

॥ सा विद्या या विमुक्तये ॥



स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

“ज्ञानतीर्थ” परिसर, विष्णुपुरी, नांदेड - ४३१६०६ (महाराष्ट्र)

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY NANDED

“Dnyanteerth”, Vishnupuri, Nanded - 431606 Maharashtra State (INDIA)

Established on 17th September 1994 – Recognized by the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'A' Grade

ACADEMIC (1-BOARD OF STUDIES) SECTION

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आंतर-विद्याशाखीय अभ्यास विद्याशाखेतील विविध संलग्नित महाविद्यालयत चालणारे पदव्युत्तर विषयांचे सी.बी.सी.एस. पॅटर्नचे अभ्यासक्रम शैक्षणिक वर्ष २०-२१ पासून लागू करण्याबाबत.

प रि प त्र क

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, दिनांक २० जून २०२० रोजी संपन्न झालेल्या ४७ व्या मा. विद्या परिषद बैठकीतील विषय क्र. १३/४७-२०२० च्या ठरावानुसार प्रस्तुत विद्यापीठाच्या संलग्नित महाविद्यालयांतील आंतर-विद्याशाखीय अभ्यास विद्याशाखेतील पदव्युत्तर स्तरावरील खालील विषयांचे **C.B.C.S. (Choice Based Credit System) Pattern** नुसारचे अभ्यासक्रम शैक्षणिक वर्ष २०-२१ पासून लागू करण्यात येत आहेत.

- 1) M.A- II Year Fashion Design
- 2) M.A- II Year Music
- 3) Master of Library and Information Science.(Revised)
- 4) M.A- II Year Computer Animation, Vfx & Web.
- 5) Master of Jurnaslim & Media Science.
- 6) M.P.Ed. II Year.
- 7) M.S.W. II Year. (Affileted College)

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या www.srtmun.ac.in या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी.

‘ज्ञानतीर्थ’ परिसर,
विष्णुपुरी, नांदेड - ४३१ ६०६.
जा.क्र.: शैक्षणिक-०१/परिपत्रक/पदव्युत्तर-सीबीसीएस
अभ्यासक्रम/२०२०-२१/६७०
दिनांक : ०१.०९ .२०२०.



स्वाक्षरित/—
उपकुलसचिव
शैक्षणिक (१-अभ्यासमंडळ विभाग)

प्रत माहिती व पुढील कार्यवाहीस्तव :

- १) मा. कुलसचिव यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- २) मा. संचालक, परीक्षा व मूल्यमापन मंडळ, प्रस्तुत विद्यापीठ.
- ३) प्राचार्य, सर्व संबंधित संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.
- ४) उपकुलसचिव, पदव्युत्तर विभाग, प्रस्तुत विद्यापीठ.
- ५) साहाय्यक कुलसचिव, पात्रता विभाग, प्रस्तुत विद्यापीठ.
- ६) सिस्टम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ.



**SWAMI RAMANAND TEERTH MARATHWADA
UNIVERSITY, NANDED**

NEW SYLLABUS

FASHION DESIGN

Faculty of

Interdisciplinary studies

**CHOICE BASED CREDIT SYSTEM (CBCS)
SECOND YEAR**

SEMESTER PATTERN {Semester III & IV}

M.A.F.D. (PG) Program

With Effect from Academic Year 2020-21

Page 1 to 30

Aims & objective of the program

Aim

M.A.F.D. is a four semester full time program, to equip the students with the tools & techniques balanced with theory & practical knowledge which has today taken the shape of fashion industry & one of the major players in the global apparel market, the need for professionals in the field of fashion is increasing tremendously in India.

The course also tunes student's entrepreneurial skills to set up their own manufacturing units & export start up.

