

SANKALCHAND PATEL UNIVERSITY
VISNAGAR
Faculty of Design



Structure, Teaching Scheme and Syllabus of
Master of Design (Fashion Design)

Program Code: FD201

With effect from: 2023-24

COURSE LEARNING OUTCOME

Programme Name: -M. Des FD

Program Outcome (PO): -

[PO.1]. Design Process Knowledge: To apply the knowledge of elements and Principles of fashion design to create futuristic designs on various domains and develop prototypes using draping, flat pattern making and stitching.

[PO.2]. Fashion and Fabric Theory Knowledge: To Understand Theories & Principles of behind Fabric Construction, Textile Science, History of Art, Textile, Costumes, Fashion theories, Styles, Marketing and Merchandising.

[PO.3]. Design / Development of Solution: To focus on creative approach of developing design and innovative solutions through learned traditional and contemporary technologies.

[PO.4]. Processional Skills: To demonstrate Event Management, Team Work, Leadership, Entrepreneurial and Business Skills.

[PO.5]. Modern Tool Usage: To Understand the applicability of new Technologies related to design development, material choices, manufacturing and distribution of fashion in global market .

[PO.6]. Visual Communication: To Understand visual communication of ideas in the form of artistic fashion illustrations, graphic illustration, styling, fashion photography and visual display of merchandise .

[PO.7]. Environment and Sustainability: To acquire knowledge about the environmental aspects of textiles and Fashion industry and will be able to provide sustainable competitive edge in meeting industrial demands.

[PO.8]. Ethics: To work ethically in all areas of industry related to fashion, textile and apparel.

[PO.9]. Project Management and Finance: To Develop entrepreneurial opportunities for one selves and others by developing product related to garment/fashion related to various industry/ types of people for serving the society effectively.

[PO.10]. Life Long Learning: To be able to Continue the learning process by upgrading themselves with new technologies and requirements related to ever growing design & fashion industry .

Program Specific Outcome (PSO):-

[PSO.1]. Student will be able to attain successful career option globally not only as fashion designers but also as merchandiser, art director film and theatre Costume designer, fashion photographer and stylist.

[PSO.2]. Students will be able to identify the position in various subfields of apparel, fashion and allied industries like e-commerce, retail, branding and Marketing , luxury and high value product markets.

SEMESTER-I

Branch Name:	Faculty of Design
Program Code:	FD201
Course Name:	Evolution of Art, Design & Merchandising
Course Code:	1FD2010101
Pre-requisite Course:	---

Course Objectives:

- 1) This course aims to bring together the principles of different streams so as to solve contemporary environmental problems.
- 2) To intends to inculcate the environmental values translating into pro-conservation actions.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
2	-	4	4	24	60	16	40	10	25	10	25	150

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Prehistoric era to the modern world Introduction to the history of Art and design from Prehistoric era to the modern world	12	25%
2	European art and design movements Early and High Renaissance, Mannerism, Baroque, Neoclassical, Romanticism, Realism, Impressionism, Post- Impressionism, Fauvism and Expressionism.	12	25%
3	Modern and contemporary art & design world Modern and contemporary art & design world, Cubism, Futurism, Dada and Surrealism, Postmodernism and DE constructivism	12	25%
4	Indian Schools Indian Schools of arts and Crafts, Rajput and Mughal Empire. Indian and western aesthetics Understanding of Indian and western aesthetics, Aesthetics and its application in art and design.	12	25%

Reference Books:

Sr. No.	Books
1	Indian Art (Oxford History of Art) (Paperback) Oxford university press Parthamitter 2001
2	Gardner's Art through the Ages: A Fred S. Kleiner Concise Wes... (Paperback)
3	A History of Far Eastern Art Sherman E. Lee
4	Small is Beautiful - E. F Schumacher

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	To Understand Art.	2 Understanding
CLO2	To Remember of History of Art and Design.	1 Remembering
CLO3	To Define Types of Art	1 Remembering
CLO4	To Applying Art and Design Movement.	3 Applying,
CLO5	To Analyze Art and Craft Design	4, 5 Evaluate, Analyze
CLO6	To Develop Application Design.	6 Creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes(POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4	M		M					M				
CLO5		M				M				M		H
CLO6	H	H		H		H				H	H	

