



**M.Des (Fashion Design)**

**Rules-Regulations & Curriculum**

(w.e.f. 2023-24)

  
**REGISTRAR**  
Sai Tirupati University  
Udaipur (Raj.)

  
Dr. Vinay Kumar

**Venkteshwar Institute of Fashion Technology  
& Mass Communication**

(A Constituent Unit of Sai Tirupati University, Udaipur)

## **Rules-Regulations & Scheme of Examination**

### **Program Name**

Master of Design in Fashion - M.Des (FD)

### **Admission Criteria**

Graduation in any stream with a minimum of 50% marks, relaxation in marks will be applicable for reserved categories as per government norms.

### **Duration of Program**

The minimum duration of the program is two years and maximum is four years.

### **Attendance Requirement**

A minimum attendance of 75% is required in both theory and practical classes separately, in the absence of this, student will not be eligible for the main examination.

### **Scheme of Examination**

- a) University examinations are conducted on a yearly basis with two examinations in each year, one mid-term and one end-term examination. For mid-term examination, the maximum marks for each course will be 30 marks and the minimum passing marks will be 12 marks. For end-term examination, the maximum marks for each course will be 70 marks and minimum passing marks will be 28 marks in each course. No candidate shall be declared passed unless he/she has secured a minimum of 40% marks separately in Mid-Term and End-Term Examination of each course, and has to obtain an overall aggregate of 50% or above in the year.
- b) Each student will go for Dissertation work in the last year, it will be evaluated through presentation and Viva-Voce.
- c) Division/ Class will be awarded on the basis of aggregate of the university examinations regardless of the attempts as shown below: First Division – 60% and above, Second Division - 50% & above and less than 60%.
- d) Student securing 75% marks in a course in first attempt will be awarded a Distinction (D) in that course.
- e) There are 5 marks for the grace. Grace marks are applied to total marks obtained in the course and it can be applied to one course only in that exam.
- f) Revaluation / re-total of paper as per university norms.

### **Paper Pattern for End-Term Examination**

End-Term exam paper is divided into three sections:

**Section-A:** It contains 10 questions each question is of 1 mark. (10×1=10)

**Section-B:** There are two questions from each unit, answer any one from each unit. (5×6=30)

**Section-C:** It contains 4 questions out of which any two questions are to be answered. (15×2=30)

## **Program Scheme**

### **Previous Year**

| S. No. | Subject Code | Subject Name                          | Internal | Main | Total |
|--------|--------------|---------------------------------------|----------|------|-------|
| 1      | MDFD-101     | Fabric Study                          | 30       | 70   | 100   |
| 2      | MDFD-102     | Art & Design                          | 30       | 70   | 100   |
| 3      | MDFD-103     | Fashion Illustration & Figure Drawing | 30       | 70   | 100   |
| 4      | MDFD-104     | Basic of Drafting                     | 30       | 70   | 100   |
| 5      | MDFD-105     | Garment Construction                  | 30       | 70   | 100   |
| 6      | MDFD-106     | Basics of Computer Applications       | 30       | 70   | 100   |
| 7      | MDFD-107     | Surface Design and Techniques         | 30       | 70   | 100   |
| 8      | MDFD-108     | Design Collection                     | -        | -    | 100   |

### **Final Year**

| S. No. | Subject Code | Subject Name                                    | Internal | Main | Total |
|--------|--------------|-------------------------------------------------|----------|------|-------|
| 1      | MDFD-201     | Fashion Merchandising and Manufacturing Process | 30       | 70   | 100   |
| 2      | MDFD-202     | Advance Fashion Styling and Illustration        | 30       | 70   | 100   |
| 3      | MDFD-203     | Industrial Patternmaking & Grading              | 30       | 70   | 100   |
| 4      | MDFD-204     | Traditional Textiles and Embroideries           | 30       | 70   | 100   |
| 5      | MDFD-205     | Advance Garment Construction                    | 30       | 70   | 100   |
| 6      | MDFD-206     | Fashion Portfolio and Design Collection         | -        | -    | 100   |
| 7      | MDFD-207     | Advance Application of Computer                 | -        | -    | 100   |