Objective

- To offers students a rigorous & innovative curriculum taught by faculty with outstanding academic & industry experience.**
- To develop student's aesthetic, intellectual & technological abilities through programs that integrates theory & practical.**

Duration of the course

- 1) The duration of the Master of Fashion Design course shall be of two academic years consisting of four semesters with university examination at the end of each semester namely.
 - a. Master of Fashion Design, semester I exam**
 - b. Master of Fashion Design, semester II exam**
 - c. Master of Fashion Design, semester III exam**
 - d. Master of Fashion Design, semester IV exam****
- 2) The examination shall be held at such places & dates which are notified by the university.**

Eligibility to the course

A three years degree course examination in any recognized university bachelor in fashion design, B.Sc. in home science, B.A. in fashion design, B.Sc. in fashion design BDFC In Fashion, B.FA, Graduation in textile design, textile science, Handloom technology. Orequivalent degree in fashion/Textile Designs.

Program Learning Outcomes

- Adopt their artistic abilities to support their future design careers**
- Develop a systematic, critical approach to problem solving at all levels of the design process**
- Gain knowledge related socio economic historical and environmental**
- Design ideas visually ,digitally,professionally, aesthetically**

EXAMINATION PATTERN

Theory paper – 40 marks

Marks Distribution

Question No 1 is compulsory write a short notes any two (out of three) =05 Marks

Question No 2 to 6 solve any 3 = 30 marks

Each question carries equal marks

Internal Marks = 10

Note - If any changes occur in examination pattern as per Humanities the exam pattern will be applicable as per MA to MAFD

Practical's 50 Marks

Marks Distribution

*** Question No 1- 25 marks**

*** Question No 2- 25 marks**

Solve question 1 to 4 any 2

Passing criteria is 40 % for theory and practical

Structure for Master of Fashion Design III & IV Semester (Second year)

III Semester - (TH+PRATICAL)

Sr. No	Subject	Paper No.	Lectures	Total lectures	ESE	CA	Practical Marks	Total marks	Min passing marks	No of credit	Time for exam hours
1	Brand Management I	9	6	72	40	10	50	100	40	04	02
2	Entrepreneurship Development I	10	6	72	40	10	50	100	40	04	02
3	Film theatre and fashion forecasting I	11	6	72	40	10	50	100	40	04	02
4	Research and design management I	12	6	72	40	10	50	100	40	04	02
	Total		24	288	160	40	200	400	160	16	08

IV Semester - (TH+PRATICAL)

Sr. No	Subject	Paper No.	Lectures	Total lectures	ESE	CA	Practical Marks	Total marks	Min passing marks	No of credit	Time for exam hours
1	Brand Management II	13	6	72	40	10	50	100	40	04	02
2	Entrepreneurship Development II	14	6	72	40	10	50	100	40	04	02
3	Film theatre and fashion forecasting II	15	6	72	40	10	50	100	40	04	02
4	Research and design management II	16	6	72	40	10	50	100	40	04	02

5	Project	17	6	72		25	75	100	40	04	
	Total		30	360	160	65	275	500	200	20	08
	Grand total III & IV		54	648	320	105	475	900	360	36	16

Total marks for Thirdsemester total marks 400 + Fourth semester total marks 500 Total 900 marks

Note –

- The marks for exemption and passing shall be same i.e. the theory subject is to be is exempted at 40% marks and practical subject should be 40% marks.
- Other rules for A.T.K.T., grace , class, applicable to M.A degree will be applicable to M.A.F.D

M.A Second year semester pattern 2020 – 21

M.A Fashion Design

Brand Management I (Theory)

Paper no. 9

CA	ESE	Practical	Total
10	40	50	100

Semester – III

Objectives –

Identify the steps involve in the brand management process

A distinguish between a product and brand

Apply concept of brand architecture and design to a real world business scenario

Identify the fashion brands

Awareness about the brand

Pre-requisites: student should know about fashion brands.

Unit – I

1 Understanding fashion brand

Introduction of fashion brand

Definition and characteristic, principle, importance of brand

2 Brand evolution

3 Different classes of brand

Unit – II

1) Strategic brand management process

Product Vs. Brand

Strategic brand management

Brand Process

Designing brand process

Unit – III

1) Fundamentals of fashion brand

Brand identity, brand personality, brand image, brand positioning

2) Brand success and failure

Unit –IV

1) Brand Equity

What is brand equity?

