For Special Needs	6
MV 306	Practical	In-plant Training	6
Total number of credits			30

Year - II			Semester - IV
Course Code	Course type	Course Name	No. of Credits
MV 401	Theory	Major Research Project	10
MV 402	Practical	Design Collection & Portfolio Presentation	20
Total number of credits			30

M.Voc. in Fashion Technology			
Course Name	Entrepreneurship Management		
Course Code	MV 101		
Class	F.Y.M.Voc.	Semester	I
No. of Credits	04	Contact Hours	60
Aim			
<ul style="list-style-type: none"> To Develop the Knowledge about Basic Entrepreneurship Management. 			
Objectives			
<ul style="list-style-type: none"> To promote entrepreneurship amongst the students. To analyze the environment related to small scale industry and business. To understand the process and procedures of setting up small enterprises. To develop management skills for entrepreneurship development. 			
Course Outcomes			
<ul style="list-style-type: none"> Student will learn and improve their Entrepreneurship skill. 			
Unit	Topics	Credit	Lectures
Unit I	Introduction to Entrepreneurship: Definition, Characteristics, employment promotion	1/2	10
Unit II	Business environment for the entrepreneur: Government of India's policy towards promotion of entrepreneurship, reservations and sanctions for small scale sector.	1/2	10

Unit III	Agencies for development of entrepreneurship: Role of SSI, procedures and formalities for setting up SSI, role of MIDC in industrial development, Role of NSIC- supply of machinery and equipment on hire purchase, voluntary organization, Bank loan.	1/2	10
Unit IV	Personal Effectiveness: Factors affecting entrepreneur's role, effective communication skills, achievement motivation, goal orientation, psychological barriers of self employment, creativity, assertiveness, quick response.	1/2	10
Unit V	Technical Communication: Importance of Business Communication, Principles, Procedure, Formulation of Project Proposal, budget estimate, and feasibility of report	1/2	10
Unit VI	Establishing an Enterprise: Problems, Information, Source/Schemes of assistance etc. Management Techniques: Planning, Organising, Appointing Staffs, Executing, Controlling and Review, Financial Management, Working Capital, Bank Funding, Calculating Risks, Personal Management, Product Management, Purchase techniques, Costing, Marketing Management, Sales Promotion, Labour law application.	1/2	10

References:

1. SKG Sundaram (2016), Entrepreneurship: A Handbook for Beginners, SNDT Women's University, Mumbai.
2. Kanitkar A.(1995), Entrepreneurs and Micro enterprises in Rural India, New Age International, New Delhi.
3. K.Sadgrove (1997), The Complete Guide to Business Risk Management, Jaice Publishing House, Mumbai.
4. W. Harrel, (2004), For Entrepreneurs Only.

M.Voc. in Fashion Technology			
Course Name	Apparel Industry		
Course Code	MV 102		
Class	F.Y. M.Voc.	Semester	I
No. of Credits	04	Contact Hours	60
Aim <ul style="list-style-type: none"> To promote an understanding of Fashion and Apparel Design in relation to the needs of fashion, contractual furnishings, home Apparel, and the business to business Apparel products. 			
Objectives <ul style="list-style-type: none"> To develop awareness about the working of apparel industry 			

<ul style="list-style-type: none"> To impart technical knowledge about various departments of apparel industry 			
Course Outcomes <ul style="list-style-type: none"> Students will be able to identify, analyze, and apply trends in the Apparel industry. 			
Unit	Topics	Credit	Lectures
Unit I	Introduction to Apparel industry: Classification as per the size, labor etc. Cutting: Importance of cutting, requirements of cutting, production processes in cutting room, planning, spreading, cutting, preparation for sewing.	1	15
Unit II	Fusing: Purpose of fusing, the process of fusing, requirement of fusing as per fabric, fusing machinery for garment parts, methods of fusing and quality control in fusing. Sewing: Classification of stitches & seams, seam defects and stitching defects, feed systems, sewing threads, sewing needles, machinery and equipments.	1	15
Unit III	Pressing & Finishing: Object, classifications, means, components, machinery and equipments, garment finishing and inspection, Quality Standards of some giant retailers, TUV, SGS and ASTM testing standards. Production technology: Manual systems, make through systems, straight line systems, modular	1	15
Unit IV	Ware housing: Handling equipments, storage equipments, packing equipments. Application of CAD/CAM in garment manufacturing	1	15
References: <ol style="list-style-type: none"> Garment technology for fashion designers by Gerry Cooklin. Introduction to clothing manufacturing by Gerry Cooklin. Clothing construction and wardrobe planning by Dora S. Lewin, Mabel Goode Bowers, Manetta Knttunen- The Macmillan Co New York Garment technology by Dr. V. Subramanian – winter school booklets 1990 BIS publications 1989. The Technology of clothing manufacture, Carr & Latham, Blackwell Publications, 2000. 			

M.Voc. in Fashion Technology			
Course Name	Fashion Marketing & Merchandising		
Course Code	MV 103		
Class	F.Y. M.Voc.	Semester	I

No. of Credits	04	Contact Hours	60
Aim <ul style="list-style-type: none"> Fashion Marketing & merchandisers stay acutely aware of past and present fashion trends to project what consumers will want in the future. 			
Objectives <ul style="list-style-type: none"> To impart knowledge regarding the marketing environment and prevalent merchandising practices. To guide the process of product development towards the market needs. 			
Course Outcomes <ul style="list-style-type: none"> Students will be able to analyze and use Fashion Marketing & Merchandising use effectively in their design process. 			
Unit	Topics	Credit	Lectures
Unit I	<ul style="list-style-type: none"> Dynamics of Fashion: Fashion Terminology, factors influencing fashion, Origins of fashion, the producers of fashion, profile of the fashion industry. Marketing and Merchandising: Core Concepts, Marketing Mix and marketing environment, Marketing and merchandising environment of India 	1	15
Unit II	<ul style="list-style-type: none"> Market Segmentation, Targeting and Positioning (STP) : Concepts and methods of market segmentation, needs for positioning, positioning through various means, formulation of positioning maps Product in relation to fashion: Classification of fashion, Product life cycle, the process of product development, the making of a brand, branding strategies, Brand management and brand image building. 	1	15
Unit III	<ul style="list-style-type: none"> Promotion and Distribution: Role of promotion, methods of promotion, Advertising, Sales promotion, Personal Selling: Designing and management of different methods of promotion, and their employment in relation to cost effectiveness and product life cycle, different channels of distribution: selection and management, designing and management of retail outlet. 	1	15
Unit IV	<ul style="list-style-type: none"> Pricing: Principles and methods of pricing, Pricing in relation to product type, product life cycle, distribution outlet etc. Domestic v/s Export market: Principles of marketing and merchandising for the export market 	1	15
References:			

1. Stone(2012), Sample Fashion Merchandising, McGraw Hill.
2. Kotler P. (2016), Marketing Management
3. Frings(2016). *Fashion from Concept to Consumer* Prentice Hall.
4. Sen Gupta, Brand Positioning, Tata McGraw Hill.
5. O'Leary Peter, Consumer Behaviour and Marketing strategy, 5th Edition, McGraw Hill.

M.Voc. in Fashion Technology			
Course Name	Elective-I A.(Fabric Manipulation Techniques)		
Course Code	MV 104A		
Class	F.Y. M.Voc.	Semester	I
No. of Credits	06	Contact Hours	90
Aim <ul style="list-style-type: none"> • Student can understand different Fabric Manipulation techniques to understand stitching to gather fabric, creating areas of tension and release in a sculptural effect. 			
Objectives <ul style="list-style-type: none"> • To develop awareness and appreciation of structural art & aesthetics in Garments • To impart creative and technical skills for designing garments through manipulating fabric with special emphasis on structural design 			
Course Outcomes <ul style="list-style-type: none"> • Students will be able to develop a library of fashion manipulation techniques. 			
Unit	Topics	Credit	Lectures
Unit I	1. Controlled Crushing <ul style="list-style-type: none"> • Gathering: Single Edge gathering, Opposite Edge 	1	15
Unit II	2. Supplementary Fullness <ul style="list-style-type: none"> • Ruffles: Single and Double edged gathered ruffles 	1	15
Unit III	3. Systematic Folding <ul style="list-style-type: none"> • Pleating: Flat Pleats, Partial Pleats, Projecting Pleats, Accordion Pleats, Wrinkled Pleating, Double Controlled Pleating • Smocking: English Smocking, Direct Smocking, North American smocking, Italian Smocking • Tucking: Standard Tucks, Curved Tucks, Shell Tucks, Contoured Tucks, Slashed Tucks, Cross Stitched Tucks, Cross- Tacked Tucks, Partially Seamed Tucks, Seamless Tucks, Pattern Tucking. 	1	15

