



॥ सा विद्या या विमुक्तये ॥

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

‘ज्ञानतीर्थ’, विष्णुपुरी, नांदेड - ४३१ ६०६ (महाराष्ट्र राज्य) भारत

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

‘Dnyanteerth’, Vishnupuri, Nanded - 431 606 (Maharashtra State) INDIA

Established on 17th September, 1994, Recognized By the U.G.C. U/s 2(f) and 12(B), NAAC Re-accredited with 'B++' grade

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आंतरविद्याशाखीय अभ्यास विद्याशाखेतील  
एम. व्होक फॉशन टेक्नॉलॉजी प्रथम वर्षा  
चा अभ्यासक्रम शैक्षणिक वर्ष २०२३-२४  
पासून लागू करणेबाबत.

## प रि प त्र क

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, दिनांक १६ जून २०२३ रोजी संपन्न झालेल्या मा. विद्यापरिषदेच्या बैठकीतील ऐनवेळचा विषय क्र.०९/५६-२०२३, अन्वये मान्यता दिल्यानुसार आंतरविद्याशाखीय अभ्यास विद्याशाखेतील राष्ट्रीय शैक्षणिक धोरणानुसार खालील अभ्यासक्रम शैक्षणिक वर्ष २०२३-२४ पासून लागू करण्यात येत आहे.

### 1) M. Voc. Fashion Technology (I year) -

सदरील परिपत्रक व अभ्यासक्रम विद्यापीठाच्या [www.srtmun.ac.in](http://www.srtmun.ac.in) या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील परिपत्रक सर्व संबंधितांच्या निदर्शनास आणावे ही, विनंती.

‘ज्ञानतीर्थ’ परिसर,

विष्णुपुरी, नांदेड - ४३१ ६०६.

जा.क्र.:शै-१/एनईपी २०२०/एम. व्होक/अ.क्र./२०२३-२४/३००.

दिनांक : १८०९.२०२३.



सहा कुलसचिव

शैक्षणिक (१-अभ्यासमंडळ) विभाग

प्रत माहितीस्वरुप:

- १) मा. अधिष्ठाता, आंतर विद्याशाखीय अभ्यास विद्याशाखा, प्रस्तुत विद्यापी
- २) मा. संचालक, परिक्षा व मूल्यमापन मंडळ, प्रस्तुत विद्यापीठ.
- ३) मा. प्राचार्य, सर्व संबंधित महाविद्यालय, प्रस्तुत विद्यापीठ.
- ४) सिस्टीम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ.

**SWAMI RAMANAND TEERTH**  
**MARATHWADA UNIVERSITY, NANDED - 431 606**



**(Structure and Syllabus of Two Years Multidisciplinary  
Degree Program with Multiple Entry and Exit Option)**

**TWO YEAR MASTERS PROGRAMME**

**M.Voc. Fashion Technology**

W.E.F. 2023-24

**Under the Faculty of  
Interdisciplinary Studies**

Effective from Academic year 2023 – 2024  
(As per NEP-2020)

(As per Semester Based Credit and Grading System f

***Details of the Board of Studies Members in Fashion under the faculty of Science & Technology of S.R.T.M. University, Nanded.***

<b><i>Sr. No.</i></b>	<b><i>Name &amp; Address of the BOS Chairman and Members</i></b>	<b><i>Designation</i></b>	<b><i>Email Address</i></b>	<b><i>Contact No.</i></b>
<b><i>1</i></b>	<b><i>Dr. Anita Anil Kulkarni S. S. T. Art's Collage of Fashion Design,Lifestyle Bulding Rajiv Gandhi Chowk, Ausa Rode, Latur.</i></b>	<b><i>Chairman</i></b>	<b><i><a href="mailto:Fashion.anita@gmail.com">Fashion.anita@gmail.com</a></i></b>	<b><i>9881299249</i></b>
<b><i>2</i></b>	<b><i>Prof. Suwarna B. Lawand Dayanand Art's Collage, Latur.</i></b>	<b><i>Member</i></b>	<b><i><a href="mailto:Fashiondept123@gmail.com">Fashiondept123@gmail.com</a></i></b>	<b><i>9860824933</i></b>
<b><i>3</i></b>	<b><i>Yadav Santoshi Sakharam Dayanand Art's Collage, Latur.</i></b>	<b><i>U. G. Student Member</i></b>	<b><i><a href="mailto:Sy1532319@gmail.com">Sy1532319@gmail.com</a></i></b>	<b><i>--</i></b>
<b><i>4</i></b>	<b><i>Ghate Shrichha Ramrao Dayanand Art's Collage, Latur.</i></b>	<b><i>P. G. Student Member</i></b>	<b><i><a href="mailto:Shrichhaghate98@gmail.com">Shrichhaghate98@gmail.com</a></i></b>	<b><i>--</i></b>
<b><i>Sr. No.</i></b>	<b><i>Name&amp; Address of the Invitee</i></b>	<b><i>Designation</i></b>	<b><i>Email Address</i></b>	<b><i>Contact No.</i></b>
<b><i>1</i></b>	<b><i>Dr. Sangeeta Avachar Late Sow. Kamaltai Jamkar M. M. Parbhani.</i></b>	<b><i>Vice Principal</i></b>	<b><i><a href="mailto:Sgavachar.1976@gmail.com">Sgavachar.1976@gmail.com</a></i></b>	<b><i>9767323290</i></b>
<b><i>2</i></b>	<b><i>Prof. Katte. P. B. Sow. Kamaltai Jamkar M. M. Parbhani.</i></b>	<b><i>H.O.D.</i></b>	<b><i><a href="mailto:Poojakatte11@gmail.com">Poojakatte11@gmail.com</a></i></b>	<b><i>9075430279</i></b>
<b><i>3</i></b>	<b><i>Lahoti. A.P. Sow. Kamaltai Jamkar M. M. Parbhani.</i></b>	<b><i>Asst. Professor</i></b>	<b><i><a href="mailto:Siddhi.harkal87@gmail.com">Siddhi.harkal87@gmail.com</a></i></b>	<b><i>7020722090</i></b>
<b><i>4</i></b>	<b><i>Kale Rupali .M. Sow. Kamaltai Jamkar M. M. Parbhani.</i></b>	<b><i>Asst. Professor</i></b>	<b><i><a href="mailto:Kalerupali611@gmail.com">Kalerupali611@gmail.com</a></i></b>	<b><i>7719991129</i></b>



Swami Ramanand Teerth Marathwada University, Nanded.