## **Detailed Syllabus**



## **Fabric Study (MDFD-101)**

### **UNIT 1:**

- Yarn – Definition, Yarn Processing
- Cotton System and Wool System – Method Undertaken for Formation of Single Yarn
- Alternate Spinning Process – Rotor Air Jet, Friction, Twist less Spinning, Self-Twist Spinning

### **UNIT 2:**

- Yarn Properties
- Number of Yarn Parts – Simple & Complex Yarn, Types of Complex Yarns, Textured Yarns, Fiber blends

### **UNIT 3:**

- Definition of Weaving – What is warp, weft selvedge, difference between warp & weft, identifying face and back of fabrics, on the grain, off grain, shew, bow, fabric width, fabric weight, fabric count
- Woven Fabrics – different type of weaves – Plan, twill, Basket, Satin & Their Examples Fancy Weaves- Dobby, Pique, Jacquard, Nomie, Leno, Double Cloth, Pile Weaves, Tapestry Weaves & Their Examples

### **UNIT 4:**

- Other Methods of Fabrication – Knitting, Fabrics from Solutions – Film Fabrics, Foam Fabrics, Non-Woven, Felt Fabric from Yarns – Braids, Lace, Composite Fabrics, Coated and Poromeric Fabrics, Laminators, Stitch Bond Fabrics – Omitted

### **UNIT 5:**

- Leather Science – History and Development, Processing of Leather, Nature of The, Leather Industry
- Collection of Swatches & Maintaining A Swatch File

### **REFERENCE BOOKS:**

- Cropman Bernard P ‘A Textiles-Fiber to Fabric’ Mc Graw – Hill International Edition, New: Yourk 1983
- Joseph Mafory L ‘Essential of Textiles’ Hold Rinehart and Winston, London 1980

## **Art & Design (MDFD-102)**

### **UNIT 1:**

- Elements of Design- Introduction
- Definition and Uses

### **UNIT 2:**

- Principles of Design

### **UNIT 3:**

- Color Theory
- Basic Design Details
- Skirt Library, Shirt Library, Pant Library

### **UNIT 4:**

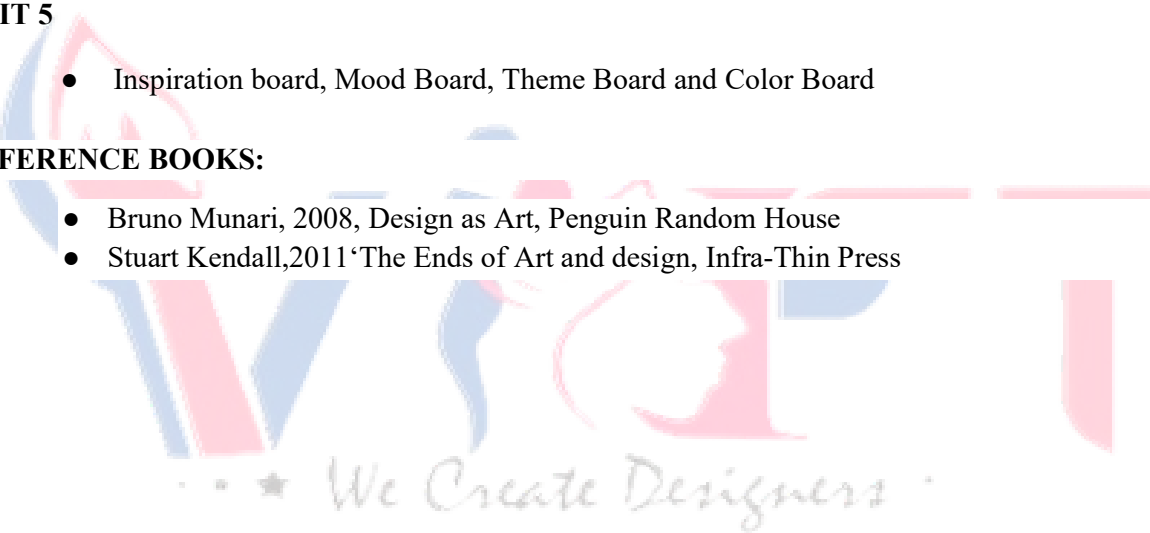
- Print Textile and Texture of India

### **UNIT 5**

- Inspiration board, Mood Board, Theme Board and Color Board

### **REFERENCE BOOKS:**

- Bruno Munari, 2008, Design as Art, Penguin Random House
- Stuart Kendall, 2011 'The Ends of Art and design, Infra-Thin Press



