

GARDEN CITY UNIVERSITY
SCHOOL OF PROFESSIONAL STUDIES
PROGRAMME: M.Sc. FASHION & APPAREL DESIGN

III Semester

Course Code	Course Title	Paper	Credits	CIA	ESE	Total
07BMSFJ19311 (Or)	Fashion Journalism & Photography (Or)	Theory	4	40	60	100
07BMSFE19311	Fashion Event Management					
07BMSFN19312 (Or)	Non -Woven and Technical Textiles (Or)	Theory	4	40	60	100
07BMSFA19312	Apparel Export Documentation					
07BMSFR19313	Draping	Practical	2	20	30	50
07BMSFR19314	Portfolio Preparation	Practical	2	20	30	50
07BMSFR19315	Internship	-	10	50	150	200
			22	160	340	500

ESE – End Semester Examination

CIA – Continuous internal assessment

Pass % - ESE – 30%, CIA – 50%, Cumulative – 40%

III SEMESTER

Course Title: FASHION JOURNALISM AND PHOTOGRAPHY

COURSE CODE: 07BMSFJ19311	CIA Marks: 40
CREDIT: 4	ESE Marks: 60
No of lecture Hours. / Week: 04	Total no. of Lecture Hours: 60

Objectives:

- To develop creative fashion photographic approaches among students for thematic fashion article presentation and interpretations.
- To educate fashion journalism methods and currents trends of photography methods and equipments.

Unit - 1

- 1.1 Fashion Journalism: History, introduction, elements of fashion journalism, scope of fashion journalism in current fashion world, fashion writers, writing and editing articles, published fashion media, formulation and styling of fashion shoot, fashion critics and fashion reports.
- 1.2 Fashion journalists: Types, researching of fashion trends and conducting interviews, working methods, information gathering methods, tools and techniques used to gather information, reporting styles.

Unit - 2

- 2.1 Introduction to fashion journalism media: Fashion magazines, books, lifestyle sections of newspapers, television, online fashion magazines, websites, blogs, and social networks.
- 2.2 Public relationship management: Cordial relationships with fashion industry people-fashion photographers, designers, celebs, models and public relation specialists.

Unit - 3

- 3.1 Fashion photography: Types of photography, criteria for selecting camera and lens, working principles of professional cameras and accessories.
- 3.2 Photography techniques and equipment for different fields: Modelling, newspaper, magazines, Occasions: Fashion Shows, fashion fairs.
- 3.3 Lighting techniques: Need, methods, lighting ratio and the effects of soft high key, glamour shots, mood shots, styling and makeup for fashion and glamour photography.
- 3.4 Indoor and Outdoor Photography: Camera, lens and equipment selection, lighting techniques - shooting with natural light, methods used to modify lighting on location, half and full length shots, comparison of Outdoor Photography by with Indoor photography.

Unit - 3

Fashion photography trends: Photography using digital cameras video photography, image mixing, application of computers in photography- image collage methods, cloning techniques, printing techniques.

References:

- Julie Bradford. "Fashion Journalism" Routledge, 2014.
- Bruce Smith, "Fashion Photography: A Complete Guide to the Tools and Techniques of the Trade", Amphoto Books, Watson Guptill Publication, New York, 2008.
- Stephen A Dantzig, "Lighting Techniques for Fashion and Glamour Photography", Amherst Media, Inc, New York, 2005.
- John Hedgecoe, "The Book of Photography", DK Publishing Inc., United States, 2005.
- Billy Pegram, "Fashion Model Photography: Professional Techniques and Images", Amherst Media, 1999.

III SEMESTER

Course Title: FASHION EVENT MANAGEMENT

COURSE CODE: 07BMSFE19311	CIA Marks: 40
CREDIT: 4	ESE Marks: 60
No of lecture Hours. / Week: 04	Total no. of Lecture Hours: 60

Objectives:

- To educate fashion event management to the students.
- To understand importance of event management, advertising and marketing

Unit - 1: Over view on Event management

- 1.1 Definition and objectives of Event Management The future of the industry, Role of the Event manager
- 1.2 Types of events, Importance of Media and the consumer segments they serve: Types and selection of Media, Challenges of the event management profession, Primary steps to plan an event.
- 1.3 Fashion events communication - Importance and nature of communication, Characteristics and attributes of Fashion communication, Types of written and verbal communication: Essentials of good communication, Dress codes: Body language: Use of planning tools: how to build successful, advanced presentations, PR and business development with context to events.