*Faculty of Interdisciplinary Studies*

*Credit Framework for Two Year PG Program*

**M.VOC. FASHION TECHNOLOGY**

Y e a r & L e v e l	Sem.	Major Subject		RM 5	OJT / FP 6	Research Project 7	Practical's 8	Cre dits 09	Total Cred its 10
		(FT) 3	(FTE) 4						
1	2								
	1	IFTC401 Visual Merchandising (TH) (4 Cr) IFTC402 Introduction to Couture (TH) (4 Cr) IFTC403 Fashion art & Illustration (TH) (4 Cr)	IFTE404 Aesthetic Design (PR) (3 r) IFTE405 Garment Costing & Pricing (TH) (1 Cr)	IVERM 405 <i>Research Methodology (TH)</i> (3 Cr)	--	--	IFTP401 Visual Merchandising (PR) (1 Cr) IFTP402 Introduction to Couture (PR) (1 Cr) IFTP403 Fashion art & Illustration (PR) (1 Cr)	22	44
	2	IFTC451 Fashion & Luxury Brand Management (TH) (4 Cr) IFTC452 Entrepreneurship Development (TH) (4 Cr) IFTC453 Indian Folk Art (TH) (4 Cr)	IFTE454 Fashion Advertising Technique (TH) (1 Cr) IFTE455 Fabric Embellishment (PR) (3 Cr)	--	IFTOJT 455 (3 Cr)	--	IFTP451 Fashion & Luxury Brand Management (PR) (1 Cr) IFTP452 Entrepreneur ship Development (PR) (1 Cr) IFTP453 Indian Folk Art (PR) (1 Cr)	22	
2	3	IFTC501 (4 Cr) IFTC502 (4 Cr) IFTC503 (4 Cr)	IFTE504 (4 Cr)  (From same Department / School)	--		Research Project IFTR505 (4 Cr)	IFTP501 (1 Cr)  IFTP502 (1 Cr)	22	44
	4	IFTC551 (4 Cr) IFTC552 (4 Cr)	IFTE553 (4 Cr) (From same Department / School)	IVEPE 554 Publication Ethics (2 Cr)		Research Project IFTR555 (6 Cr)	IFTP551 (1 Cr)  IFTP552 (1 Cr)	22	
Total Credits		44	16	05	03	10	10	88	



# M.Voc. Fashion Technology First Year Semester I (Level 6.0 )

## Teaching Scheme

	Course Code	Course Name	Credits Assigned			Teaching Scheme (Hrs/week)		
			Theory	Practical	Total	Theory	Practical	Total
<b>Major</b>	<b>IFTC401</b>	Visual Merchandising (TH)	04	--	<b>04</b>	04	--	<b>04</b>
	<b>IFTC402</b>	Introduction to Couture (TH)	04	--	<b>04</b>	04	--	<b>04</b>
	<b>IFTC403</b>	Fashion art & Illustration (PR)	--	04	<b>04</b>	--	08	<b>08</b>
<b>Elective (FTE)</b>	<b>IFTE404</b>	Aesthetic Design (PR)	--	03	<b>03</b>	--	06	<b>06</b>
	<b>IFTE405</b>	Garment Costing & Pricing (TH)	01	--	<b>01</b>	01	--	<b>01</b>
<b>Research Methodology</b>	<b>IVERM405</b>	Research Methodology (TH)	03	--	<b>03</b>	03	--	<b>03</b>
<b>FT Practical</b>	<b>IFTP401</b>	Visual Merchandising (PR)	--	01	<b>01</b>	--	02	<b>02</b>
	<b>IFTP402</b>	Introduction to Couture (PR)	--	01	<b>01</b>	--	02	<b>02</b>
	<b>IFTP403</b>	Fashion art & Illustration (PR)	--	01	<b>01</b>	--	02	<b>02</b>
<b>Total Credits</b>			<b>12</b>	<b>10</b>	<b>22</b>	<b>12</b>	<b>20</b>	<b>32</b>



## M.Voc. Fashion Technology First Year Semester I (Level 6.0)

### Examination Scheme

[20% Continuous Assessment (CA) and 80% End Semester Assessment (ESA)]

*(For illustration we have considered a paper of 02 credits, 50 marks, needs to be modified depending on credits of individual paper)*

Subject (1)	Course Code (2)	Course Name (3)	Theory			ESA	Practical		Total Col (6+7) / Col (8+9+ 10) (10)
			Continuous Assessment (CA)						
			Test I (4)	Test II (5)	Average of (T1+T2) /2 (6)	Total (7)	CA (8)	ESA (9)	
Major	IFTC401	Visual Merchandising (TH)	20	20	20	80	--	--	100
	IFTC402	Introduction to Couture (TH)	20	20	20	80	--	--	100
	IFTC403	Fashion art & Illustration (PR)	--	--	--	--	20	80	100
Elective (FTE)	IFTE404	Aesthetic Design (PR)	--	--	--	--	15	60	75
	IFTE405	Garment Costing & Pricing (TH)	05	05	05	20	--	--	25
Research Methodology	IVERM405	Research Methodology (TH)	15	15	15	60	--	--	75
FT Practical	IFTP401	Visual Merchandising (PR)	--	--	--	--	05	20	25
	IFTP402	Introduction to Couture (PR)	--	--	--	--	05	20	25
	IFTP403	Fashion art & Illustration (PR)	--	--	--	--	05	20	25