## **Fashion Illustration and Figure Drawing (MDFD-103)**

### **UNIT 1:**

- Manual Sketching: Introduction to Line and Shading
- Study of Drapers in Line Model Draping: Fashion Block Figure, Kids Measurement and Kids Block Figure
- Construction and Sketching Female Wear with Dummy

### **UNIT 2:**

- Different Medium: Uses of Any Equipment's, Colors & Pencils
- Figure Proportion
- Fashion Accessories and Design

### **UNIT 3:**

- Drawing from Templates
- Introduction to Illustration
- Designer Wear Production and Collection

### **UNIT 4:**

- Introduction to Theme Board & Design Board
- Leather Design, Product Design
- Detail Fabrics & Garment Detailing with Different Materials & Medium of Colors

### **UNIT 5:**

- Design Introduction and Method
- Project Work

### **REFERENCE BOOKS:**

- Patric John Ireland 'Fashion Design Illustration Children 'Batsford Ltd. 5 july 1996
- Walter Foster 'Series in Sketching and Coloring' WatterT.Foster. 1960

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## Basic of Drafting (MDFD-104)

### UNIT 1:

- Introduction to Drafting-Introduction, Importance, Advantages, Needs of Drafting.
- Introduction to Pattern Cutting-It's Tools, Equipment's, Work Room, Term & Definition.
- How to Take Body Measurements- Introduction, Standard Measurement Chart for Kids, Importance of Measurement.
- Drafting of Child's Body Block
- Drafting of Sleeve Block, Drafting of Neck Line

### UNIT 2:

- Drafting of Collars and Its Variations-
- Drafting of Dangri Dress
- Drafting of Women Kurta and Its Variations

### UNIT 3:

- Introduction of Pockets, Plackets, Gathers, Cuff
- Introduction of Darts, Pleats, Tucks

### UNIT 4:

- Introduction to Ladies Standard Measurement Chart
- Pattern Making of The Garment to Be Construct
- Drafting of Basic Skirt
- Drafting of Salwar, Shift Dress (Ladies)

### UNIT 5:

- Project Work

### REFERENCE BOOKS:

- Hollen Norma, 'Flat Pattern Methods' Burgers Publishing Minnerote,1970

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## **Garment Construction (MDFD- 105)**

### **UNIT 1:**

Dart manipulation & neck lines – sample of all dart manipulation mentioned in the draft unit to be done in ½ scale Type of skirt

### **UNIT 2:**

Sample of fasteners button hole, insignia collars – samples to be made with special emphasis on type of collars, pockets, belt and fasteners, button hole, insignia

### **UNIT 3:**

Draft of garment to be constructed

### **UNIT 4:**

Stitching of, churidar, party wear lehenga choli

Stitching of men's kurta, pajamas

Stitching of Nehru kurta

Submission of designer garment

### **UNIT 5:**

Stitching of designer garments

### **REFERENCE BOOKS:**

Helen Joseph Armstrong ,2014 'Patternmaking for Fashion Design, Pearson Education

Doongaji ,2014 'Clothing construction, Creative Publishing international

Zarapkar ,1980 'System of Cutting Zarapkar Tailoring College

## Basic of Computer Application (MDFD-106)

### UNIT 1: Introduction to Computer

- Ms. Paint
- Ms. Word
- Power Point

### UNIT 2: Photo shop

- The Workspace
- Configuring The Workspace
- The Tool Box
- Drawing Basics

### UNIT 3:

- Pen tool
- Flat Sketches
- Color
- Color Sketches

### UNIT 4:

- Composition
- Editing
- Typography
- Invitation Card, Magazine Cover
- Dress Editing
- Filters
- Tracing Basics

### UNIT 5:

- Digital Portfolio

### REFERENCE BOOKS:

- Steve Greenberg and M.Kathleen Colussy 'Rendering Fashion, Fabric, and Prints with Adobe Photoshop by M Kathleen Colussy' Pearson India (1 January 2007)