Unit IV	4. Filled Relieves: <ul style="list-style-type: none"> • Cording: Hand sewn corded quilting, Machine sewn corded Quilting, Surface Cording • Quilting: Hand Quilting, Machine Quilting • Stuffing: Stuffed Quilting, Stuffed Appliqué, Elevated Appliqué 	1	15
Unit V	<ul style="list-style-type: none"> • Structured Surfaces: Structuring the surfaces using single and double pointed darts 	1	15
Unit VI	Creating functional aesthetic articles using all the above techniques	1	15
References: <ol style="list-style-type: none"> 1. The art of Manipulating fabric, Colette Wolff 2. Andrew Ann, Smocking, London Merchurs Press 3. The art of Sewing: Time life books, Newyork 4. The complete guide to needle work techniques and Materials, Mary Gostelow, Quill Publishing Ltd; London 			

M.Voc. in Fashion Technology			
Course Name	Elective-I B.(Textile Design Process)		
Course Code	MV 104B		
Class	F.Y. M.Voc.	Semester	I
No. of Credits	06	Contact Hours	90
Aim <ul style="list-style-type: none"> • Textile design is the process of creating textiles and the patterns on them for knitted, woven, and printed fabrics. 			
Objectives <ul style="list-style-type: none"> • To develop awareness and appreciation of art & aesthetics in Textiles • To impart creative and technical skills for designing textiles with special emphasis on structural design 			
Course Outcomes <ul style="list-style-type: none"> • Students will be able to develop a library of Textile Design process through surface ornamentation techniques. 			
Unit	Topics	Credit	Lectures
Unit I	Design Analysis: <ul style="list-style-type: none"> • Structural and applied design variation in fibre, yarn and fabric construction, embroidery, dyeing, printing and finishes • Gathering, All-Sides Gathering • Shirring: Pattern Shirring 	1	15

Unit II	Process of Designing: <ul style="list-style-type: none"> Developing textile motives inspired by: Nature, Religion, Mythology, Arts & Crafts, Architecture applying elements and principles of design Motif Development: Geometrical, Simplified, Naturalized, Stylized, Abstract and Ornamental Big and Small Motives: Enlargement and Reduction, Growth of a motif <ul style="list-style-type: none"> Colour consideration: Colour harmonies and Colour ways Flounces: Circular Flounce, Controlled Flounce Gadgets 	1	15
Unit III	Creation of Patterns and Designs: <ul style="list-style-type: none"> Combining Motives: Big & Small and from different sources Placements and repeats for all over patterns 	1	15
Unit IV	Design Creation: <ul style="list-style-type: none"> Creating designs for 6-8 different fabrics through variation in fibre, yarn and fabric construction techniques. Each design would have 3-4 colour ways 	1	15
Unit V	<ul style="list-style-type: none"> Portfolio Development 	2	30

References:

1. Leonard G. Rubin (1976), *The World of Fashion*, Canfield Press, San Francisco.
2. Thames & Hudson (1994), *Fashion Illustration Today*, Thames & Hudson Ltd. London.
3. Quin, Bradley (2016). *Textile Designer at the Cutting Edge*, McGraw Hill.
4. A. Briggs-Goode and Townsend (2008). *Textile Design- Principles, advances and applications*, Woodhead Publishers
5. Prakash. (2013). *Ethnic Indian Textile Designs* Deluxe Packaging.

M.Voc. in Fashion Technology			
Course Name	Elective-I C.(Fashion Draping)		
Course Code	MV 104C		
Class	F.Y. M.Voc.	Semester	I
No. of Credits	06	Contact Hours	90
Aim <ul style="list-style-type: none"> Draping for fashion design is the process of positioning and pinning fabric on a dress 			

form to develop the structure of a garment design			
Objectives <ul style="list-style-type: none"> To develop skills and hands on fashion fabrics and draping art To impart creative design ideas with seamless and semi stitched garments 			
Course Outcomes <ul style="list-style-type: none"> Student can created garments by working directly on a mannequin using techniques often referred to as “draping” or “moulage”. 			
Unit	Topics	Credit	Lectures
Unit I	Draping and stitching One- Piece Cowl Sheath	1/2	10
Unit II	Draping and stitching Creative designer top with any of the structural detail	1/2	10
Unit III	Draping and stitching Creative designer top developed by dart manipulation through draping	1	10
Unit IV	Draping and stitching designer Skirt	1	15
Unit V	Draping and stitching Designer One Piece Maxi	1	15
Unit VI	Practicing Draping for Multi style seamless or semi stitched garment	1	15
Unit VII	Practicing Garment styling through instant Draping techniques	1	15
References: <ol style="list-style-type: none"> Connie Amaden-Crawford, (2012), <i>The Art of Fashion Draping</i>, Bloomsbury Academy Antonio Donnanno, (2017), <i>Fashion Pattern Making Techniques</i>, Promopress Helen Joseph- Armstrong, (2013), <i>Draping for Apparel Design</i> Hilde Jaffe, Nurie Relis, (2005), <i>Draping for Fashion Design</i>, Prearson, Prentice Hall Connie Amaden Crawford, <i>The Art of Fashion and Design</i>, Fairchild Publications Abling, Bina and Maggio, Kathleen, <i>Integrating Draping, Drafting and Drawing</i>, Fairchild Books, Inc. 			

M.Voc. in Fashion Technology			
Course Name	Computer Aided Designing		
Course Code	MV 105		
Class	F.Y. M.Voc.	Semester	I
No. of Credits	06	Contact Hours	90
Aim <ul style="list-style-type: none"> To develop the hands on skills for using computerized tools for designing 			
Objectives <ul style="list-style-type: none"> To apply the learned designing skills in CAD To apply the learned Patterning skills in CAD 			
Course Outcomes <ul style="list-style-type: none"> To be able to understand and increase the marker efficiency after practicing layout in software. 			
Unit	Topics	Credit	Lectures
Unit I	Practice on tools & software library for illustration, and pattern development/ marking in any of the CAD software.	1	15
Unit II	To design Women's One-piece garment on Croqui using any of the CAD software.	1	15
Unit III	To design Men's Party wear garment on Croqui using any of the CAD software.	2	30
Unit IV	To develop a textile print repeat and based on that repeat develop sari border / bed sheet / curtain print using any of the CAD software.	2	30
References: <ol style="list-style-type: none"> Coral Draw User guide Photoshop User guide Gerber User Manual Tuka Tech User Manual Reach CAD User Manual Rich Peace User Manual. 			

M.Voc. in Fashion Technology			
Course Name	Craft Documentation Project		
Course Code	MV 106		
Class	F.Y. M.Voc.	Semester	I
No. of Credits	06	Contact Hours	90
Aim <ul style="list-style-type: none"> To develop skill in Craft Documentation & various types art form and use them effectively in their Documentation and designing the garments along with the significance. 			
Objectives <ul style="list-style-type: none"> The student is given an opportune environment, which is conducive to interact and live among the traditional Indian craftsmen, to understand and document their craft. 			
Course Outcomes <ul style="list-style-type: none"> student has to design a line of contemporary fashion taking inspiration from these crafts 			
Unit	Topics	Credit	Lectures
Unit I	Identification of Craft for Project research and documentation	1	15
Unit II	To understand the importance and concept of Traditional Craft and how it binds our culture.	1	15
Unit III	Identification of research topics within the craft.	1	15
Unit IV	Formation of groups among the students depending on their interest on the specific crafts.	1	15
Unit V	Research on favorable locations where students can travel to learn the craft.	1	15

Unit VI	Create database of local representatives for the craft with the persons photograph and contact details.	1	15
References: Refer e-book for this subject i.e. 1. https://www.slideshare.net/DharmendraKumar344/craft-cluster-study-material 2. https://www.behance.net/gallery/77747989/Craft-Documentation 3. https://www.behance.net/gallery/58590367/Craft-Documentation-Phulkari-(USTTAD-project) 4. https://issuu.com/ishapimpalkhare/docs/craft_documentation_issuu 5. http://ncert.nic.in/textbook/pdf/mehc1ps.pdf			
M.Voc. in Fashion Technology			
Course Name	Fashion in Home Textiles		
Course Code	MV201		
Class	F.Y. M.Voc.	Semester	2
No. of Credits	04	Contact Hours	60
Aim <ul style="list-style-type: none"> To know the importance of home textiles in fashion perspective. 			
Objectives <ul style="list-style-type: none"> To impart knowledge about various types of home furnishings and their end uses. To be able to understand the factors involved in care & handling of home textiles To get the knowledge about various textile materials and methods involved in home furnishing construction 			
Course Outcomes <ul style="list-style-type: none"> To get the idea of difference between apparel and home furnishing industry and their work process. To update self with latest advancements in materials and methods of construction 			
Unit	Topics	Credit	Lectures