# M.Voc. Fashion Technology First Year Semester II (Level 6.0 )

## Teaching Scheme

	Course Code	Course Name	Credits Assigned			Teaching Scheme (Hrs/week)		
			Theory	Practical	Total	Theory	Practical	Total
<b>Major</b>	<b>IFTC451</b>	Fashion & Luxury Brand Management (TH)	04	--	<b>04</b>	04	--	<b>04</b>
	<b>IFTC452</b>	Entrepreneurship Development (TH)	04	--	<b>04</b>	04	--	<b>04</b>
	<b>IFTC453</b>	Indian Folk Art (PR)	--	04	<b>04</b>	--	08	<b>08</b>
<b>Elective (FTE)</b>	<b>IFTE454</b>	Fabric Embellishment (PR)	--	03	<b>03</b>	--	06	<b>06</b>
	<b>IFTE455</b>	Fashion Advertising Technique (TH)	01	--	<b>01</b>	01	--	<b>01</b>
<b>Research Methodology</b>	<b>IFTOJ455</b>	On Job Training (TH)	03	--	<b>03</b>	03	--	<b>03</b>
<b>FT Practical</b>	<b>IFTP451</b>	Fashion & Luxury Brand Management (PR)	--	01	<b>01</b>	--	02	<b>02</b>
	<b>IFTP452</b>	Entrepreneurship Development (PR)	--	01	<b>01</b>	--	02	<b>02</b>
	<b>IFTP453</b>	Indian Folk Art (PR)	--	01	<b>01</b>	--	02	<b>02</b>
<b>Total Credits</b>			<b>12</b>	<b>10</b>	<b>22</b>	<b>12</b>	<b>20</b>	<b>32</b>



# **M.Voc. Fshion Technology First Year Semester II (Level 6.0 )**

## **Examination Scheme**

[20% Continuous Assessment (CA) and 80% End Semester Assessment (ESA)]

(For illustration we have considered a paper of 02 credits, 50 marks, needs to be modified depending on credits of individual paper)

Subject (1)	Course Code (2)	Course Name (3)	Theory			ESA	Practical		Total Col (6+7) / Col (8+9+10) (10)
			Continuous Assessment (CA)						
			Test I (4)	Test II (5)	Average of (T1+T2) /2 (6)	Total (7)	CA (8)	ESA (9)	
Major	IFTC451	Fashion & Luxury Brand Management (TH)	20	20	20	80	--	--	100
	IFTC452	Entrepreneurship Development (TH)	20	20	20	80	--	--	100
	IFTC453	Indian Folk Art (PR)	--	--	--	--	20	80	100
Elective (FTE)	IFTE454	Fabric Embellishment (PR)	--	--	--	--	15	60	75
	IFTE455	Fashion Advertising Technique (TH)	05	05	05	20	--	--	25
Research Methodology	IFTO455	On Job Training	15	15	15	60	--	--	75
FT Practical	IFTP451	Fashion & Luxury Brand Management (PR)	--	--	--	--	05	20	25
	IFTP452	Entrepreneurship Development (PR)	--	--	--	--	05	20	25
	IFTP453	Indian Folk Art (PR)	--	--	--	--	05	20	25



## **Course Structure:**

### *Major 1 - Teaching Scheme*

Course Code (2)	Course Name (3)	Theory				Practical		Total Col (6+7) / Col (8+9+10) (10)
		Continuous Assessment (CA)						
		Test I (4)	Test II (5)	Average of (T1+T2)/2 (6)	ESA (7)	CA (8)	ESA (9)	
IFTC451	Fashion & Luxury Brand Management (TH)	20	20	20	80	--	--	100

### *Major 1 - Assessment Scheme*

Course Code	Course Name (Paper Title)	Teaching Scheme (Hrs.)		Credits Assigned		
		Theory	Practical	Theory	Practical	Total
<b>IFTC451</b>	Fashion & Luxury Brand Management (TH)	60	--	04	01	05

## **IFTC101: *Title (Major 1) Curriculum Details***

- **Course pre-requisite:**

1. All fashion technology UG students can obtain this PG course.

- **Course objectives:**

1. Fashion technology is the art of applying design, aesthetic, clothing construction and accessories.
2. In this course you will learn the courses of fashion technology and digital illustration.
3. Some important objective of a fashion technology include anticipating trends in the fashion industry, creating new clothing designs, doing marketing research.

- **Course outcomes:**

1. M. Voc Fashion technology is a 2 year postgraduate program, designed for aspirants to gain & in – depth knowledge about the world of fashion & explore it's economic, ethical, social, ecological and cultural aspect.
2. An aspiring candidate can be eligible for this course only after passing M.Voc. or any other equivalent qualification from a recognized university.
3. Students will get industrial knowledge.
4. Students will get knowledge about visual merchandising & fashion forecasting so in future they can get job in mall or for particular clothing brand.