Equity pyramid

Brand building and brand management framework

Learning Outcomes:

This subject takes you through key terminology such as brand identity, brand personality, brand positioning, brand communication, brand image. Brand management is presented along with examples from different markets.

References -

Luxury fashion branding, by Uche Okonkwo

Luxury Brand management, by Michel Granger

Brand Management (Practical)

Semester – III

Objectives--

A distinguish between a product and brand

**Apply concept of brand architecture and design to a real world business scenario
Identify the fashion brands**

Pre requires student know about fashion brand

Unit – I

1) Take any 2 Popular Indian woman's apparel brand

Research on history

Observe the logo of brand and sketch

Present situation of the brand

Outlets of the brand

Unit – II

1) Your business plan

Write your business plan

Make a profile

Unit – III

1) Make a PPT on any Brand Extension (Apparel, Accessories, and Cosmetics)

Learning outcomes:

Brand awareness is important when launching new products and services, and it drives consumer's decision when differentiating between competing companies.

Brand helps in identification of source of product

References:

Luxury fashion branding, by Uche Okonkwo

Luxury Brand management, by Michel Granger

M.A Second year semester pattern 2020 – 21

M.A Fashion Design

Entrepreneurship Development I (Theory)

Paper no. 10

CA	ESE	Practical	Total
10	40	50	100

Semester – III

Objectives :-

- Possess a well-grounded understanding of essential entrepreneurial business principles
- Analyzing the small scale industry & business
- Develop formulate business plan for establishing small business management skill
- Know the parameters to assess opportunities and constraints for new business idea
- Adopting of the key steps in the elaboration of business
- To develop and strengthen entrepreneurial quality and motivation in students and to impart basic
- entrepreneurial skill & understanding to run business effectively

Pre-Requisites entrepreneurship is a possible field of study for business students. Passion is the most important trait of the successful entrepreneur.

Unit – I

- Introduction to entrepreneurship
- Meaning of entrepreneur – enterprise – entrepreneurship
- Role of entrepreneur in development of apparel and fashion industry
- Qualities of good entrepreneur

Unit – II

- Entrepreneurship in apparel industry
- Starting a new venture related to the apparel industry
- Industrial sickness and remedies
- Tax planning
- Factory act
- Health and safety measures in apparel industry

Unit – III

Role of government agencies in the entrepreneurship development

- **District industries centers (DIC)**
- **Small industries service institute (SISI)**
- **Entrepreneurship development institute of India (EDII)**
- **entrepreneurship development board (NEDB)**

Unit-IV

- **7 M's of entrepreneurship**
Men, machines, materials, money, method, message & market etc..
- **Institutional support : different schemes – IDBI, KITCO**
- **Environment considerations and social responsibilities**

Learning Outcomes:

- 1. Have the ability to discern distinct entrepreneurial trait**
- 2. Understand the systematic process to select and screen a business plan**
- 3. Design strategies for successful implementation of ideas**

References –

- 1. S.S. Khanka (Entrepreneurship development)**
- 2. Donald F. Kuratko (Entrepreneurship)**
- 3. Rabindra N. Kanungo (entrepreneurship & innovation)**
- 4. Fashion entrepreneurship by Michel Granger**
- 5. Fashion entrepreneurship by Sandara Burke, Burke publishing.**

Entrepreneurship Development (practical)

Semester – III

Objective – Analyzing the small scale industry & business

- Develop business management skill
- Understand the importance of principal of entrepreneurship environment
- Understand the nature of small scale industry

Pre-Requisites student know about business strategy and principle core concept of marketing

Unit – I

1) Start - up set up for small scale industry

- How to open a start-up company to provide jobs for people
- Requirement for opening
- Steps of flourish your start-up in every direction
- Best way to run start-up smoothly

Unit – II study and research on following project

- Suppose ABC is a apparel company close due to loss last five years
- Analyze search the company details
- lack of company reasons

Unit – III Examples of small scale industry

- Make a list of small scale business
- Detail of organizational structure of any one business