H: High, M: Medium, L: Low

Branch Name:	Faculty of Design
Program Code:	FD201
Course Name:	Advance Fashion Drawing & Illustration- I
Course Code:	1FD2010102
Pre-requisite Course:	---

Course Objectives:

- 1) This course aims to bring together the principles of different streams so as to solve contemporary environmental problems.
- 2) To intends to inculcate the environmental values translating into pro-conservation actions.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
2	-	4	4	24	60	16	40	10	25	10	25	150

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Prepare the following illustrations Different Lines – Vertical, Horizontal, Diagonal, Wavy, zigzag, Dotted, Dashed, Spiral etc Free hand drawing techniques of brush and pencil and related exercises.	12	25%
2	Introduction to Colour and Its Application - different mediums- Poster Color, Photo Color, Fuji Color, Water Color, Drawing Ink, Dry Crayons, Charcoal Pencil, Charcoal Stick, Pencil	12	25%
3	Prepare the following illustrations Different types of lines in a garment .Illustrate the line effects in the same silhouette-any 5 types Creating Checked effects in a garment –one color and more than one color Creating printed effects in a garment –one color arid more than one color	12	25%
4	Introduction to Design Development Inspiration Board, Mood Board, Story Board, Color Board and Swatch Board. • Flat Sketches. • Art Plates – Collection of Croquis / Fashion Plates. • Portfolio Presentation on Two garment	12	25%

Reference Books:

Sr. No.	Books
1	Fashion Illustration: Inspiration and Technique Paperback – Illustrated, 14 March 2011
2	Fashion Illustration and Design: Methods & Techniques for Achieving Professional Results Paperback – Illustrated, 11 August 2017 by Manuela Bram batti (Author)
3	Rendering Tips for the Costume Designer: Simple Steps for Better Drawing and Painting Paperback – Import, 21 November 2022

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	To Understand Drawing	2 Understanding
CLO2	To Remember of Illustration	1 Remembering
CLO3	To Define Types of Body Figure.	1 Remembering
CLO4	To Applying Colour Medium.	3 Applying,
CLO5	To Analyze shading drawing	4, 5 Evaluate, Analyze
CLO6	To Develop Drawing and Shading	6 Creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes(POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4	M		M					M				
CLO5		M				M				M		H
CLO6	H	H		H		H				H	H	

H: High, M: Medium, L: Low

Branch Name:	Faculty of Design
Program Code:	FD201
Course Name:	Advance Pattern Making & Garment Construction- I
Course Code:	1FD2010103
Pre-requisite Course:	---

Course Objectives:

- 1) This course aims to bring together the principles of Pattern Making.
- 2) This course to learn garment construction for Designing Garment.
- 3) To intends to inculcate the environmental values translating into pro-conservation actions.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
2	-	4	4	24	60	16	40	10	25	10	25	150

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	METHODS OF PATTERN MAKING Methods of pattern making- Drafting-Principles of drafting. Steps in drafting children's and adults bodice and sleeve patterns. Flat pattern techniques- definition, pivot, slash and spread method.	12	25%
2	COMMERCIAL PATTERN Study of commercial patterns and body measurements. Preparation of commercial patterns. Body measurements- importance and principles of taking body measurements. Methods of taking body measurements for different garments.	12	25%
3	PATTERN LAYOUT Pattern layout- Rules in pattern layout, common methods for layout, layout for the asymmetrical designs, bold designs, checked and one-way designs. Economy of fabrics in placing the patterns- adjusting the fabrics to the patterns.	12	25%
4	FITTING AND ALTERATION Fitting- Definition, principles of a good fit. Causes for a poor fit. Checking the fit of a garment, fitting techniques. Pattern alteration- importance of pattern alternation. Principles of pattern alternation.	12	25%

Reference Books:

Sr. No.	Books
1	Metric Pattern Cutting by Winifred Aldrich
2	Pattern making for fashion design by Helen J Armstrong
3	Dress Pattern Designing: The Basic Principles of Cut and Fit by Natalie Bray.