**Curriculum Details:** *(There shall be FOUR Modules in each course)*

# IFTC401 Visual Merchandising (TH)

**Credit - 04**

**Marks-100**

**Periods-60**

Module No.	Unit No.	Topic	Hrs. Required to cover the contents
1.0		<b>Getting started Visual Merchandising and Display Basics</b>	15
	1.1	Introduction	
	1.2	The history of visual merchandising	
	1.3	Objectives	
	1.4	Visual merchandising and Display	
	1.5	Purpose of visual merchandising	
	1.6	Store image	
	1.7	Target customers	
	1.8	Seasonal visual merchandising	
	1.9	Windows	
	1.10	Principles and Elements of design in visual merchandising	
	1.11	colours	
	1.12	conclusion	
2.0		<b>Display and Display Settings</b>	15
	2.1	Introduction	
	2.2	Types of display	
	2.3	Display settings and types of display settings	
	2.4	Store and window settings - Exterior of the store	
	2.5	Window designs	
3.0		<b>Mannequins</b>	15
	3.1	Introduction	
	3.2	Purpose of mannequins	
	3.3	Selection of mannequins	
	3.4	Uses and applications of mannequins	
	3.5	Types of mannequins	
	3.6	Alternatives to Mannequins	
	3.7	Dressing up of Mannequins	
	3.8	Attention drawing devices	
	3.9	Merchandise display	
4.0		<b>Related areas of visual merchandising and display</b>	15
	4.1	Introduction	
	4.2	Familiar symbols	
	4.3	Masking and proscenia	
	4.4	Graphics and signage	
	4.5	Light and lighting	
	4.6	Fixtures	
	4.7	Fashion Accessories	
	4.8	Career opportunities in Visual merchandising	
	4.9	Exhibits and Trade	
	4.10	Fashion show	
	4.11	Trade organisation and Trade show.	

**Reference Books:**

1. Visual Merchandising By Sumithra Murugesan in October 2020,
2. Visual Merchandising for Fashion By sarah Bailey, Jonathan Baker in 2021,
3. Visual merchandising and Display: Studio Instant Access By Martin M. Pegler, Anne Kong in 2028,
4. Visual Merchandising By Swati Bhalla,
5. Window Display: New Visual Merchandising By Tony Morgan in 2010.

# IFTP401 Visual Merchandising (PR)

**Credit - 01**

**Marks-25**

**Periods-30**

Module No.	Unit No.	Topic	Hrs. Required to cover the contents
1.0		<b>Getting started Visual Merchandising and Display Basics</b>	07
	1.1	Introduction	
	1.2	The history of visual merchandising	
	1.3	Objectives	
	1.4	Visual merchandising and Display	
	1.5	Purpose of visual merchandising	
	1.6	Store image	
	1.7	Target customers	
	1.8	Seasonal visual merchandising	
	1.9	Windows	
	1.10	Principles and Elements of design in visual merchandising	
	1.11	colours	
	1.12	conclusion	
2.0		<b>Display and Display Settings</b>	07
	2.1	Introduction	
	2.2	Types of display	
	2.3	Display settings and types of display settings	
	2.4	Store and window settings - Exterior of the store	
	2.5	Window designs	
3.0		<b>Mannequins</b>	08
	3.1	Introduction	
	3.2	Purpose of mannequins	
	3.3	Selection of mannequins	
	3.4	Uses and applications of mannequins	
	3.5	Types of mannequins	
	3.6	Alternatives to Mannequins	
	3.7	Dressing up of Mannequins	
	3.8	Attention drawing devices	
	3.9	Merchandise display	
4.0		<b>Related areas of visual merchandising and display</b>	08
	4.1	Introduction	
	4.2	Familiar symbols	
	4.3	Masking and proscenia	
	4.4	Graphics and signage	
	4.5	Light and lighting	
	4.6	Fixtures	
	4.7	Fashion Accessories	
	4.8	Career opportunities in Visual merchandising	
	4.9	Exhibits and Trade	
	4.10	Fashion show	
	4.11	Trade organisation and Trade show.	

**Reference Books:**

1. Visual Merchandising By Sumithra Murugesan in October 2020,
2. Visual Merchandising for Fashion By sarah Bailey, Jonathan Baker in 2021,
3. Visual merchandising and Display: Studio Instant Access By Martin M. Pegler, Anne Kong in 2028,
4. Visual Merchandising By Swati Bhalla,
5. Window Display: New Visual Merchandising By Tony Morgan in 2010.

**IFTC402 Introduction to Couture (TH)****Credit - 04****Marks-100****Periods-60**

<b>Module No.</b>	<b>Unit No.</b>	<b>Topic</b>	<b>Hrs. Required to cover the contents</b>
1.0		<b>Introduction to Clothing Behaviour</b>	13
	1.1	Significance of clothing	
	1.2	Factors Affecting Basic Clothing Needs	
	1.3	General Values & Clothing Behaviour	
	1.4	Society & Clothing	
	1.5	Culture & Society	
	1.6	Dress Among Societies	
	1.7	Globalization of Dresses	
2.0		<b>Types of Collection</b>	16
	2.1	Ready to Wear	
	2.2	Haute Couture	
	2.3	Demy-Couture	
	2.4	Capsule Collection	
	2.5	Resort Wear	
	2.6	Active Wear	
	2.7	Cruise Collection	
3.0		<b>Design Development After the Identification of A Particular Society and Its Way of Dressing</b>	08
4.0		<b>Demographic Trends</b>	15
	4.1	Effect of Age And Sex	
	4.2	Income and Economic Status	
	4.3	Social Class	
	4.4	Ethnicity on Couture	
	4.5	Psychographic Trends	
	4.6	Effects of Personality	
	4.7	Attitude	
5.0		<b>Dress &amp; Technology</b>	08
	5.1	Designing a Couture Range with the Help of Dedicated Software's	

**Reference Books:**

1. Couture Culture A Study in Modern Art and Fashion By Nancy J. Troy
2. Couture Sewing Techniques By Claire B. Shaeffer
3. The Art of Haute Couture By Laura Jacobs in 1995
4. Haute Couture Fashion Illustration Resource Books By Irina V. Ivanova