## Surface Design and Techniques (MDFD-107)

### UNIT 1:

- Introduction – To Fabric Decoration- Embroidery- Basic Stitches Running, Back Stitch, Split, Simple Couching, Stem, Satin, Cross, Blanket, Closed Button Hole, Cross Button Hole, Lazy-Dazy, Eyelet, Lassed, Packetize, Chain, Cable Chain, Herringbone,
- Tracing Designs

### UNIT 2:

- Appliqué Work – Definition, Types of Appliqué Work
- Quilting- Definition, Traditional Examples

### UNIT 3:

- Mirror Work- Paces in India Where It Is Done, Types of Mirror Work
- Bead Work
- Metal Thread Embroidery

### UNIT 4:

- Lace Work
- Smoking

### UNIT 5:

- Project Work

### REFERENCE BOOK:

- Courtney Cerruti 'Playing with Surface Design: Modern Techniques for Painting, Stamping, Printing' Quarry Books

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### **Design Collection (MDFD-108)**

- Project Work
- Submission of Portfolio
- Designer Garments



**Final Year**



## **Fashion Merchandising and Manufacturing Process (MDFD-201)**

### **UNIT 1:**

- Structure of clothing industry
- Sector of clothing industry
- Product types and organization

### **UNIT 2:**

- Design department
- Marketing department
- Finance department
- Purchase department
- Production department
- Operational department

### **UNIT 3:**

- Garment costing, designer role
- Branding
- Packaging and labeling
- Visual merchandising & planning

### **UNIT 4:**

- Quality from design to dispatch-introduction, design, cloth and trimming, cutting, makeup, work aids, pressing, after make, standards

### **UNIT 5:**

- Inspection system- piece good quality control, 4 pt. system, Dallas system, aql, ltpd, sampling plans

### **REFERENCE BOOKS:**

Dimitri Koumbis, 2018 'Fashion Retailing: From Managing to Merchandising, Fairchild Books India  
Doris H Kincade, 2011 'Merchandising of Fashion Products, Pearson Education

## **Advance Fashion Styling and Illustration (MDFD- 202)**

### **UNIT 1:**

- Dummy Fashion Styling
- Draping Style
- Color Combination Style

### **UNIT 2:**

- Garment Grooming
- Fashion Catalogue
- Garment Model Catalogue

### **UNIT 3:**

- Fashion Makeup Art & Style
- Fashion Accessories & Hair Style

### **UNIT 4:**

- Footwears
- Lake Me Fashion Week Garment Style

### **UNIT 5:**

- Project Work

### **REFERENCE BOOKS:**

- David & Charles 'Erica Sharp, Cutting- Fashion Illustration: Step-by-step contemporary fashion illustration' traditional, digital and mixed media



## **Industrial Patternmaking & Grading (MDFD- 203)**

### **UNIT 1:**

- Draping the Fabric/Saree on Dress Foam
- Placement of Printed Fabric and Solid Fabric Draping

### **UNIT 2:**

- Introduction to Grading
- Basic Top Grading

### **UNIT 3:**

- Grading of Basic Skirt Block
- Grading of Basic Dart Less Bodies

### **UNIT 4:**

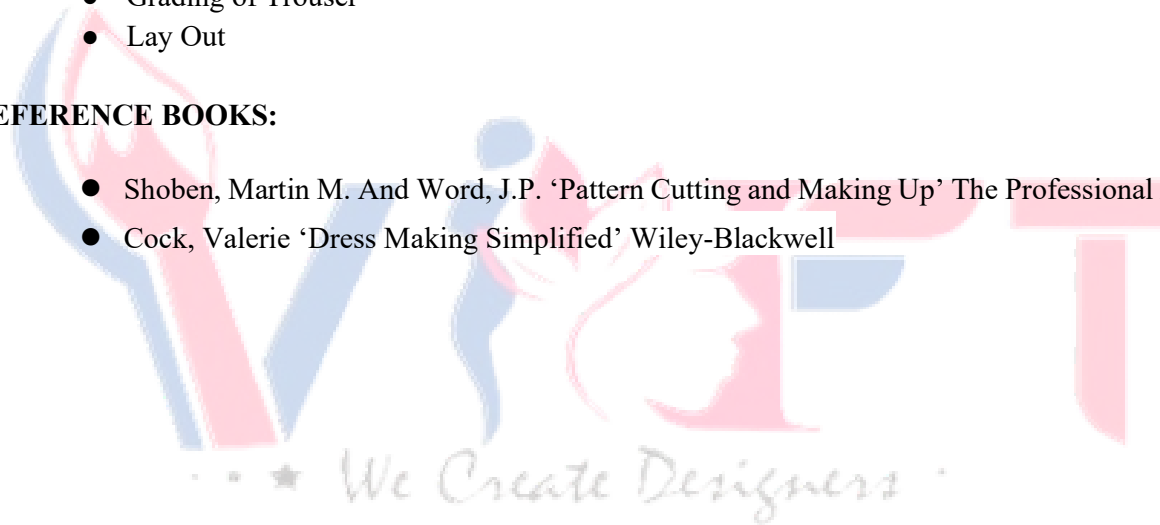
- Grading of Basic Sleeve Block
- Grading of Designer Garment