Unit I	Introduction: <ul style="list-style-type: none"> Meaning, Definition to Home Textiles, Classification, Scope in fashion, Home textiles as apparels and made-ups, Definition, different types & variations of home textiles – Woven and Non-woven, factors affecting selection of home textiles. 	1/2	15
Unit II	Categories of Home Textiles: Types of weaves used, weight of the fabric, drapability, functionality, finishes applied & performance factor required for: Kitchen Textiles: Pot holders, Aprons, Dish cloth, Hand towels, Fridge cover, Fridge Handle covers, Mixi cover, Grinder covers etc. Window Textiles: Sun filters (Sheers and Nets), Semi-sheers, Reflective Textiles, Curtain fabrics & Drapes, Blinds Table Textiles: Woven & Non-woven types Towels: Bath Robes, Beech Towels, Kitchen	1	10
Unit III	Care of Home Textiles: Source and softness of water used, methods of softening water, types of soaps and detergents to be used, methods of washing, kneading and squeezing, suction washing, Use of washing Machine. Identification of stain, general procedure for stain removal, Bleaches for stain removal, optical brighteners and blues. Vacuum cleaning of Rugs and carpets, Washing of curtains, draperies, bed linens and kitchen linen. Drying and pressing. Care labeling.	1	10

Unit IV	Textile material used in Home furnishings: Yarns & Fibers, Weaves, Plain, Printed, Jacquard, Dobby, Velour, Types of velvets, Piles, nonwovens and other materials	1/2	10
References: <ul style="list-style-type: none"> Textile Design: The Complete Guide to Printed Textiles for Apparel and Home Furnishings <i>Author: Carol Joyce</i> Textiles <i>Author – Bobbie Sumberg</i> Printed Textile Design <i>Author: Amanda Briggs Good</i> Woven Textile Design <i>Author : Jan Shenton</i> 			

M.Voc. in Fashion Technology			
Course Name	Apparel Testing & Quality Control systems		
Course Code	MV 202		
Class	F.Y. M.Voc.	Semester	2
No. of Credits	04	Contact Hours	60
Aim <ul style="list-style-type: none"> To get the idea of effect of quality on cost, to link it in the business perspective. 			
Objectives <ul style="list-style-type: none"> To impart knowledge about fabric defects and methods of detecting defects. To be able to understand the factors involved in quality of apparels and accessories To get the knowledge about quality monitoring during construction process. 			
Course Outcomes <ul style="list-style-type: none"> To know the importance of Quality in business perspective, to be familiar with various quality concepts used in apparel industry. 			
Unit	Topics	Credit	Lectures

Unit I	Introduction to Quality Concepts: Definition and Concept of Quality, Importance of Quality products, Quality Control & Quality Assurance Evolution of quality concepts: SQC, TQC, TQM, ISO 9000, Japanese Participative management system, Kaizen, SMED, 5 S system, Six Sigma.	1	15
Unit II	Quality inspection of fabrics: Different types of defects in fabrics - Minor and Major defects, their remedies. Inspection of defects: 4 point and 10 point systems. Assessment of fabric quality for apparels - KAWABATA & FAST techniques. Dimensional properties of apparel fabrics: Relaxation shrinkage, Felting shrinkage, Swelling shrinkage, Contraction, Snagging, Bow and Skew	1	15
Unit III	Apparel Testing Sew ability of fabrics: Seam strength, Seam efficiency, Seam pucker, Seam slippage, Needle cutting index / Yarn severance, Seam appearance	1/2	10
Unit IV	Quality Assurance for Process: Quality monitoring in pattern making, cutting and garment construction, warehousing and shipping. Inspections procedures to avoid problems Quality standards and tolerances CAPM and Quality of product, Impact of advanced apparel manufacturing technology on quality	1	10
Unit V	Cost of Quality: The relationship between quality & cost Cost of quality conformance and non-conformance Estimating cost impulse due to quality	1/2	10
References: <ol style="list-style-type: none"> 1. "Apparel Manufacturing: Sewn Product Analysis" by Ruth E Glock, Grace I. Kunj, Pearson Education 2. Managing Quality in the Apparel Industry, New age international (P), Ltd. Publishers, Pradip Mehta & Satish Bhardwaj. 3. Quality Assurance for Textiles and Apparel by Sara j. Kadolph, Fairchild Pub.Inc. New York, 2007. 4. Grover E G and Hamby D. S " Hand Book of Textile Testing and Quality Control", Wiley Eastern Pvt. Ltd., New Delhi, 1969. 1. Testing and Quality management by V.K Khotari. 			

M.Voc. in Fashion Technology			
Course Name	Import Export Management		
Course Code	MV203		
Class	F.Y. M.Voc.	Semester	2
No. of Credits	04	Contact Hours	60
Aim <ul style="list-style-type: none"> To impart knowledge about export business. 			
Objectives <ul style="list-style-type: none"> To analyze the business environment related import criteria. To incorporate the knowledge of best practices for global market. 			
Course Outcomes <ul style="list-style-type: none"> To develop management skills for international business. 			
Unit	Topics	Credit	Lectures
Unit I	Introduction to International Trade: The emerging global scenario, The business of international trade, Trade barriers, Foreign exchange-Exchange rate determination (Spot & forward), The Euro dollar market, WTO, Trade liberalization. International marketing: Introduction, International marketing channels, Market selection and market profiling, Product strategies, Promotion strategies, Export pricing, Export finance, Export risk insurance, Export packaging and labeling, Quality control and pre shipment inspection	1	15
Unit II	Foreign trade: Foreign trade control and Exim policy, Export promotions, Export procedures and documents, Major problem of India's export sector Firm Establishment Introduction, Export Promotion Councils and their role , Registration, Formalities, Registration Cum Membership Certificates, Import Export Code, RBI Code.	1	15

Unit III	Foreign Trade Documents: <ul style="list-style-type: none"> • Need, Rationale • Types of documents relating to goods- Invoice, Packing Note and List , Certificate Of Origin • Certificate Relating To Shipments– Mate Receipt , Shipping Bill, Certificate of Measurement, Bill Of Lading, Air Way Bill • Documents Relating To Payment- Letter of Credit, Bill Of Exchange, Letter Of Hypothecation, Bank Certificate for Payment • Document Relating To Inspection– Certificate of Inspection GSP and Other Forms 	1	15
Unit IV	Import Procedure: Import License, Procedure For Import License, Import Trade Control Regulation Procedure, Special Schemes, Replenishment License, Advance License, Split Up License , Spares for after Sales Service License, Code Number, Bill of Entry Shipment And Customs: <ul style="list-style-type: none"> • Pre Shipment Inspection and Quality Control, Foreign Exchange Formalities, Pre shipment Documents, Shipment of Goods and Port Procedures, Customs Clearance • Post Shipment: Formalities And Procedures, Claiming Duty Drawback and other benefits, Role of Clearing and Forwarding Agents. 	1	15
References: <ol style="list-style-type: none"> 1. Francis Cherunilam, (1998), <i>International Trade and Export Management</i> – Himalaya Publication, Mumbai. 2. R.K. Jain, (April 2003 Fourth Edition), <i>Exim Policy Input Output Norms – Duty Exemption Scheme 2002-2007</i>, Centax publication pvt. Ltd. New Delhi. 3. Kristen K, Swanson, Judith C Everett, <i>Promotion in the Merchandising Environment</i>, Fairchild Publication. 4. Paras Ram, <i>Hand Book Of Import And Export Procedures</i> 5. Govt. Of India: <i>Hand Book Of Import And Export Procedures</i> 6. Bose. A., (Oct–Dec 1965), <i>Streamline Your Export Paper Work</i>, International Trade Form 7. How To Start Export 8. CBI Booklets – Netherland 9. ECGC Services And Guidelines 10. AEPC Booklets 			

M.Voc. in Fashion Technology			
Course Name	Elective-II A.(Fashion Styling)		
Course Code	MV204A		
Class	F.Y. M.Voc.	Semester	2
No. of Credits	06	Contact Hours	90
Aim <ul style="list-style-type: none"> Fashion Stylists advise their clients on how to improve their appearance by using suitable clothing and accessories. 			
Objectives <ul style="list-style-type: none"> To understand style statements of trends To innovate new style statement 			
Course Outcomes <ul style="list-style-type: none"> students will be able to: • Understand the fashion styling, creative direction and communication process and develop the creative, intellectual and technical skills necessary to practice within the fashion industry 			
Unit	Topics	Credit	Lectures
Unit I	1) Use magazine picture & insert images to create presentation - 20th century men's /women's style - Vintage style - Classic style - Explain style detailing - Make P.P.T	1	15
Unit II	1) Select any 3 National & 3 International designer's collection showcased during past fashion show. Collect pictures or videos for the same. Explain the themes, stories and write overall review	1	15
Unit III	1) Styling according to personality 2) Change style according to human figure, occupation, income, society - Specification - Tribal women / men - Middle class - As consultant of designer	2	30