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	To Understand Drawing	2 Understanding
CLO2	To Remember of Illustration	1 Remembering
CLO3	To Define Types of Body Figure.	1 Remembering
CLO4	To Applying Colour Medium.	3 Applying,
CLO5	To Analyze shading drawing	4, 5 Evaluate, Analyze
CLO6	To Develop Drawing and Shading	6 Creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes(POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO1			M		M		H			M		
CLO2		L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4	M		M		L			M				
CLO5		M				M				M		H
CLO6	H	H		H		H				H	H	

H: High, M: Medium, L: Low

Branch Name:	Faculty of Design
Program Code:	FD201
Course Name:	Advance Design Process- I
Course Code:	1FD2010104
Pre-requisite Course:	---

Course Objectives:

- 1) Going through a project process helps students identify elements involved in the project process and later to develop a methodology of their own.
- 2) The course introduces assignment-based learning on a day-to-day basis.
- 3) Students are expected to learn the apparel design project process of building up a brief, research, analysis, synthesis, directions, story and color, conceptualization, sourcing, specifications, test fit, and design prototypes.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
2	-	4	4	24	60	16	40	10	25	10	25	150

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Fashion Research: Inputs on Fashion research – understanding the process and method Applying Research: Client, Consumer, Market (retail type, merchandise) and Product Range (Type, Price, Color, Silhouette, Fabric/material, Details, Finish), General Trend study of benchmarks and competitor brands/retails Research Analysis: Presentation & Feedback Synthesis: Synthesis from analysis, Trend Focus frequency pattern from the research Directions: Direction development with synthesized data, Presentation & Feedback Visual Reference Board: Story, Color, Look & Feel (2D & 3D application), Material (Swatch references and Surface Ideas), Detail directions	12	25%
2	Initial Sourcing : Fabric/material/trim sourcing as reference for the concept development II: Concept Sketches – Silhouette, Garment and Ensemble -1 Collection Concept Presentation: Feedback, refinements and approvals The Collection: Illustrations, Specification and Tech Packs for 9 final outfits and Costing for outfits	12	25%
3	Prototype development Surface idea: Assignment for sample development and trial Silhouette pattern/drape and toil development: trial, presentation and refinement Sourcing for Sample: Sourcing actual materials Conversion: Material into Samples/Prototypes as per concepts Presentation and Photo shoot: Document submission	12	25%

4	Methodology In the beginning, students will be encouraged to work in groups for Historical study, research, study and analysis phase. Later during the conceptualization stage, each student will be expected to select and work on one single idea. The methodology includes Lectures, Demonstration Research – primary and secondary methods Study exploration and observation Application & Practice Presentations and discussions, Critique etc.	12	25%
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Reference Books:

Sr. No.	Books
1	Allen Tate- The making of interiors - An introduction- Harper & Row Publishers, New York, 1987.
2	Sherrill Whiton - Interior Design & Decoration, Fourth Edition, Prentice Hall, 1974.
3	Gary Gordon & Jamco L. Nuckolls - Interior lighting for Designers, Third edition - John Wiley & Sons, New York, 1995.

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	To Understand Fashion research	2 Understanding
CLO2	To Remember of Understanding the process and method Fashion research.	1 Remembering
CLO3	To Define Types Research Analysis	1 Remembering
CLO4	To Applying Historical study, research, study	3 Applying,
CLO5	To Analyze Presentation and Fashion research	4, 5 Evaluate, Analyze
CLO6	To Develop Fashion research Methodology	6 Creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes(POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO1			M		M		H			M		
CLO2		L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4	M		M		L			M				
CLO5		M				M				M		H
CLO6	H	H		H		H				H	H	

H: High, M: Medium, L: Low

Branch Name:	Faculty of Design
Program Code:	FD201
Course Name:	Advance Surface Technique - I
Course Code:	1FD2010105
Pre-requisite Course:	Technique of Tracing Motif, Various types of Hand Embroidery, Hand Painting, Hand Printing, Surface Ornamentation with Embroidery

Course Objectives:

- 1) To teach the basic hand embroidery techniques.
- 2) Surface designing and other ornamentation techniques.
- 3) To introduce the students to various traditional embroidery techniques of India.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
-	-	4	4	-	-	-	-	20	50	20	50	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Introduction, Transferring and tracing designs	12	25%
2	Appliqué Work quilting	12	25%
3	Lace Work ,Mirror Work ,Bed Work, Metal Thread Embroidery, White Work, Smocking	12	25%
4	Batik, Stencil ,Screen and Block Printing	12	25%

Reference Books:

Sr. No.	Books
1	Lemon, Jane (2004). Metal Thread Embroidery.
2	The Art of Embroidery: Inspirational Stitches, Textures and Surfaces by Francoise.
3	The Embroiderer's Handbook by Margie Bau.