## IFTP402 Introduction to Couture (PR)

Credit - 01

Marks - 25

Periods - 30

Module No.	Unit No.	Topic	Hrs. Required to cover the contents
1.0		<b>Introduction to Clothing Behaviour</b>	08
	1.1	Significance of clothing	
	1.2	Factors Affecting Basic Clothing Needs	
	1.3	General Values & Clothing Behaviour	
	1.4	Society & Clothing	
	1.5	Culture & Society	
	1.6	Dress Among Societies	
	1.7	Globalization of Dresses	
2.0		<b>Types of Collection</b>	08
	2.1	Ready to Wear	
	2.2	Haute Couture	
	2.3	Demi-Couture	
	2.4	Capsule Collection	
	2.5	Resort Wear	
	2.6	Active Wear	
	2.7	Cruise Collection	
3.0		<b>Design Development After the Identification of A Particular Society and Its Way of Dressing</b>	03
4.0		<b>Demographic Trends</b>	08
	4.1	Effect of Age And Sex	
	4.2	Income and Economic Status	
	4.3	Social Class	
	4.4	Ethnicity on Couture	
	4.5	Psychographic Trends	
	4.6	Effects of Personality	
	4.7	Attitude	
5.0		<b>Dress &amp; Technology</b>	03
	5.1	Designing a Couture Range with the Help of Dedicated Software's	

### Reference Books:

1. Couture Culture A Study in Modern Art and Fashion By Nancy J. Troy
2. Couture Sewing Techniques By Claire B. Shaeffer
3. The Art of Haute Couture By Laura Jacobs in 1995
4. Haute Couture Fashion Illustration Resource Books By Irina V. Ivanova



**IFTC403 Fashion Art & Illustration (PR)****Credit - 04****Marks - 100****Periods - 120**

<b>Module No.</b>	<b>Unit No.</b>	<b>Topic</b>	<b>Hrs. Required to cover the contents</b>
1.0		<b>Drawing Fashion Figures</b>	24
	1.1	Women Fashion Figures: Planning, Traditional Fashion Figure Proportions, Balancing, Turning, Posing, Adjusting.	
	1.2	Men Fashion Figures: Planning, Traditional Fashion Figure Proportions for Men, Balancing, Turning, And Posing.	
	1.3	Drawing Children and Young Adults: Babies, Infants, Toddlers, Children's, Twins, and Juniors.	
2.0		<b>Research On Stylist Template Illustration</b>	24
	2.1	Case Study	
	2.2	Types of Illustrator	
	2.3	Understand Their Style of Draw	
	2.4	Try to Illustrate Template	
3.0		<b>Basic Garment Details</b>	24
	3.1	Flat Sketching Basic Garment Details and Silhouettes	
	3.2	Sketching Basic Garments on the Figure	
	3.3	The Combined Effect of Body Movement & Gravity	
	3.4	Illustrated Glossary of Garment Details	
4.0		<b>Drapery</b>	24
	4.1	Basic Principles of Drapery	
	4.2	Flat Sketching Basic Draped Garments	
	4.3	Drawing Drapery on the Figure	
5.0		<b>Fabric Rendering Techniques</b>	24
	5.1	Textures, Wool, Fur & Skin, Denim & Twill, Quilting, knits, Shine & Iridescence, Sheerness & Transparency, Lacy & Layered, Beads & Sequins, Black, White, Prints & Patterns, Floral Motifs,	

**Reference Books:**

1. Fashion Illustration Inspiration and Technique By ANNA KIPER
2. Fashion Drawing Illustration Techniques for Fashion Designers By Michele Wesen Bryant in 2011
3. Wrap & Drape Fashion History, Design & Drawing By Elisabetta 'Kuky' Drudi in 2007

## IFTP403 Fashion Art & Illustration (PR)

**Credit - 01**

**Marks-25**

**Periods-30**

<b>Module No.</b>	<b>Unit No.</b>	<b>Topic</b>	<b>Hrs. Required to cover the contents</b>
1.0		<b>Drawing Fashion Figures</b>	08
	1.1	Women Fashion Figures: Planning, Traditional Fashion Figure Proportions, Balancing, Turning, Posing, Adjusting.	
	1.2	Men Fashion Figures: Planning, Traditional Fashion Figure Proportions for Men, Balancing, Turning, And Posing.	
	1.3	Drawing Children and Young Adults: Babies, Infants, Toddlers, Children's, Tweens, and Juniors.	
2.0		<b>Research On Stylist Template Illustration</b>	08
	2.1	Case Study	
	2.2	Types of Illustrator	
	2.3	Understand Their Style of Draw	
	2.4	Try to Illustrate Template	
3.0		<b>Basic Garment Details</b>	08
	3.1	Flat Sketching Basic Garment Details and Silhouettes	
	3.2	Sketching Basic Garments on the Figure	
	3.3	The Combined Effect of Body Movement & Gravity	
	3.4	Illustrated Glossary of Garment Details	
4.0		<b>Drapery</b>	03
	4.1	Basic Principles of Drapery	
	4.2	Flat Sketching Basic Draped Garments	
	4.3	Drawing Drapery on the Figure	
5.0		<b>Fabric Rendering Techniques</b>	03
	5.1	Textures, Wool, Fur & Skin, Denim & Twill, Quilting, knits, Shine & Iridescence, Sheerness & Transparency, Lacy & Layered, Beads & Sequins, Black, White, Prints & Patterns, Floral Motifs,	

### Reference Books:

1. Fashion Illustration Inspiration and Technique By ANNA KIPER
2. Fashion Drawing Illustration Techniques for Fashion Designers By Michele Wesen Bryant in 2011
3. Wrap & Drape Fashion History, Design & Drawing By Elisabetta 'Kuky' Drudi in 2007