Unit IV	1) Fabric style with sewing techniques - Tucks, gathers, quilting, smoking, pleats, Shirring, Drawstring, embroidery, appliqué work - Make a sample using above techniques - Utilization of the sample in garment - Make final sketches	2	30
References: <ol style="list-style-type: none"> 1. Mastering Fashion Styling (Palgrave Master Series) Paperback by Jo Dingemans 2. The Book of Styling by Somer Flaherty 3. Freehand Fashion: Learn to sew the perfect wardrobe - no patterns required! (Kindle Edition) by <u>Chinelo Bally</u> 4. Fashion: A History from the 18th to the 20th Century (Hardcover)by <u>Kyoto Costume Institute</u> 5. <u>London Society Fashion 1905–1925: The Wardrobe of Heather Firbank (Hardcover)</u> by <u>Cassie Davies-Strodder</u> 6. Dressed: A Century of Hollywood Costume Design (Hardcover)by <u>Deborah Nadoolman Landis</u> 			

M.Voc. in Fashion Technology			
Course Name	Elective-II B.(Design Management)		
Course Code	MV204B		
Class	F.Y. M.Voc.	Semester	2
No. of Credits	06	Contact Hours	90
Aim <ul style="list-style-type: none"> To develop professional competencies by focusing on design from a theoretical and an applied perspective. 			
Objectives <ul style="list-style-type: none"> It is positioned not only as a professional training course in project and process management and related fields, but also as a basis for developing necessary leadership skills. 			
Course Outcomes <ul style="list-style-type: none"> Students will be able to analyze practices and theories of design management in creative and design lead industries; develop new strategies to meet short and long-term trading objectives of design businesses; apply design product development combined ... 			
Unit	Topics	Credit	Lectures

Unit I	1. Reduce – Reuse – Recycle - For ex- Old denim jeans, saris, dresses, etc 2. Non wearable Apparel - For ex- Plastic glasses, plastic bags, coca-cola any type of bottles etc. - Home furnishing product - Make final 12 sketches	1	30
Unit II	1) Make Garment & proper accessories as per the budget given to you 2) Visit the boutiques, collect the information & prepare a model of your own boutique	1	15
Unit III	Introduction to specific design details 1) Collars, sleeves, shawls, necklines, lapels, skirts, pants ,topstitches, pockets 2) Make pattern sketches	2	15
Unit IV	Design & product development process 1) Create design to a completely new concepts 2) Complexity (safety, environment, cost, reliability, risk, function etc) 3) Compromise (appearance, cost, durability) 4) Costing range	2	30
References: <ol style="list-style-type: none"> 1. Design Management: Managing Design Strategy, Process and Implementation by Kathryn Best Bloomsbury Academic, 2015 2. The Design of Everyday Things by Don Norman (2002) 3. Change by Design by Tim Brown (2009) 4. The Business of Design: Balancing Creativity and Profitability Kindle Edition 5. Design Thinking: Integrating Innovation, Customer Experience and Brand Value Thomas Lockwood 			

M.Voc. in Fashion Technology			
Course Name	Elective-II C.(Transformational Reconstruction)		
Course Code	MV204C		
Class	F.Y. M.Voc.	Semester	2
No. of Credits	06	Contact Hours	90
Aim <ul style="list-style-type: none"> Advanced pattern technique module that is rooted in the fundamentals of flat pattern making 			
Objectives <ul style="list-style-type: none"> Given an introduction and thought dart manipulation which included valley technique, chasing grain lines and inserting ruffles. 			
Course Outcomes <ul style="list-style-type: none"> To get the desired fit, incorporate cylindrical human body and for the design element. Students went on to implement this process in the fabrics purchased by them which had stripes and patterns. Individual guidance was given for the concept to be grasped well. 			
Unit	Topics	Credit	Lectures
Unit I	TR technique- Cutting & Sewing (exercise on Half Bodice)	1	15
Unit II	TR technique- Adding Volumes and designing onto the volumes (exercise onto a Half Skirt)	1	15
Unit III	TR Draping technique (Exercise onto a Front Bodice)	1	15
Unit IV	TR Box Integration technique (Exercise onto a Front Bodice)	1	15
Unit V	Practicing: <ul style="list-style-type: none"> 3D dart manipulation TR vortex technique Origami technique Balloon technique Gathered Technique 	2	30
References: Transformation Reconstruction 2 by Shingo Sato, Antiquity Press (2014) Video demonstrations by Shingo Sato You tube videos on TR Cutting			

M.Voc. in Fashion Technology			
Course Name	Fashion Forecasting		
Course Code	MV 205		
Class	F.Y. M.Voc.	Semester	2
No. of Credits	06	Contact Hours	90
Aim			
<ul style="list-style-type: none"> To understand a global career that focuses on upcoming trends. 			
Objectives			
<ul style="list-style-type: none"> TO produce better forecasts. But in the broader sense, the objective is to improve organizational performance—more revenue, more profit, increased customer satisfaction 			
Course Outcomes			
<ul style="list-style-type: none"> A fashion forecaster predicts the colors, fabrics, textures, materials, prints, graphics, beauty/grooming, accessories, footwear, street style, and other styles that will be presented on the runway and in the stores for the upcoming seasons. 			
Unit	Topics	Credit	Lectures
Unit I	<ul style="list-style-type: none"> Introduction to Forecasting: Demand forecasting 	1	15
Unit II	<ul style="list-style-type: none"> Selection theme based forecasting <ul style="list-style-type: none"> Research theme Use keywords Explain keywords Work on Indian market (casual, formal, party, leisure) Inspiration board Mood board Work on textures Collect swatches & making the detailing board Design development sheets - Final sheets 	1	15
Unit III	<ul style="list-style-type: none"> Costume Designing evaluation _ small costume collection with your class examine ,your family, neighbors, markets _ Examine them for construction methods and design details _ These designs can be used as inspiration for forecasting project _ Costing range _ Make final sketches 	1	15

Unit IV	<ul style="list-style-type: none"> 1)Color forecasting <ul style="list-style-type: none"> - Make Panton color chart using color schemes - Make unique color combination with prints sample - Analyzes long term forecasting color 	1	15
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References:

1. Fashion Forecasting by Kathryn McKelvey and Janine Munslow (2008), Wiley-Blackwell. ISBN: 9781405140041.
2. Fashion Forecasting by Evelyn L. Brannon (2010), Fairchild Publications. ISBN:1563678209.
3. Color Forecasting For Fashion by Kate Scully and Debra Johnston Cobb (2012), Laurence King Publishing. ISBN: 9781856698207.
4. Fashion Forward: A Guide To Fashion Forecasting by Chelsea Rousso (2012), Fairchild Books. ISBN: 9781563679247.
5. Fashion Trends: Analysis And Forecasting by Eundeok Kim, Ann Marie Fiore and Hyejeong Kim (2011), Berg Publishers. ISBN: 9781847882936.
6. The Trend Forecaster's Handbook by Martin Raymond (2010), Laurence King. ISBN: 9781856697026.
7. Sustainable Fashion And Textiles Design Journeys by Kate Fletcher (2008), Routledge Publishers. ISBN: 1844074811.