Learning Outcomes:

Understanding exact ideas about new start-up of business and their implementation in actual life

Better ideas of unique implementation in entrepreneurship development

References –

1. S.S. Khanka (Entrepreneurship development)

2. Donald F. Kuratko (Entrepreneurship)
Rabindra N. Kanungo (entrepreneurship & innovation)

M.A Second year semester pattern 2020 – 21

M.A Fashion Design

Film Theater and Fashion Forecasting I (Theory)

Paper no. 11

CA	ESE	Practical	Total
10	40	50	100

Semester – III

Objectives -:

To enable students to know the market need and fashion trend change with the process of organizing and analyzing the information for presenting implementing the forecast

To enable students to know Bollywood historic costume and film theater history

Pre requires: student know about film costume and history, forecasting ideas

Unit I Introduction to basic concept of film theater

- Study of costume design from early middle age and post middle age
- Costume of japan and America

Unit II The fashion forecasting process

- Objective
- Trend checks
- Discovery of zeitgeist
- Forecasting as a career

Unit III Introduction to the 21st century in Film Theater

- Theater ,comedy ,tragedy, romantic ,historic,action

- difference between Hollywood and Bollywood costume since today

Unit IV Forecasting frame work

- Introducing innovation
- The direction of fashion change
- Cultural indication

Learning outcomes: Develop the designing skill theory detail study of costume from movies

Knowledge about the best costume and accessories used in the films

Developed the knowledge of ornamentation with demonstration of costume & designer

Reference: Kaleidoscope by Mecher castelino (Rupa and company) India fashion by Hindol sengupta

Fashion Forecasting Evelyn Lebanon Third edition, New king if the world Fatima Bhutto

Polly Guerin, (2004) creative fashion presentation, New York Fairchild publication Star wars art

Semester – III

Film Theater and Fashion Forecasting (Practical)

Objectives -:

To enable students to know the fashion styly and fashion trend change with the process of organizing and analyzing the information for presenting implementing the forecast

To enable students to know Bollywood historic costume and film theater history

Pre requites: student know about film costume and history, forecasting ideas

Unit I Collection of costume and accessories from any five historical movies

- With detail information about there costume designer
- At least 10 costume from each movie collection(CAD through collection)
- Make forecasting for upcoming movies (hand made with proper background)

- 15-20 designs

Unit II Study of any fashion style from 18th century

- Century movie / theater I.e., looks
- Inspiration from past looks movie
- Make contemporary style for coming spring summer
- 10 designs for each style/look (CAD through)
- 20 designs forecasting (manual sketch)
- Make color board ,textile board

Unit III Study of profile detail of designer

- With collection of latest movie
- Design for actor actress both and negative role (vilan)
- 05 collection of each role
- With details features, colorscheme, silhouette, trimmingetc.
- Select 5 designer and 05 movies

Learning outcomes

Develop the forecasting and designing skill theory detail study of costume from movie

Knowledge about the best costume and accessories used in the films

Reference:

Fashion Forecasting Evelyn Lebanon Third edition

Polly Guerin, (2004) creative fashion presentation, New York Fairchild publication

M.A Second year semester pattern 2020 – 21

M.A Fashion Design

Research and Design Management I– Theory)

Paper no. 12

CA	ESE	Practical	Total
10	40	50	100

Semester – III

Objectives -:

- Describe the current lack of research interest and involvement amongst master's level students.
- The purpose of an introductory research methodology for students to become familiar with research and design management
- Gain the process of Wardrobe clothing selection

Pre-Requisites: Student should know design management skills, ability and willingness to research in this field

-

Contents -: unit 1: Introduction of research

- Definition, characteristic, principle and importance of research
- Sampling design : Random sampling, observation method, questionnaires

Unit – 2: Marketing research process and management

- Introduction of marketing research process
- Steps of marketing research process
Define the problem, develop your marketing research plan, and collect relevant data and information, analyze data and report finding, put your research into action.
- Take any one brand for example

Unit – 3: Marketing management

Functions of the marketing department

- 1) Marketing – marketing calendar, product pricing , piece evaluation, product planning, customer
- 2) Merchandising – warehousing of finished goods, allocating customers order, packaging the order , transport, inventory control, delivery
- 3) Sales- advertising , publicity, personal selling , presentation(fashion show)
- 4) Selling- showroom based staff , representatives, agents
- 5) Sales for forecasting and budgeting

Unit – 4: Importance of statistics in research

- 1) Introduction of statistics**
- 2) Types of statistics**

- **Learning outcomes**

Apply foundational research skills to address the questions in designing.