## IFTE404 Aesthetic Design (PR)

**Credit - 03**

**Marks-75**

**Periods-90**

Module No.	Unit No.	Topic	Hrs. Required to cover the contents
1.0		<b>Factors Discouraging Research on the Aesthetics of Fashion: Cultural Values</b>	15
	1.1	Misunderstanding of Fashion Change	
	1.2	The Consumers Relationship to the Fashion Object	
	1.3	Methodological Challenges	
	1.4	Future Research on the Aesthetic of Fashion	
2.0		<b>Abstracting Across Products Within Collection</b>	25
	2.1	Abstracting Across Products	
	2.2	Aesthetic Similarities Within French, Italian, U. S., And Japanese Designers	
	2.3	Aesthetics of French Designers Collection	
	2.4	Aesthetics of U. S. Designers Collection	
3.0		<b>Fashion Trend Forecasting</b>	25
	3.1	Novelty and Consumer Acceptance of Fashion	
	3.2	Novelty and Evolution of Design	
	3.3	Abstracting Across Products Over Time	
	3.4	Direction of Change	
	3.5	Rate of Change	
	3.6	Breath of Offering	
	3.7	Interpreting the Social Context	
	3.8	Prediction of Future Trends or Preferences	
4.0		<b>Creative Activities and Skills</b>	25
	4.1	Basic Perceptual Analysis	
	4.2	Perceiving Forms	
	4.3	Abstracting Across Products	
	4.4	Forecasting Trends	
	4.5	Analysis of Consumer References	
	4.6	Deriving Inspiration	
	4.7	Developing and Advancing the Concept	
	4.8	Communicating Ideas	

### Reference Books:

1. Fashion Aesthetics And Ethics: Past and Present By Louise Wallenberg, Andrea Kollnitz in 2023
2. Fashion Design: Aesthetic Concepts By Larissa Lando in 2016
3. Understanding Aesthetics for the Merchandising and Design By Ann Marie Fiore, Patricia A. Kimle in 1996

## IFTE405 Garment Costing and Pricing (TH)

**Credit - 01**

**Marks - 25**

**Periods - 15**

<b>Module No.</b>	<b>Unit No.</b>	<b>Topic</b>	<b>Hrs. Required to cover the contents</b>
1.0		<b>What is the Cost of a Garment</b>	05
	1.1	Garment Costing Methods and Techniques	
	1.2	Main Factors that Affect Garment Costing	
	1.3	Costing Table Example	
2.0		<b>How to Get the Best Pricing From Suppliers?</b>	05
	2.1	How To Request a Price Quotation From a Garment Manufacturer?	
	2.2	How To Execute a Garment Production Order?	
	2.3	Pricing	
3.0		<b>Difference Between Wholesale and Retail Price</b>	05
	3.1	How to Determine the Right Pricing to My Target Market	
	3.2	Difference Between CIF & FOB	
	3.3	Final Words	

### Reference Books:

1. Apparel Costing By Andrea Kennedy, Andrea Reyes, Francesco Venezia In 2020
2. Costing For the Fashion Industry by Nathalie Evans, Michael Jeffres, Susan Craig In 2020

## IVERM405 Research Methodology (TH)

**Credit - 03**

**Marks-75**

**Periods-45**

Module No.	Unit No.	Topic	Hrs. Required to cover the contents
1.0		<b>Research- What &amp; Why</b>	10
	1.1	What is a brief?	
	1.2	What is Research?	
	1.3	What Should Research Contain?	
	1.4	Who are you Designing for?	
	1.5	What is a Brainstorming	
2.0		<b>Choosing What to Research?</b>	10
	2.1	Choosing a Theme	
	2.2	What are Primary Sources?, What are Secondary Sources?	
	2.3	Sources of Inspiration – Recycled Garment Manipulation	
3.0		<b>Compiling Your Research:</b> The Sketchbook, Techniques for Drawing, Collage, Juxtaposition & Deconstruction	09
	3.1	Cross Referencing, Analysis of Research, Focus on Key Elements, Mood boards.	
4.0		<b>Designing from Your Research</b>	08
	4.1	Bridging the Gap, Model & Drape, Photomontage With Drapery, Design Development Elements,	
5.0		<b>Communicating Your Ideas</b>	08
	5.1	Drawing for Design , Templates, Illustrating with Collage Art Materials, Illustration, Working Drawings, Layout & Composition, Beyond the Drawing Board	

### Reference Books:

1. Research and Design by Simon Seivewright
1. Research Methodology Methods And Techniques By C. R. Kothari
2. Doing Research in Fashion And Dress By Yuniya Kawamura
3. Research For Designers By Gjoko Muratovski
4. Research and Design For Fashion By Richard Sorger & Simon SeiveWright
5. Developing A Collection By Colin Renfrew And Elinor

## IFTC451 Fashion and Luxury Brand Management (TH)

**Credit - 04**

**Marks - 100**

**Periods - 60**

<b>Module No.</b>	<b>Unit No.</b>	<b>Topic</b>	<b>Hrs. Required to cover the contents</b>
1.0		<b>Fundamentals of Fashion Brand</b>	15
	1.1	Concept of Fashion Brand Equity	
	1.2	Awareness, Identify, Image, Elements, Personality and Positing	
	1.12	Fashion Brand Extension	
2.0		<b>Fashion Brand Extension</b>	15
	2.1	Pros and Cons of Brand Extension	
	2.2	Categories Related Extension	
	2.3	Image Related Extension	
3.0		<b>Fashion Brand Equity</b>	15
	3.1	Quantitative Qualitative Methods	
	3.2	Brand Equity Measurement System	
	3.3	Brand Valuation	
4.0		<b>Fashion Brand</b>	15
	4.1	National Brand	
	4.2	International Brand	
	4.3	Designers Brand	
	4.4	How to Build Brand	
	4.5	Luxury Fashion Brand	

### Reference Books:

1. Fashion & Luxury Marketing By Michael R. Solomon, Mona Mrad in 2022
2. Fashion Branding and Communication: Core Strategies By Byoungho Jin, Elena Cedrola in 2017
3. The Art of Digital Marketing for Fashion and Luxury Brands By Wilson Ozuem, Silvia Ranfagni in 2021
4. Luxury Fashion Branding: Trends, Tactics, Techniques By U. Okonkwo in 2016
5. The Artification of Luxury Fashion Brands By Marta Massi, Alex Turrini in 2020