M.Voc. in Fashion Technology			
Course Name	Indian Art application		
Course Code	BV 206		
Class	F.Y. M.Voc.	Semester	II
No. of Credits	06	Contact Hours	90
Aim <ul style="list-style-type: none"> • Art and design stimulates creativity and imagination. It provides visual, tactile and sensory experiences and a special way of understanding and responding to the world. 			
Objectives <ul style="list-style-type: none"> • To organize art appreciation sessions and lectures on visual art by eminent personalities from India at schools and colleges. ... To develop skills and make art history relevant to art practice and make students aware of their environment, material and social and 			

cultural context.			
Course Outcomes <ul style="list-style-type: none"> • Understanding of main feature of Indian & International culture, civilization and Heritage. • An understanding of basic principles of design and tone, concepts, media and formats, and the ability to apply them to a specific aesthetic intent 			
Unit	Topics	Credit	Lectures
Unit I	<ul style="list-style-type: none"> • Introduction to techniques of Surface ornamentation <ul style="list-style-type: none"> ▪ State wise textile printing – kalamkari, pandhani, batic, etc 	1	20
Unit II	<ul style="list-style-type: none"> • Adaptation of techniques in theme designing <ul style="list-style-type: none"> ▪ Inspiration board ▪ Mood board ▪ Work on textures ▪ Collect swatches & making the detailing board 	1	20
Unit III	<ul style="list-style-type: none"> • Ornamentation by experimenting <ul style="list-style-type: none"> ▪ Design development sheets • (Make a swatch through surface ornamentation & mixing in many ways) <ul style="list-style-type: none"> ▪ Ornamentation with texture ▪ Fabric swatches 	2	25
Unit IV	<ul style="list-style-type: none"> • Perfection of Design – <ul style="list-style-type: none"> ▪ Toil making of a theme ▪ Co-ordinate Accessories <p>Final Presentation in Present of external Jury member</p>	2	25
References: <ol style="list-style-type: none"> 1. Indian Art: A Concise History by Roy.C.Crean 2. Elements of Indian Art 3. The Ideals of Indian Art Book by Ernest Binfield Havell 4. The Ideals of Indian Art Hardcover – 26 August 2016 by Ernest Binfield 1861- Havell 5. Elements of Indian Art: Including Temple Architecture, Iconography and Iconometry Paperback – 30 April 2004 by S. P. Gupta 			

M.Voc. in Fashion Technology			
Course Name	Smart Textiles & Functional Clothing		
Course Code	MV 301		
Class	S.Y. M.Voc.	Semester	III
No. of Credits	04	Contact Hours	60
Aim <ul style="list-style-type: none"> This study aims to present the overview of smart textiles, its types and functions. 			
Objective <ul style="list-style-type: none"> To develop awareness and appreciation of art & aesthetics in functional clothing To impart creative and technical skills for designing textiles with special emphasis on functionality. 			
Course Outcomes <ul style="list-style-type: none"> To smart textile are materials and structures that sense and react to environmental conditions or stimuli, such as those from mechanical, thermal, chemical, electrical, magnetic or other sources. Textile science today stands on a novel, unexplored and a fantasy filled horizon. 			
Unit	Topics	Credit	Lectures
Unit I	Functional Clothing: Definition, Classification: Protective functional, Medical functional, Sports functional, Vanity functional, clothing for special needs. Role of fiber, yarn and fabric parameters on	1/2	10
Unit II	Medical Textiles: Sutures, Sanitary napkins, diapers, surgical dressings, healthcare textiles, medical implants like cardiovascular implants, soft tissue implants, orthopedic implants and extra corporeal devices, intelligent clothing for medical and personal health management.	1	10
Unit III	Electronic Textiles: Wearable electronic / computing system in everyday use, architecture, design and interface, aspects and capabilities of wearable computing and personal empowerment, sixth sense, operational details: power supply, text input system, military applications of electronic textiles, wearable entertainment system, wearable gaming, advantages and disadvantages, future developments.	1	15

Unit IV	Protective Clothing – Short term and long term survival, military protective clothing, physical, environmental, camouflage and battlefield requirements for military clothing, principles of ballistic protection, technical fibers and fabrics for ballistic protection, ballistic vests and helmets, protection against fire, protection against extreme weather conditions. Space garments.	1	15
Unit V	Sports Clothing: User activities, environment and requirements, Material requirements for the design of performance sportswear, high performance fibers and fabrics for sportswear, physiological comfort in sportswear, and protection in sports.	1/2	10

References:

1. Edited by R Shishoo, Shishoo Consulting AB, Sweden, "Textiles in sport", Woodhead Publishing Ltd.
2. A.R. Horrocks and S.C. Anand, "Handbook of Technical Textiles", Woodhead Publishing Ltd.
3. H. Mattila, "Intelligent Textiles and Clothing:", Woodhead Publishing Ltd.
4. Floyd. K.L. and Taylor, H.M., Industrial Applications of Textiles,
5. Poundeyhimi. B. Vascular Grafts: Textile structures and their performance.
6. Mathews. A and Hardingham M., Medical and Hygiene Textile Production.
7. Bajaj. P. and Sengupta. A.K. Protective Clothings.
8. Indian Journal of Fibre and Textile Research.
9. Sandra Keiser & Myrna B. Garner "Beyond Design"
10. Sarah E.Braddock and Marie O'Mahony, "Techno Textiles- Revolutionary Fabrics for fashion and design"

M.Voc. in Fashion Technology			
Course Name	Brand Management		
Course Code	MV 302		
Class	S.Y. M.Voc.	Semester	III
No. of Credits	04	Contact Hours	60
Aim <ul style="list-style-type: none"> Brand management aims at building brand equity and making it grow over time. 			
Objectives <ul style="list-style-type: none"> Create identification and brand awareness. Guarantee a certain level of quality, quantity, and satisfaction of a product or service. Help in the promotion of the product. 			
Course Outcomes <ul style="list-style-type: none"> Understand what a product is, the various levels which make it up, and different types of products Understand how products can be classified, and the nature of the product line and product mix. 			
Unit	Topics	Credit	Lectures
Unit I	1) Fundamentals of fashion brand - Concept of fashion brand equity - Awareness, identify, image, elements, personality, & positing	1	15
Unit II	1) Fashion Brand Extensions - Pros & Cons of brand extension - Category related extension - Image related extension	1	15
Unit III	1) Fashion brand equity - Quantitative & Qualitative methods - Brand equity measurement system - Brand Valuation	1	15
Unit IV	. 1) Fashion Brands - National Brand - International Brand - Designer Brand – Any five 2) How to build Brand 3) Luxury fashion brand	1	15
References: <ul style="list-style-type: none"> Luxury fashion branding, by Uche Okonkwo Luxury Brand management, by Michel Granger 			

M.Voc. in Fashion Technology			
Course Name	Research Methodology		
Course Code	MV 303		
Class	S.Y. M.Voc.	Semester	III
No. of Credits	04	Contact Hours	60
Aim <ul style="list-style-type: none"> To gain familiarity with a phenomenon or to achieve new insights into it (studies with this object in view are termed as exploratory or formularize research studies); 			
Objective <ul style="list-style-type: none"> To understand the significance of research methodology in fashion & apparel designing. To understand the types, tools & methods of research and develop the ability to construct data gathering instruments appropriate to the research design. To understand and apply the appropriate statistical technique for the measurement scale and design. 			
Course Outcomes <ul style="list-style-type: none"> demonstrate knowledge of research processes (reading, evaluating, and developing); identify, explain, compare, and prepare the key elements of a research proposal/report; compare and contrast quantitative and qualitative research paradigms, and explain the use of each 			
Unit	Topics	Credit	Lectures
Unit I	1) Nature & significance of Research – - Meaning - Types - Research process - Research problems - Review of Literature - Report writing	1	15
Unit II	1) Layout of Research Paper – - Meaning of Research paper 2) Prepare Study paper	1	15
Unit III	Types of Research: Historical, Survey, Experimental, Case Study, Social Research, Participative Research	1	10
Unit IV	1) Introduction of Statics - Importance & scope of statics - Functions & limitation measures of central tendency – Mean, median, mode - Measures of dispersion range, quartile, deviation, mean deviation & standard 2) Case study of anyone with example of statics	½	10

Unit V	1) Survey research – - Marketing research - Fashion forecasting - Preference study 2) Creation of new product – - Study fabrics - Yarns - Fibers - Steps involved given research	1/2	10
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References:

1. Bhandarkar P.L. and Wilkinson T.S. (2000): Methodology and Techniques of Social Research, Himalaya Publishing House, Mumbai
2. Bhatnagar G.L. (1990): Research Methods and Measurements in Behavioural and Social Sciences, Agri Cole Publishing Academy, New Dehi.
3. Dooley D. (1995): Strategies for Interpreting Qualitative Data: Sage Publications, California.
4. Gay L.R. (1981, 2nd Edition): Common Problems Proper Solutions: Avoiding Errors in Quantitative Research, Beverly Hills, Sage Publications, California.
5. Mukherjee R. (1989): The Quality of Life: Valuation in Social Research, Sage Publications, New Delhi.
6. Strass A And Corbin J. (1990): Basis of Qualitative Research: Grounded Theory Procedures and Techniques, Sage Publications, California.
7. Research methodology, Dr. Mahesh Kulkarni, Nirali Prakashan
8. Foundation of research
9. Bryman A. & Cramer D. (1994) Quantitative data Analysis for social scientists
10. Van Maanen (1983) Qualitative Methodology. Sage Publication
11. Sumati Mulay and Sabarathanam V.E. (1980) Research Methods in
12. Extension Education. New Delhi, Sole Selling Agents, MANASHYAN

M.Voc. in Fashion Technology			
Course Name	Elective-III A.(Current Trends in CAD CAM)		
Course Code	MV 304A		
Class	S.Y. M.Voc.	Semester	III
No. of Credits	06	Contact Hours	90
Aim <ul style="list-style-type: none"> To define the concepts of CAD-CAM and its usage in garment manufacturing. 			
Objective <ul style="list-style-type: none"> To describe the computerized pattern making process. To explain the computerized production planning and 3D technology in garment manufacturing To explain the latest developments of CAD-CAM in apparel industry. To be able to illustrate the concepts of CAD-CAM and its usage in garment manufacturing. 			