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	To interpret Transferring & Tracing Technique.	2 Understanding
CLO2	To identify Appliqué & Quilting Methods.	1 Remembering
CLO3	To memorize Surface Ornamentation & Printing Techniques.	1 Remembering
CLO4	To Apply Embroidery & Printing Techniques on Fabric or Article.	3 Applying
CLO5	To Examine Surface Ornamentation Techniques & Justify Design According to Embroidery & Printing Method.	4, 5 Analyze, Evaluate
CLO6	To Build a new Design according to Embroidery & Printing.	6 Creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes(POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO1	M	L	M			M		M			H	
CLO2				L		L						
CLO3		L			L							
CLO4	H	H		M	H			H				
CLO5			H			H		H	H			
CLO6			H			H			H	H	H	M

H: High, M: Medium, L: Low

Branch Name:	Faculty of Design
Program Code:	FD201
Course Name:	Advance Technical Drawing - I
Course Code:	1FD2010106
Pre-requisite Course:	-----

Course Objectives:

- 1) To teach the basic hand embroidery techniques.
- 2) Surface designing and other ornamentation techniques.
- 3) To introduce the students to various traditional embroidery techniques of India.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
-	-	4	4	-	-	-	-	20	50	20	50	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Geometry and Surface Development on Computer Construction of geometric solids Tessellations and surface development.	12	25%
2	Plan and Elevations (Working Drawing) Development of basic plan and elevations of a room	12	25%
3	Basic Garment and Pattern Drafting (Working Drawing) Basic Pattern Drafting on sheet (women's wear)	12	25%
4	Digital Representation of Working Drawing. Technical Representation through Auto-CAD & Corel Draw Digital Rendering Digital rendering through Auto-CAD/Corel Draw/ Photoshop	12	25%

Reference Books:

Sr. No.	Books
1	Rendow yee : architectural drawing, a visual compodium of types and methods
2	D.k.ching : Form space and order
3	Gill : rendering with pen and ink N.d.bhatt ; engineering drawing

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	To Understanding Of computer	2 Understanding
CLO2	To identify (Working Drawing)	1 Remembering
CLO3	To memorize Basic Garment and Pattern Drafting Techniques.	1 Remembering
CLO4	To Apply Fabric On Computer.	3 Applying
CLO5	To Digital Representation	4, 5 Analyze, Evaluate
CLO6	To Create Digital Designing	6 Creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes(POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO1	M	L	M			M		M			H	
CLO2				L		L						
CLO3		L			L							
CLO4	H	H		M	H			H				
CLO5			H			H		H	H			
CLO6			H			H			H	H	H	M

H: High, M: Medium, L: Low

Branch Name:	Faculty of Design
Program Code:	FD201
Course Name:	Advance Fashion Styling
Course Code:	1FD2010107
Pre-requisite Course:	---

Course Objectives:

- 1) To Develop Fashion and Grooming.
- 2) To Learn Styling
- 3) To Update Personality.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
2	-	-	2	24	60	16	40	-	-	-	-	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Introduction to Fashion and Fashion Styling	12	25%
2	History Of Fashion Styling	12	25%
3	Fundamentals of Fashion Styling Style Trunk and Design Application in Fashion Portfolio.	12	25%
4	History and Image Design Technique and Process in Fashion Media	12	25%

Reference Books:

Sr. No.	Books
1	Allen Tate- The making of interiors - An introduction- Harper & Row Publishers, New York, 1987.
2	Sherrill Whiton - Interior Design & Decoration, Fourth Edition, Prentice Hall, 1974.
3	Gary Gordon & Jamco L. Nuckolls - Interior lighting for Designers, Third edition - John Wiley & Sons, NewYork, 1995.

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	To Understand Fashion research	2 Understanding
CLO2	To Remember of Understanding the process and method Fashion research.	1 Remembering
CLO3	To Define Types Research Analysis	1 Remembering
CLO4	To Applying Historical study, research, study	3 Applying,
CLO5	To Analyze Presentation and Fashion research	4, 5 Evaluate, Analyze
CLO6	To Develop Fashion research Methodology	6 Creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes(POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO1			M		M		H			M		
CLO2		L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4	M		M		L			M				
CLO5		M				M				M		H
CLO6	H	H		H		H				H	H	

H: High, M: Medium, L: Low