**IFTP451 Fashion and Luxury Brand Management (PR)****Credit - 01****Marks - 25****Periods - 30**

<b>Module No.</b>	<b>Unit No.</b>	<b>Topic</b>	<b>Hrs. Required to cover the contents</b>
1.0		<b>Fundamentals of Fashion Brand</b>	08
	1.1	Concept of Fashion Brand Equity	
	1.2	Awareness, Identify, Image, Elements, Personality and Positing	
	1.12	Fashion Brand Extension	
2.0		<b>Fashion Brand Extension</b>	08
	2.1	Pros and Cons of Brand Extension	
	2.2	Categories Related Extension	
	2.3	Image Related Extension	
3.0		<b>Fashion Brand Equity</b>	06
	3.1	Quantitative Qualitative Methods	
	3.2	Brand Equity Measurement System	
	3.3	Brand Valuation	
4.0		<b>Fashion Brand</b>	08
	4.1	National Brand	
	4.2	International Brand	
	4.3	Designers Brand	
	4.4	How to Build Brand	
	4.5	Luxury Fashion Brand	

**Reference Books:**

1. Fashion & Luxury Marketing By Michael R. Solomon, Mona Mrad in 2022
2. Fashion Branding and Communication: Core Strategies By Byoungho Jin, Elena Cedrola in 2017
3. The Art of Digital Marketing for Fashion and Luxury Brands By Wilson Ozuem, Silvia Ranfagni in 2021
4. Luxury Fashion Branding: Trends, Tactics, Techniques By U. Okonkwo in 2016
5. The Artification of Luxury Fashion Brands By Marta Massi, Alex Turrini in 2020

## IFTC452 Entrepreneurship Development (TH)

**Credit - 04**

**Marks-100**

**Periods-60**

<b>Module No.</b>	<b>Unit No.</b>	<b>Topic</b>	<b>Hrs. Required to cover the contents</b>
1.0		<b>Entrepreneurship</b>	09
	1.1	Concept , Innovation, Type, Process, Competencies, Management Skills, Importance & Economic Development	
2.0		<b>Funds</b>	13
	2.1	Sources, Ecosystem, Ownership, Types of Company, Role of CFO, Accountancy- Important Items, Chart of Account- Balance Sheet, Income Statement, Cash Flow Statement.	
3.0		<b>Small Scale Industry &amp; Government Scheme</b>	15
	3.1	Growth of Small Scale Industries in Developing Countries, Role of Small Scale Industries in the National Economy	
	3.2	Characteristics and Types of Small Scale Industries, Government Policy for Small Scale Industry in India	
4.0		<b>Project Planning, Formulation &amp; Control</b>	15
	4.1	Planning, Identification & Formulation, Evaluation, Analysis, Preparation of Project Report, Marketing & HRM	
	4.2	Laws Concerning Entrepreneur	
5.0		<b>Women Entrepreneurship</b>	08
	5.1	Meaning, Characteristics, Features, Problems of Women Entrepreneurship in India, Government Schemes.	

### Reference Books:

1. Entrepreneurship Development ( A. K. Rai ) By Vikas Publishing
2. Entrepreneurship Development ( Sehgal & Chaturvedi ) By UDH Publishing
3. Entrepreneurship (R. V. Badi & N. V. Badi ) By Vrinda Publications.



## IFTC452 Entrepreneurship Development (PR)

**Credit - 01**

**Marks-25**

**Periods-30**

<b>Module No.</b>	<b>Unit No.</b>	<b>Topic</b>	<b>Hrs. Required to cover the contents</b>
1.0		<b>Entrepreneurship</b>	03
	1.1	Concept , Innovation, Type, Process, Competencies, Management Skills, Importance & Economic Development	
2.0		<b>Funds</b>	08
	2.1	Sources, Ecosystem, Ownership, Types of Company, Role of CFO, Accountancy- Important Items, Chart of Account- Balance Sheet, Income Statement, Cash Flow Statement.	
3.0		<b>Small Scale Industry &amp; Government Scheme</b>	08
	3.1	Growth of Small Scale Industries in Developing Countries, Role of Small Scale Industries in the National Economy	
	3.2	Characteristics and Types of Small Scale Industries, Government Policy for Small Scale Industry in India	
4.0		<b>Project Planning, Formulation &amp; Control</b>	08
	4.1	Planning, Identification & Formulation, Evaluation, Analysis, Preparation of Project Report, Marketing & HRM	
	4.2	Laws Concerning Entrepreneur	
5.0		<b>Women Entrepreneurship</b>	03
	5.1	Meaning, Characteristics, Features, Problems of Women Entrepreneurship in India, Government Schemes.	

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2. Entrepreneurship Development ( Sehgal & Chaturvedi ) By UDH Publishing
3. Entrepreneurship (R. V. Badi & N. V. Badi) By Vrinda Publications.