Unit - 2: Fashion Advertising and Marketing

- 2.1 Fashion Market Levels: Fashion Brand pyramid model, Advertising definition: Advertising procedure: The creative elements, Components of an Advertising campaign: Measuring advertising effectiveness, Definition of Fashion Marketing: The Fashion selling process, Ideation and creation: sales, execution and marketing of exhibitions.
- 2.2 Fashion Promotion: Importance of Fashion promotion: Sponsors in events: Fashion promotion mix, Kinds of Fashion Promotion,

2.3 Fashion Publicity and PR: The special role of public relations, Organization of the promotion responsibility

Unit - 3: Event Laws & Licenses

3.1 Relevant Fashion events laws, licenses and permissions, Legal contracts-constructing a contract, trade mark and service mark, Official bodies and contracts,

3.2 Security related issues: Handling other legal issues of event management.

Unit - 4: Fashion Events Research and Planning

4.1 Aim of event: Develop a mission: Establish Objectives, Preparing event proposal: Use of planning tools, Dress codes: Staffing: Sourcing and Handling vendors,

4.2 Event Production & Logistics: Concept, theme, Fabrication, light & sound, on ground management, venue construction, budgeting, and back stage.

4.3 Costing, Accounting and budgeting of an event, Fashion Shows – Formats, Arenas and Elements: Special events: Fashion videos: Obtaining editorial coverage.

4.4 Advance aspects of fashion events management - Event monitoring, evaluation and reporting, Mega events coordination and safety, Vendor listings

References:

- Posner, Harriet “ *Marketing Fashion*” Laurence King Publishing, 2011
- Diamond, Ellen and Jay “ *Fashion Advertising and promotion*” Fairchild Publications, 1999
- Winters and Goodman “ *Fashion Advertising and promotion – 6th edition*” Fairchild Publications, 1987
- Raj, Razaq “*Events Management: Principles and Practice*” Sage Publications, 2013
- Harichandan, C.P. “*Events Management*” Global Vision Publications, 2010
- Sarkar, Manoj Kumar “*Sales and Advertising Management*” Crest Publications, 2010
- Bladen, Kenell, Abson and Wilde “*Events Management: An Introduction*” RoutledgePublications, 2012

III SEMESTER

Course Title: NON-WOVEN & TECHNICAL TEXTILES

COURSE CODE: 07BMSFN19312	CIA Marks: 40
CREDIT: 4	ESE Marks: 60
No of lecture Hours. / Week: 04	Total no. of Lecture Hours: 60

Objectives:

- To introduce students to non-woven and functional aspects of textiles.
- To impart knowledge on manufacture and applications of non-woven and technical / functional clothing and textiles

Unit – 1: Non-woven textiles

- 1.1 Non – Woven Textiles: Introduction, Definition, making and materials used for non-woven textiles, three stages of non-woven: web formation, web bonding and finishing treatments.
- 1.2 Web formation – Dry-laid, Spun-laid, Wet-laid and other techniques.
- 1.3 Web bonding – Chemical / Adhesive bonding, Thermal / Cohesion bonding and Mechanical / Friction bonding
- 1.4 Finishing treatments, converting non-woven textiles.

Unit – 2: Applications of Non-woven textiles

- 2.1 Absorbent hygiene products, Agriculture and horticulture, clothing, footwear, baggage, and household
- 2.2 Industrial – Automobile, building, cable wrapping, Civil engineering and Geo-textiles, filtration, packaging, protective clothing, wipes.
- 2.3 Medical and health care: Personal and care products.

Unit – 3: Technical Textiles

- 3.1 Functional Textiles: Market overview, need for functions, properties of textiles for specific functions, global and regional trends in functional textile production, world market trends.
- 3.2 Medical textiles: Introduction, biomaterials for medical textiles, implantable, non implantable, extra corporal, healthcare and hygiene applications of textiles.
- 3.3 Protective textiles: Introduction, thermal, chemical and ballistic protection and their application.
- 3.4 Defense textiles and textile reinforced composites: Military textile materials, water proof breathable, water vapour permeable fabrics, military combat clothing systems, camouflage clothing, composite materials, and applications of textile composites.
- 3.4 Build textiles: Introduction to construction textiles, advanced thermal insulation, two dimensional & three dimensional fibre textile composites, selection and property analysis of fibers and structures.