Course Outcomes			
<ul style="list-style-type: none"> Describe the computerized pattern making process, computerized production planning and 3D Technology in garment manufacturing. Interpret the latest developments of CAD-CAM in apparel industry. 			
Unit	Topics	Credit	Lectures
Unit I	Introduction: Introduction to CAD and its application in various fields of textiles, apparel and fashion industry Concepts of CAD / CAM, Usage of CAD/CAM in Garment Manufacturing. Principles of computer graphics, abbreviations and symbols used in CAD systems. Fundamentals of CAD process, Comparison of Manual and CAD systems.	1	15
Unit II	Computerized Design & Pattern Making: Application of computer in fashion sketching and graphics, Hardware and software selection for CAD systems Method of producing sample production pattern, Computer aided manipulation of pattern pieces to create individual styles, Digitizing a pattern and grading of patterns, Creating marker plan and plotting markers. Developments in the 3D pattern making systems	1	20
Unit III	3-D Modeling: Intelligent systems - 3D scanning technology, 3D body scanners Imaging techniques for various designs Automatic Pattern Generation Systems- 2D to 3D conversion technology Draping 2D patterns on 3D body forms, 3D virtual clothing and simulation software, Drape evaluation of 3D garment simulation CAD in fashion photography	1	15

Unit IV	MIS (Management Information System) in garments Industry: MRP (Manufacturing Resource Planning) and MRP-II EDI (Electronic data interchange) and RFID (Radio Frequency Identification) in garment technology, OCR (Optical Characteristic Recognition) report and its use Inventory Management- Concept of ERP (Enterprise Resource Planning) - History and evolution of ERP, Benefits and different modules of ERP, Study of ERP Software like Fast react and Stage and their modules, Lead time reduction with software, Future of ERP	2	20
UnitV	CAM (Computer Aided Manufacturing) & CIM (Computer Integrated Manufacturing): Computer controlled machinery for garment manufacturing – Automated layout planning Algorithm for computer produced garment parts Development of robotics for CAM. WIP control using CAM software	1	20

References:

1. Winfred Aidrich, "CAD in Clothing and Textiles", Blackwell Science Ltd., 1994.
2. Jinlian Hu, "Computer technology for textiles and apparels" Woodhead publication.
3. Patric Taylor, "Computer in the Fashion Technology", Om Book Service, 1997.
4. Stephen Gray "CAD / CAM in clothing and Textiles ", Gower Publishing, Limited, 1998, ISBN 0-566-07673X.
5. Compilation of papers presented at the Annual world conference Sep 26 -29, 1984 Hongkong, "Computers in the world of textiles ", The Textile Institute ISBN: 0-0900739-69X
6. Jacob Solinger, "Apparel Manufacturing Handbooks ", Van no strand and Reinhold Company, 1980,ISBN:0-442-21904-0.

M.Voc. in Fashion Technology			
Course Name	Elective-III B.(Fashion Photography)		
Course Code	MV 304B		
Class	S.Y. M.Voc.	Semester	III
No. of Credits	06	Contact Hours	90
Aim <ul style="list-style-type: none"> • The goal is to create something unique that will arrest the eye and stick in the mind of the viewer, creating an identity that becomes attached to your product and, subsequently, your brand. 			

Objective <ul style="list-style-type: none"> • To promote photography interest amongst students. • To analyze the environment related to fashion photography. • To understand the process and procedures of model photography. • To develop knowledge about technical aspects of photography. 			
Course Outcomes <ul style="list-style-type: none"> • speak and write about photography in a critical way; • analyze historical imagery and its relationship to contemporary media; • develop a workflow for processing, archiving, and editing images using current software; • use a professional level digital camera effectively; 			
Unit	Topics	Credit	Lectures
Unit I	Fashion Photography and Styling: Digital photography techniques, Photo editing, Modeling and their styling, Digital video editing, Fashion photography for magazines, Professional case study Color and Photography: Introduction, History, Composition Time chart – Color pertaining to slide photography; the colors of light, the balance of color, forming images, color vision, color psychology, color description – color temperature, wave lengths, focusing distances.	1/2	10
Unit II	Equipment and Darkroom Techniques Cameras, system camera, lenses, filters, light meters-their care & maintenance, supports and lights, darkroom layout and equipment- wet areas, dry areas; timers-interval, accumulative; processors- small tank, large tank, drum, automatic. Chemicals – Kodak, Beseler, Uni color, Ilford; processes – E-4, E-6, commercial, processing slides, mounting slides, printing slides, projectors and viewing – slide critique, slide presentations, audio visual designs; identifying and correcting faults, slide storage, terms and identifications.	1	15

Unit III	<p>Study of Natural Light: Sun, Skies, Water, Backlighting in direct light, Indirect and reflected light, Diffused light, Early morning, Mid-day, Dusk, Night, Spring, Summer, Autumn, Winter. Adverse conditions – Taking advantages of poor light, Mist and fog, Rain, Storms, Snow and cold, Heat, Underwater photography.</p> <p>Study of Artificial Light: Tungsten, Flash, Mixing tungsten and flash, Mixing flash and daylight, Mixing daylight and tungsten with flash, Tungsten and flash as complete sources, Florescent, mercury vapor and mixed sources, Oil lamps, torchlight and matches, Alternative lighting.</p> <p>Subject Lighting: Portraits, Groups, Nudes, Fashion and beauty, Children, Still life, Architecture, Architecture detail, Interiors, Animals, Indoor sports, Outdoor sports, Copying slide Color Materials and Methods – color process, choosing color slide films – Daylight, Tungsten 3200 & 3400 degrees, Infrared, Slide copy film, Selecting the exposure, Exposure variations, altering the image in the studio, using lenses, using filters</p>	1/2	10
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Unit IV	<p>Study of Natural Light: Sun, Skies, Water, Backlighting in direct light, Indirect and reflected light, Diffused light, Early morning, Mid-day, Dusk, Night, Spring, Summer, Autumn, Winter. Adverse conditions – Taking advantages of poor light, Mist and fog, Rain, Storms, Snow and cold, Heat, Underwater photography.</p> <p>Study of Artificial Light: Tungsten, Flash, Mixing tungsten and flash, Mixing flash and daylight, Mixing daylight and tungsten with flash, Tungsten and flash as complete sources, Florescent, mercury vapor and mixed sources, Oil lamps, torchlight and matches, Alternative lighting.</p> <p>Subject Lighting: Portraits, Groups, Nudes, Fashion and beauty, Children, Still life, Architecture, Architecture detail, Interiors, Animals, Indoor sports, Outdoor sports, Copying slide Color Materials and Methods – color process, choosing color slide films – Daylight, Tungsten 3200 & 3400 degrees, Infrared, Slide copy film, Selecting the exposure, Exposure variations, altering the image in the studio, using lenses, using filters</p>	2	25
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Unit V	Handling Color and Light in Slide Photography: Monochromatic color, Dominant color, a touch of color, Harmonic and discordant color, Contrasting color, Tone and hue Composition and line, Balance, position and scale, Point of interest, Shape and silhouette, Form and modeling, Texture, Pattern, Perspective, Framing, Existing backgrounds, Planned backgrounds, Movement, High speed photography, Color in close-ups, Macro-photography, Photographing through microscopes, Using reflected images, color as abstract design, Mixed images and media. Using the changing light, Exploring the light and angle, Angle of view, Light and shade, Light Schemes on Different Costumes & Figures. <i>Video/Still Production (Fashion Film)</i>	1	15
Unit VI	Concepts of Fashion Photography: <ul style="list-style-type: none"> • Fashion Photography in Context (Histories & Theories), • Producing the Image (Studio & Location) • Producing the Message (Shooting Collections) • Professional Global Contexts • Image Manipulation and Identity (Specialist Post-Production Techniques) • Figure Shape Study • Portrait & Glamour Photography <input type="checkbox"/> Shooting Techniques of Fashion Photography	1	15
References: <ol style="list-style-type: none"> 1. “Fashion Photography: A Complete Guide to the Tools and Techniques of the Trade” by Bruce Smith, Crown Publishing Group (Oct 2008) 2. David D. Busch, “Canon EOS 40D Guide to Digital Photography”, Course Technology PTR; 1st edition, (2007). 3. John Hedge, “Photography Course”, John Hedge Co, 1992. 4. Michael Freeman, “Manual of Outdoor Photography”, Ziff Davis World, August 1983 5. “Lighting techniques for fashion and glamour photography”, Stephen A. Dantzig (2004) 6. “Fashion Photography- A guide for the beginner”, Robert Randall 7. “Fashion Photography”- Scala Group 8. Vogue Photography Collection 			