**IFTC453 Indian Folk Art (PR)****Credit - 04****Marks -100****Periods - 120**

<b>Module No.</b>	<b>Unit No.</b>	<b>Topic</b>	<b>Hrs. Required to cover the contents</b>
1.0		<b>Introduction to Folk and Tribal Art</b>	24
	1.1	Introduction to Folk and Tribal Art	
	1.2	Forms of Folk and Tribal Art	
	1.3	Contribution of Scholars and Artists	
2.0		<b>Medium, Techniques and Styles</b>	24
	2.1	Traditional and Contemporary Method and Material	
	2.2	Symbols and Motives of Folk Art	
	2.3	Importance and Relevance of Folk Art	
	2.4	Possibilities and Opportunities	
3.0		<b>Wall Painting</b>	24
	3.1	Madhubani Art	
	3.2	Warli Painting	
	3.3	Sanjhi Art	
	3.4	Pithora	
4.0		<b>Floor Painting</b>	24
	4.1	Rangoli	
	4.2	Alapana	
	4.3	Kolam ( Kalam in Kerala )	
	4.4	Mandana	
5.0		<b>Other Mediums of Paintings</b>	24
	5.1	Painting on Cloth	
	5.2	Painting on Clay	
	5.3	Painting on Wood	
	5.4	Making of Puppet	

**Reference Books:**

1. Indian Folk And Tribal Art By Anup Kumar Bharti in 2018
2. Indian Folk Art By Heinz Adolf Mode, Subodh Chandra in 1985
3. The Indian Folk Art And Crafts By Jagdeesh in 2023
4. Mexican Indian Folk Designs By Irmgard Weitlaner-Johnson in 2012
5. Arts of India By Krishna Chaitanya in 1987

**IFTP453 Indian Folk Art (PR)****Credit - 01****Marks-25****Periods-30**

<b>Module No.</b>	<b>Unit No.</b>	<b>Topic</b>	<b>Hrs. Required to cover the contents</b>
1.0		<b>Introduction to Folk and Tribal Art</b>	06
	1.1	Introduction to Folk and Tribal Art	
	1.2	Forms of Folk and Tribal Art	
	1.3	Contribution of Scholars and Artists	
2.0		<b>Medium, Techniques and Styles</b>	06
	2.1	Traditional and Contemporary Method and Material	
	2.2	Symbols and Motives of Folk Art	
	2.3	Importance and Relevance of Folk Art	
	2.4	Possibilities and Opportunities	
3.0		<b>Wall Painting</b>	06
	3.1	Madhubani Art	
	3.2	Warli Painting	
	3.3	Sanjhi Art	
	3.4	Pithora	
4.0		<b>Floor Painting</b>	06
	4.1	Rangoli	
	4.2	Alapana	
	4.3	Kolam ( Kalam in Kerala )	
	4.4	Mandana	
5.0		<b>Other Mediums of Paintings</b>	06
	5.1	Painting on Cloth	
	5.2	Painting on Clay	
	5.3	Painting on Wood	
	5.4	Making of Puppet	

**Reference Books:**

1. Indian Folk And Tribal Art By Anup Kumar Bharti in 2018
2. Indian Folk Art By Heinz Adolf Mode, Subodh Chandra in 1985
3. The Indian Folk Art And Crafts By Jagdeesh in 2023
4. Mexican Indian Folk Designs By Irmgard Weitlaner-Johnson in 2012
5. Arts of India By Krishna Chaitanya in 1987

## IFTE455 Fashion Advertising Techniques (TH)

**Credit - 01**

**Marks - 25**

**Periods - 15**

<b>Module No.</b>	<b>Unit No.</b>	<b>Topic</b>	<b>Hrs. Required to cover the contents</b>
1.0		<b>Introduction to Advertising</b>	02
	1.1	Objectives, Introduction, Definitions, Features, Objectives, Importance	
	1.2	Active Participants in Advertising	
	1.3	Role of Advertising Marketing Mix	
2.0		<b>Classification of Advertising</b>	04
	2.1	Objectives of the Lesson	
	2.2	Introduction	
	2.3	Classification of Advertising	
	2.4	Types of Advertising	
	2.5	Difference Between National Advertising and Retail Advertising	
3.0		<b>Advertising Media</b>	04
	3.1	Determinants of Advertising Media	
	3.2	Radio, Internet, Television, Press Advertising	
	3.3	Film, Purchase Pont, Speciality, Video Advertising	
	3.4	Outdoor or Mural, Advertising, Emerging Media Option, Display or Indoor Publicity	
4.0		<b>Creativity in Advertising</b>	04
	4.1	Consumer Psychology, Buying Motives	
	4.2	Selling Points, Visualisation,	
	4.3	Copy, Headlines	
	4.4	Slogan, Logo	
5.0		<b>Ethics in Advertising</b>	01

### Reference Books:

1. Fashion Advertising and Promotion By Jay and Ellen Diamond
2. Fashion Advertising and Promotion By Arthur A. Winters & Stanley Goodman
3. Retail Fashion Promotion and Advertising By Mary Frances Drake, Janice Harrison Spoone, Herbert Greenwald

**IFTE454 Fabric Embellishment (PR)****Credit - 03****Marks - 75****Periods - 90**

<b>Module No.</b>	<b>Unit No.</b>	<b>Topic</b>	<b>Hrs. Required to cover the contents</b>
1.0		<b>Fabric Painting</b>	20
	1.1	Digital Painting	
	1.2	Spray Painting	
	1.3	Stencil Painting	
	1.4	Acrylic Painting	
2.0		<b>Adding Ruffles as an Embellishment</b>	24
	2.1	Single Edge Ruffle	
	2.2	Double Edge Ruffle	
	2.3	Double Width Ruffle	
	2.4	Waterfall Ruffle	
	2.5	Circular Ruffle	
	2.6	Cascading Ruffle	
3.0		<b>Adding Other Embellishments</b>	26
	3.1	Apply Hem Finishes	
	3.2	Smoking	
	3.3	Pleating & Gathering	
	3.4	Using Buttons	
	3.5	Use of Gems & Stones	
	3.6	Elastic	
	3.7	Origami in Fabric	
	3.8	Appliqué	
	3.9	Graphic Line Drawing	
	3.10	Feathers	
	3.11	Eyelets	
4.0		<b>Unusual Woven Textiles</b>	20
	4.1	3D Texture	
	4.2	Polythene	
	4.3	Beads & Sequences	
	4.4	Tussles	
	4.5	Ribbons & Fringes	

**Reference Books:**

**IFTOJ455 on Job Training (TH)**

**Credit - 03**

**Marks - 75**

**Periods - 45**