Students will be able to analyze and use research ability and forecasting effectively in their design process

References

– Research methodology --Dr Mahesh Kulkarni Nirali Prakashan

-Research foundation somatic mule and sabarathanam V.E.1980

- Research methods in extension Education New Delhi

Research and design management– (Practical)

Semester – III

Objectives -:

- **The purpose of an introductory research methodology for students to become familiar with research and design management**
- **Gain the process of Wardrobe clothing selection**

Pre-Requisites: Student should know design management skills, ability and willingness to research in this field

Unit – I:

Study and observation on consumer behavior

- 1) **Select any two regular customers**
- 2) **Make a questioner**
- 3) **Conduct the interview**
- 4) **Changes will be as per customer's requirement**
- 5) **Make a report**

Unit – II

Design and product development process

- 1) **Create design with new concepts**
- 2) **Complexity (safety, environment, cost, reliability, risk, functionetc.)**
- 3) **Compromise (appearance,cost, durability)**
- 4) **Costing range**

Unit – III

Collect information

- 1) **Visit a boutique observe and study of product management**
- 2) **Collect the information**
- 3) **Make a two designer pattern as per budget given to you**

Learning Outcomes:

Students will be able to learn various skills required for the business and marketing management

Reference -Research foundation somatic mule and sabarathanam V.E.1980

- Research methods in extension Education New Delhi

M.A Second year semester pattern 2020 – 21

M.A Fashion Design

Brand Management II (Theory)

Paper no. 13

Semester - IV

CA	ESE	Practical	Total
10	40	50	100

Objectives –

- Identify the steps involve in the brand management process
- A distinguish between a product and brand
- Apply concept of brand architecture and design to a real world business scenario
- Identify the fashion brands
- Awareness about the brand

Pre-Requisites: student should know about fashion brands.

Unit – I

1) Brand Extension

Types of brand extension

Need for brand extension

Pros and cons of brand extension

Category and image related brand extension

Unit – II

1) Register your brand name

Deciding the brand name and logo

Point action plan

The legal aspect and defense of a brands

Unit – III

1) Communication Process of Brand

Events, promotion and advertising

Communication chain

Advertising process

Advertising agency

Media

Unit – IV

1) Case Study

The Armani brand extension success story

The Raymond Brand

Learning Outcomes:

This subject takes you through key terminology such as brand identity, brand personality, brand positioning, brand communication, brand image. Brand management is presented along with examples from different markets.

References -

Luxury fashion branding, by Uche Okonkwo

Luxury Brand management, by Michel Granger

Startup your fashion label, by Aarthi Gunnupuri

Brand Management (Practical)

Semester - IV

Objectives –

Apply concept of brand architecture and design to a real world business scenario
Identify the fashion brands
Awareness about the brand

Pre-Requisites: student should know about fashion brands. and labels

Unit – I

1) Steps to build your brand?

Fashion label

Logo image

Slogan

Brand Registration Process

Unit II

1) International Designer Manish Malhotra

Biography

Women's brand

Men's brand

Brand history

Unit III

1) Advertisement of your brand

Advertise for magazine

Own brand

Learning outcomes:

Brand awareness is important when launching new products and services, and it drives consumer's decision when differentiating between competing companies.