M.Voc. in Fashion Technology			
Course Name	Elective-III C.(Fashion Journalism)		
Course Code	MV 304C		
Class	S.Y. M.Voc.	Semester	III
No. of Credits	06	Contact Hours	90
Aim <ul style="list-style-type: none"> The objective of fashion journalism is to connect and impart the information, create awareness to the reader and also to understand the readers. 			
Objective <ul style="list-style-type: none"> Interpret and understand fashion phenomena; Create your own fashion writing style; Choose your specific discourse genre to narrate and describe fashion; Choose pictures to accompany an article, to effectively link words and images, or to become a fashion photojournalist. 			
Course Outcomes <ul style="list-style-type: none"> Students learn the skills, critical thinking, subject knowledge and ethical awareness needed to work in journalism across traditional and new media in fashion and beyond. 			
Unit	Topics	Credit	Lectures
Unit I	Fashion Journalism: Reporting Trends, forecasts, fashion shows, trade fairs and exhibitions, Contemporary issues in fashion, Fashion history, magazine and feature writing	1	15
Unit II	Media Analysis: Definitions, ethical & economic issues in advertising – untruthful, offensive, influence on children, social consequences, effects on consumer choice Advertising theory, Advertising process and advertising models, AIDA, DAGMAR, hierarchy of effects, leverage points, verbal and visual image	1 1/2	20
Unit III	Fashion & Contemporary Culture Interviewing, Photography & Styling	1	15

Unit IV	Internet & Broadcast Media Research: Digital media and internet advertising Introduction to PR <ul style="list-style-type: none"> • Definition and Types of digital media • Meaning of internet advertising and Emerging forms of advertising • Tools of PR, Role of PR in image building & crisis management <ul style="list-style-type: none"> • Functions of PR – corporate reputation, corporate social responsibility; PR activities – reducing image damage, sponsorships. 	2	30
Unit V	Theoretical Studies Fashion Criticism Feature & Fashion Writing Design History, Cultural & Gender Studies, Work Placement	1/2	10

References:

1. Integrated Advertising, Promotion and Marketing Communications, 3rd edition, Clow Baack, Prentice Hall India
2. Advertising and Promotion 6th Edition – Belch & Belch, Tata McGraw Hill
3. Fashion Advertising and Promotion. By Jay and Ellen Diamond - Fairchild Publications.
4. Fashion Advertising and Promotion by A.Winters and Stanley Goodman.
5. Advertising Management – Concepts and Cases by Manendra Mohan.
6. Advertising – Aaker, Myers & Batra.
7. What works in Fashion Advertising -PeggyWinters &Arthur Allen Winters

M.Voc. in Fashion Technology (FT)

Course Name	Design For Special Needs		
Course Code	MV 305		
Class	S.Y. M.Voc.	Semester	III
No. of Credits	06	Contact Hours	90

Aim

- To develop creativity and imagination through a range of complex activities;
- To improve the student's ability to control materials, tools and techniques.

Objectives

- Think and express themselves in creative and original ways.
- show a particular interest in Clint and artwork, carrying out independent research Voluntarily.
- Initiate and explore different ways of depicting ideas, emotions and meanings.

Course Outcomes

- The trend in making product and information more accessible to those with any kind of disability is gathering momentum. Interestingly, seeking design solution that meet the

need of the disabled results in a better overall design, benefiting both the able and disabled.			
Unit	Topics	Credit	Lectures
Unit I	Physically Dependent Students who are physically dependent with multiple needs. Dependent on others for meeting All major daily living activities. <ul style="list-style-type: none"> • Low Incidence Deaf/Blind Students with visual and auditory impairment which results in significant difficulties in developing.	1	15
Unit II	Moderate to Severe Profound Intellectual Disability Students with intellectual functioning greater than 3 standard deviations below the norm (as per C level intellectual functioning assessment), delayed adaptive behavior and functioning of similar degree as well, usually significant delay in social emotional development. Physical Disabilities or Chronic Health Impairments A student is considered to have a physical disability or chronic health impairment due to nervous system impairment, musculoskeletal condition, or a chronic health condition when Their education is adversely affected by their physical disability or chronic health impairment.	1	15
Unit III	Visual Impairment Visual impairment includes a range of categories: blind, legally blind, partially sighted, low vision, critically visually impaired. A student whose visual acuity is not sufficient to participate with ease in everyday activities and where there is interference with optimal learning and achievement is considered visually impaired. Deaf or Hard of Hearing A student who has a medically diagnosed hearing loss which results in substantial educational difficulty or a central auditory processing dysfunction must have an additional diagnosis of peripheral hearing loss in order for the student to be considered deaf or hard of hearing.	1	15

Unit IV	<p>Autism: The diagnosis of autism must be made by an appropriately qualified Professional. Autism is a condition characterized by marked communication disorder and severe disturbance of intellectual, emotional and behavioral development. A student with autism exhibits impairment in reciprocal social interaction; verbal and non-verbal communication; imaginative activity; restrictive, repetitive and stereotyped patterns of behavior, interests and activities.</p> <p>Intensive Behavior Interventions / Serious Mental Illness Students who exhibit antisocial, extremely disruptive behavior consistently / persistently overtime or with severe mental health conditions which result in profound withdrawal or other internalizing behaviors. These behaviors must be serious enough to be known to the school, district and community agencies and to warrant intensive interventions.</p>	1	15
Unit V	<p>Mild Intellectual Disability Students with intellectually functioning between 2 and 3 standard deviations below the norm, as per C level intellectual functioning assessment, delayed adaptive behavior and functioning of similar degree as well as possible gross and fine motor, communication, social reasoning, Memory, problem solving and conceptual skill acquisition.</p> <p>Learning Disabilities Learning disabilities vary considerably in their severity and impact on learning. Students require an educational plan that builds on strengths while remediating or compensating for their disabilities through intense direct instruction and/or instruction in learning and compensatory strategies. Students with learning disabilities meet the following criteria: persistent difficulties in acquisition of pre-academic skills and/or acquisition of reading, writing and/or numeracy skills and/or a significant discrepancy between estimated learning potential and academic achievement as measured by norm-referenced instruments in Gr. 4-12; significant weakness in one or more cognitive processes (perception memory, attention, receptive or expressive language abilities, visual-special abilities) relative to overall cognitive functioning; not the result of other disabling conditions</p>	1	15

Unit VI	Moderate Behaviors Support / Mental Illness Students in the moderate behavior category may exhibit one or more of the following: aggression, negative or undesirable internalized psychological state (anxiety, stress, depression); behaviors related to social problems (delinquency, substance abuse, child abuse or neglect); behaviors related to other disabling conditions like thought disorder, neurological Or physiological conditions. The severity and frequency of the behavior over an extended period of time have a very disruptive effect on classroom learning, social relations or personal Adjustment. Students in rehabilitation programs jointly funded by the Ministry for Children and Families are included in this funding category when they meet the above criteria.	1	15
References: 1. The Art of Fashion Draping by Connie Amaden-Crawford published by Fairchild Publications. 2. Draping for Fashion Design by Hilde Jaffe, Nurie Relis published by Pearson Education.			
M.Voc. in Fashion Technology (FT)			
Course Name	In-plant Training		
Course Code	MV 306		
Class	S.Y. M.Voc.	Semester	III
No. of Credits	06	Contact Hours	90
Aim <ul style="list-style-type: none">To orient the student with the environment of the industry and work culture.To make them familiar with the current industrial process and practices			
Objective <ul style="list-style-type: none">Study of machines and processes, which cannot be demonstrated in the Institute.To provide opportunities to the student to solve the industrial problems.To develop right type of attitudes, gain hands-on experience in handling machines and instruments, understand the roles of various levels of staff.			
Course Outcomes <ul style="list-style-type: none">Develop deep understanding of techniques like production planning, Quality Control, Maintenance System, Environment and Pollution Control, Management Information System, Organization Structure, Design of Product, Material Testing, etc.			
Unit	Topics	Credit	Lectures