### **UNIT 5:**

- Grading of Shirt
- Grading of Trouser
- Lay Out

### **REFERENCE BOOKS:**

- Shoben, Martin M. And Word, J.P. 'Pattern Cutting and Making Up' The Professional Approach
- Cock, Valerie 'Dress Making Simplified' Wiley-Blackwell



## **Traditional Textiles and Embroideries (MDFD-204)**

### **UNIT 1:**

- Kantha Of Bengal
- Kasuti Of Karnataka
- Phulkari of Punjab
- Embroideries of Gujarat

### **UNIT 2:**

- Applique of Orissa
- Chikankari of Uttar Pradesh
- Cham.Des Rumal of Himachal Pradesh
- Kasida of Kashmir

### **UNIT 3:**

- Traditional Textile of India- Brocades- Banaras, Kanchipuram Sarees, Paithini, Jamdani/Tangail.

### **UNIT 4:**

- Printed and Painted Textiles of India
- Sanganer And Bhagru Printing
- Kalamkari

### **UNIT 5:**

- Ajrakh
- Mithila Painting
- Patola, Ikat, Pochampalli and Mashru
- Bandhani of Rajasthan and Gujrat

### **REFERENCE BOOKS:**

- Gillow J Bernard Nicholas 'Traditional Textile of India'
- Naik Shalia 'Indian Embroideries'
- Frater Judy 'Threads of Identity'

## **Advance Garment Construction (MDFD-205)**

### **UNIT 1:**

- Designer sleeves
- Designer neck

### **UNIT 2:**

- T-Shirt
- Top

### **UNIT 3:**

- Shirt
- Kurta (male + female)

### **UNIT 4:**

- Designer garment

### **UNIT 5:**

- Portfolio

### **REFERENCE BOOKS:**

- Catherine fairhurst 2008 'Advances in Apparel Production' Elsevier Science



## **Fashion Portfolio and Design Collection (MDFD- 206)**

### **UNIT 1:**

- Introduction
- Research
- Way to Complete Research

### **UNIT 2:**

- Silhouette Shapes
- Detailing

### **UNIT 3:**

- The Fashion Figure
- Fashion Figure Project

### **UNIT 4:**

- Developing Research Material & Medium of Colors
- Theme Boards
- Explain Sheets or Design Board

### **UNIT 5:**

- Organizing Your Portfolio

### **REFERENCE BOOKS:**

- Anna Kiper 'Fashion Portfolio: Design and Presentation' Batsford



## **Advance Application of Computer (MDFD- 207)**

### **UNIT 1:**

- Getting Started
- Illustrator Workspace
- The Toolbox
- Floating Palette

### **UNIT 2:**

- Drawing Basic Shapes
- Drawing with Pencil Tool
- Drawing with Pen Tool
- Creating Compound Path
- Working with Color and Strokes

### **UNIT 3:**

- Shirt, T-Shirt, Frocks, Kurta
- Color, Texture, Prints and Pattern
- Complete Western Wear
- Typography

### **UNIT 4:**

- Traditional Wear
- Gowns
- Creating Special Effects

### **UNIT 5:**

- Cards, Brochure
- Logo
- Project Work

### **REFERENCE BOOK:**

- Marianne Centner , Frances Vereker, 'Fashion Designer's Handbook for Adobe Illustrator' Import, 30 September 2011