Brand helps in identification of source of product

References:

Luxury fashion branding, by Uche Okonkwo

Luxury Brand management, by Michel Granger

M.A second year semester pattern 2020 – 21

M.A Fashion Design

Entrepreneurship Development II Theory

Paper no. 14

CA	ESE	Practical	Total
10	40	50	100

Objective –

Assess opportunities and risk of running small fashion retail business

Developed the spirit of Entrepreneurship

Pre-Requisites: Student should know business management skills, ability and willing research in this field

Unit – I

- Functions of an entrepreneur
- Entrepreneurship Indian perspective
- Historical perspective
- Global Indian entrepreneur
- Modern entrepreneur

Unit – II

- Major motivation influencing an entrepreneur
- Achievement motivation training
- Stress management
- Business games

Give the differences between entrepreneur and entrepreneur

Unit – III

- Characteristics of an entrepreneur
- Types of an entrepreneur
- According to the type of business
- According to the use of technology
- Tourism entrepreneurship

Edu entrepreneurship, health entrepreneurship, women entrepreneurship etc.

Unit-IV

- Factors supporting to entrepreneur
- Sickness in small business
- Business incubators
- Growth strategy in business industry

Learning Outcomes:

1. After studying this course, students should be able to understand the nature and function of entrepreneurship.
2. Students advance their skills in customer development, customer validation, competitive analysis while utilizing design thinking and process tools to evaluate in real-world problems.

References – 1. S.S. Khanka (Entrepreneurship development)

2. Donald F. Kuratko (Entrepreneurship)

3. Rabindra N. Kanungo (entrepreneurship & innovation)

Entrepreneurship Development Practical

Objective –

Assess opportunities and risk of running small fashion retail business

Developed the spirit of Entrepreneurship

Pre-Requisites: Student should know business management skills, ability and willing to do research in this field

Unit I Make a P.P.T. on educational entrepreneurship

- List down the educational organization
- Capital for the organization

Unit II survey on odd size

- Women's odd size category
- Men's odd size category
- Make a size chart

Unit III Make a PPT on small scale business on environmental basis

- Study on sustainable reuse Recycle material for ex. old jeans, old sarees, dupatta etc

- Reuse the material specify and draw sketch of old material exact using area
- Make a new product

Learning outcomes -student able to start their business

Evaluating a sight for locating a retail store

References – 1. S.S. Khanka (Entrepreneurship development)

2. Donald F. Kuratko (Entrepreneurship)

3. Rabindra N. Kanungo (entrepreneurship & innovation)

M.A second year semester pattern 2020 – 21

M.A Fashion Design

Film Theater and Fashion Forecasting II (Theory)

Paper no. 15

CA	ESE	Practical	Total
10	40	50	100

Semester – 4

Objectives:-

To enable students to know the market need and fashion trend change with the process of organizing and analyzing the information for presenting implementing the forecast

To enable students to know Bollywood historic costume and film theater history

Pre requisites: student know about film costume and history, forecasting ideas.

Unit – I

- Fashion Dynamics:
- Color forecasting
- Textile development
- The looks- design concept and style direction

Unit –II

- Popular Fashion trend
- 18th century
- 19th century
- 21 century

Unit-III

- Market place designer
- Consumer research
- Sales forecasting

Unit- IV

- Study about the designer
- Indian designer -19th and 21 century
- International designer – 18th to 21 century

Learning Outcomes

1. Able to identify and define trends in the fashion industry and related industry using technique such as cross cultural analysis, analysis research
2. Demonstrate professional visual communication skills to present trends and style, look, color, shape, material, texture.

Reference

Fashion Forecasting Evelyn Brannon Third edition

Polly Guerin, (2004) creative fashion presentation, New York Fairchild publican

Film Theater and Fashion Forecasting (Practical)

Objectives:-

To enable students to know the market need and fashion trend change with the process of organizing and analyzing the information for presenting implementing the forecast

To enable students to know Bollywood historic costume and film theater history

Pre requisites: student know about film costume and history, forecasting ideas.