Unit I	Training Period: Four Weeks during summer vacation after completion of second semester of the program. Industry: Garment, Fashion, Boutique, Processing, Marketing, Retails, Technical Textiles etc., Observations: Observe working of industry and collect data as per guidelines given in Daily Diary. Training Report: After completion of training, report should be prepared as per following guidelines. <ul style="list-style-type: none"> Report should have Title on Cover of Report as per Format. Report should be prepared as per following sequence - <ol style="list-style-type: none"> Certificate from Institute as per Format. Acknowledgement Program of Training Introduction of Industry Index with Page Numbers Plant/Dept. Layout Organization Structure Department wise / Product wise Report: Report should be based on own observations made, data collected during In plant Training (i.e. Study of Machinery, Actual Production and Efficiency, Production Control, Modern Developments in machines/Process, Flow Chart of Processes, Speed of Important Parts, Labor Allocation, Maintenance Practices, Process Control & Quality Control Activities etc., roles and responsibilities of various Workers/Technical Staff) Special Study: Mini Project Undertaken, Costing, Production Planning & Control, Target Achievement, Information regarding humidification plant, Utility, Electrical Supply, Store, Purchase, Marketing, Sales, Samples, Lay-out of Mill etc. Assessment: Viva-voce to be conducted in first semester of Final Year of the program. Oral Marks are assigned on basis of student's performance in viva-voce, conducted by internal &/ or external examiners having industrial experience. <ul style="list-style-type: none"> Term Work Marks are assigned on the basis of student's reporting to the faculty guide during the training and post training assignments given by faculty guide 	1	15
		2	30
		1	15
		2	30
References: 1. A guide to Report Writing by Michael Netzley & Craig Snow, Pearson Publications			

2. Writing a report by John Bowden
3. Related Industry references

M.Voc. in Fashion Technology			
Course Name	Major Research Project		
Course Code	MV 401		
Class	S.Y. M.Voc.	Semester	IV
No. of Credits	10	Contact Hours	150
Aim <ul style="list-style-type: none"> The primary focus of your research project is usually expressed in terms of aims and objectives. ... They set out what you hope to achieve at the end of the project. 			
Objectives <ul style="list-style-type: none"> To provide an opportunity to students to work on any topic / problem/ experiment selected by them and to encourage them to think independently. 			
Course Outcomes <ul style="list-style-type: none"> On successful completion of the course students will be able to demonstrate a sound technical knowledge of their selected project topic. Use effectively oral, written and visual communication. Identify, analyze, and solve problems creatively through sustained critical investigation. Integrate information from multiple sources. 			
Unit	Topics	Credit	Lectures
Unit I	Topics: - Project work shall be based on any of the following topics. i. Manufacturing of products, its testing and analysis. ii. Fabrication of equipments / gadget. iii. Extensive survey of industrial practices. iv. A work on industrial problems and finding out	1	15

Unit II	<p>Plan of Work:</p> <p>ix. Results and Discussion</p> <p>x. conclusions</p> <p>xi. References</p> <p>xii. Annexures, etc if any.</p> <p>The references should be given in the following standard format:</p> <p>For Books: <i>“Authors”, “Title of Book”;; Publisher; Year of the Edition;</i></p> <p>For Papers: <i>“Authors”, “Title of Paper”; “Name of journal”;; “Year”, “Issue No,” Page No”.</i></p> <p>Project report format:</p> <p>i. Page size : Trimmed A4</p> <p>ii. Left Margin – 1.5”</p> <p>iii. Right Margin – 1”</p> <p>iv. Top Margin – 1”</p> <p>v. Bottom Margin – 1”</p> <p>vi. Para Text : Arial 12 fonts</p> <p>vii. Title:16 bold</p> <p>viii. Sub title: 14 Bold</p> <p>ix. Line Spacing : 1.5 Lines</p> <p>x. Page Numbers: Right aligned at footer.</p> <p>xi. The text should be justified.</p> <p>Two hard bound copies of report should be submitted to the institute along with a soft copy in a C.D.</p> <p>Assessment of Major Research Project Work:-</p> <p>Term work of 50 marks is assigned for Major Research Project work. A committee will observe the progress of the work by arranging two progress reviews and based on the performance the term work marks will be assigned.</p> <p>Oral Examination:-</p> <p>One internal and one external examiner from industry / research organization / academia will be conducting oral examination.</p> <p>Note – Every student to submit bound copy of project report.</p> <p>And present the final project (.PPT) in front of Jury members</p>	1	15
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References:

1. The art of Manipulating fabric, Colette Wolff
2. Andrew Ann, Smocking, London Merchurs Press
3. The art of Sewing: Time life books, Newyork
4. The complete guide to needle work techniques and Materials, Mary Gostelow, Quill Publishing Ltd; London

M.Voc. in Fashion Technology			
Course Name	Design Collection & Portfolio Presentation		
Course Code	MV 402		
Class	S.Y. M.Voc.	Semester	IV
No. of Credits	20	Contact Hours	300
Aim			
<ul style="list-style-type: none"> • Collection of records that reflect your accomplishments. 			
Objective			
<ul style="list-style-type: none"> • Develop previous decade study based on selected season for color, silhouettes, fabrics and styles and forecasting sheet. • Design mood/ inspiration/ story board for selected theme. • Illustrate fashion models for selected season. • Construct garment detailing sheet, pattern sheet, construction detailing sheet for selected design and arrange window display 			
Course Outcomes			
<ul style="list-style-type: none"> • Develop previous decade study based on selected season for color, silhouettes, fabrics and styles and forecasting sheet • Design mood/ inspiration/ story board for selected theme. • Illustrate fashion models for selected season • Construct garment detailing sheet, pattern sheet, construction detailing sheet for selected design and arrange window display 			
Unit	Topics	Credit	Lectures
Unit I	<ul style="list-style-type: none"> • An individual Portfolio presentation based on a theme • It should have min 2 collections of 5 ensembles each (4 wearable, 1 non wearable) • Portfolio should include development of Story board, Mood board, Colour board, Texture board, Swatch Board, Logo, Working drawing- costing, spec sheet, development of garments by drafting, draping and Flat Pattern • Produce one collection from the portfolio and presented in fashion show <ul style="list-style-type: none"> ○ Preparation of Concept boards for four seasons of three ensembles 	5	

Unit II	<ul style="list-style-type: none"> Preparation of a Portfolio of illustrated innovative garment designs prepared using different themes picked from various sources (magazines, books, films, nature, surroundings, handicrafts, paintings, etc.) and presented using different presentation skills and mediums. <ul style="list-style-type: none"> A portfolio will be prepared by each student, in which he / she shall display his collection of themes, using different presentation skills. Each theme will be accompanied by a line of costumes designed using that particular theme as an inspiration. Different mediums and presentation skills should be used. The portfolio should have at least 12 lines of costumes. <ul style="list-style-type: none"> To justify the theme of the dress, the theme could be seen in the color of the dress/ silhouette of the dress/ surface texture of the dress/ surface ornamentation of the dress/ accessories accompanying the dress. Amongst these lines, the students will shortlist any two garments and construct the same. • Prior to the construction, the working sketch, layout, paper pattern of these two designs should be created. 	5	Nil
Unit III	<ul style="list-style-type: none"> Previous decade study for colors, silhouettes, fabrics, styles and influences of socio-political and lifestyle causes on fashion: World scenario and Indian scenario. 	5	

Unit IV	<ul style="list-style-type: none"> • Forecasting for colors, pattern and fabric for the ensuing seasons based on international forecast. • Preparation of Inspiration/Story boards/Mood boards. • Design development process: Selection of Seams, Necklines, Collars, • Sleeves, cuffs, pockets, Accessories etc. 	5	
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References:

1. Fashion Forecasting by Brannon, Evelyn L., Bloomsbury Publishing PLC,
2. ISBN: 9781563678202
3. 2. Fashion Forward: A Guide to Fashion Forecasting by Rousso Chelsea,
4. Paperback Publications, ISBN: 9781563679247
5. 3. Fashion Illustration for Designers by Kathryn Hagen, Paperback Publications,
6. ISBN: 9780130983831
7. 4. Illustrating Fashion: Concept to Creation by Steven Stipelman, Fairchild
8. Books, ISBN: 9781563678301
9. 5. Apparel Costing by M. Krishna kumar, Abhishek Publication,
10. ISBN:9788182473928
11. 6. Pattern making for fashion design by Helen Joseph Armstrong fifth edition,
12. Pearson Education, Inc. ISBN-10: 0-13-606934-7
13. The Art of Manipulating Fabric, Colette Wolff
14. Andrew Ann, Smocking, London Merchurs Press
15. The art of Sewing: Time life books, Newyork
16. The complete guide to needle work techniques and Materials, Mary Gostelow, Quill Publishing Ltd; London