Unit 1: collection of middle edge costume

- Collection of American costume 10 design
 - Collection of Japanese costume 10 design
 - Make forecasting form above inspiration
 - For Indian contemporary party/wedding collection
 - Make 15 to 20 sketches with designing details with accessories
- Using cad or sketches for forecasting

Unit-II: Follow promo style parries fashion forecaster from Facebook, pinterest or instagram

- Study collection of any three years of promo style
- Color trend force casting, textile force casting ,silhouette trends
- Collage in the Indian garments with casual wear and make 10 sketches
- Collage of sports collection, holiday picnic collection
- ,party collection and collection of seasonal mix
- 5 -8 collection of each from above for 3 years

- **Make a 5 collection of sportswear, casual wear ,holiday**

Unit --III Make forecasting with reference to the latest movie

- **Take 3-4 movie**
- **Make a 10 sketches with design details and ornamentation from the movie**
- **Movie collection through cad and forecasting sketches manual**

Learning out comes --- develop the knowledge of forecasting and introducing innovation for expertise in fashion industry

Reference

Fashion Forecasting Evelyn Brannon Third edition

Polly Guerin, (2004) creative fashion presentation, New York Fairchild publican

M.A second year semester pattern 2020 – 21

M.A Fashion Design

Research and Design Management– II (Theory)

Paper no. 16

CA	ESE	Practical	Total
10	40	50	100

Semester – 4

Objectives:-

- The main purpose of intellectual property law is to encourage the creation of wide variety of intellectual goods
- Objectives of the intellectual property refer to the purpose of protection granted to creators of innovative intellectual creations.

Pre-Requisites students should know the basic terminologies about intellectual property rights.

Unit – I: Introduction of intellectual property

- What is intellectual property
- Types of intellectual property
- Importance of intellectual property

Unit – II: Intellectual property rights and laws

- Design patent rights
- Novelty (new inventions)
- Basic guidelines for patent licensing
- Duration of Intellectual property rights

Unit – III: Intellectual property protection for fashion design overview

- Intellectual property rights on creativity and heritage
- Study of any two national trademark, patent of fashion designer

Unit – IV Layout of research paper

- Importance and principle of layout in research paper
- Select any one topic
- Make a layout with scientific key works
- prepare a study paper

Learning outcomes:

Understanding of the fundamental legal principles relating to confidential information, copyright, patents, designs, trademarks etc.

References –

Research methodology --Dr Mahesh Kulkarni Nirali Prakashan

-Research foundation somatic mule and sabarathanam V.E.1980

- Research methods in extension Education New Delhi

Research and Design Management(practical)

Semester – 4

Objectives:-

- The main purpose of intellectual property law is to encourage the creation of wide variety of intellectual goods
- Objectives of the intellectual property refer to the purpose of protection granted to creators of innovative intellectual creations.

Pre-Requisites students should know the basic terminologies about intellectual property rights.

Unit I: Make a presentation on registered patent holders in fashion industry.

Unit II:Novelty design

- Select any traditional motif, make an inspiration board.
- Create and modify novelty in traditional motif.
- Render a swatch of the novelty motif.
- Sketch any two designs using the novelty motif.

Unit III

Survey of market research

- Market research of any trendy pattern
- Consumer feed back
- Fashion forecasting
- Make a report
-

Learning outcomes:

Students are able to identify to apply, assess principals of novelty relating to each of design areas of intellectual property.

References –

Research h methodology --Dr Mahesh Kulkarni Nirali Prakashan

-Research foundation somatic mule and sabarathanam V.E.1980

- Research methods in extension Education New Delhi

M.A second year semester pattern 2020 – 21

M.A Fashion Design

Project

Paper no. 17

CA	ESE	Practical	Total
25	-	75	100

Objective: Student specific measurable outcomes in research and achieve the desired result

Pre-requisites student ability of research and broad thinking with new prospective

To enable students

1. Research and market survey on new trends
2. Detail observation of fashion
3. To get acquainted with basic merchandising concept related to the fashion industry.
4. Acquire the practical knowledge regarding scientific point of view.
5. Intellectual property
6. Select any one topic for project

Note: - Every student should submitted copy of project report and present the final presentation in front of jury.

Learning outcomes:

- Student will give some project objective examples to ensure you understand the importance of research and conclusion for new generate theory