Unit – 4: Nano and Smart Textiles

- 4.1 Nano textiles: Nano science and technology. Carbon nano tubes and nano applications in textiles and their importance in textile industry.
- 4.2 Functional and smart textiles: Interaction design in smart clothing, specific requirements and applications of sensors, actuators, data processing, storage and communication in intelligent textile assembly, phase change materials, stimuli sensitive materials applications in textiles, wearable electronics and applications.
- 4.3 Eco-functional textiles: Introduction to eco friendly textile materials-green composites.

References:

- HVJ, “Shape Memory Polymers and textiles”, Wood Head Publishing limited, England, 2007.
- Anand S.C., Kennedy J.F. Miraftab M. and Rajendran S., “Medical Textiles and Biomaterials for Health care”, Wood Head Publishing Ltd. England, 2006.
- Amar K. Mohanty, Manjusri, Lawrence T, “Natural Fibers, Biopolymers and biocomposites” Boca Raton, London, 2005.
- Xiaoming Tao, “Wearable Electronics and Photonics”, The Textile Institute, CRC press, Manchester, 2005.
- A.R. Horrocks, S.C. Anand, “Handbook of Technical Textiles”, Wood Head Publishing Ltd., 2000.

III SEMESTER

Course Title: APPAREL EXPORT DOCUMENTATION

COURSE CODE: 07BMSFA19312	CIA Marks: 40
CREDIT: 4	ESE Marks: 60
No of lecture Hours. / Week: 04	Total no. of Lecture Hours: 60

Objectives:

- To acquaint students with export and import trade

Unit – 1

- 1.1 Introduction to export trade: Nature and scope of export trade, factors influencing export trade, benefits and problems in international trade. Documentation - Principal documents, Auxiliary documents, documents for claiming export assistance
- 1.2 EXIM policy - customs act, other acts relating to export/import, formalities for commencing, customs formalities,
- 1.3 Export documentation - Introduction, Objectives and terminologies, Global & Indian Current scenario of apparel industry, Role of Govt. in export promotion. Project exports, export of services - export of excisable goods;
- 1.4 Import documentation - clearance of import goods; 100% export oriented units, export processing zones, special economic zones, duty drawback procedure, export / import by post customs house agents, import of different products, import/export incentives, import licenses etc.

Unit - 2

- 2.1 International Trade - Role of Terms of payments in international trade-export credit, packing credit, negotiation of bills; Balance of payments- deficit and surplus in BOP, Basic concepts of foreign exchange - Methods of International Payment Settlement - International Commercial Terms - Letter of credit: Definition and processing of letter of credit, principles and types of letter of credit, checklist, advantages and disadvantages of letter of credit. Exchange Control Regulations for imports and exports; Export Financing - Pre-shipment finance - Post Shipment Finance - EXIM Bank of India - ECGC - Demand Guarantees and Standby Letter of Credit - Forfeiting and Factoring - Case Studies.
- 2.2 Insurance and Packaging - Shipping & Marine Insurance Terminology - General Info on Shipping - Types of Containers and Ships - Containerization - Marine Insurance - Air Transportation - Bill of Lading/Air Way Bill/Sea Way Bill, Maritime Fraud, Packaging Introduction - Mechanical tests - Climatic tests - Stretch Wrapping - Cushioning materials - Shrink packaging - packaging cost - Lab testing - International Care labelling systems.
- 2.3 Export order execution: Steps in export procedure, risks involved in documentation procedure, customs clearance. Export payments: Pre-shipment and post shipment finances, negotiation of documents.

Unit – 3

- 3.1 Organizations: Principles of formation, forms of business, proprietorship, partnership, and public / private limited company.
- 3.2 Export firm: Nature of export firm, setting up of an export firm, export licensing, and registration formalities - registrations with RBI, EPC, DGFT, commodity boards; income tax and customs authorities. Quota system and its phase out.
- 3.3 Textile EXIM Policies - AEPC and Textile Committee, Special schemes for import and duty drawback for garments. Garment Export Entitlement Policy, Documentation - Packaging - Import fairs and Exhibitions.

Unit – 4

- 4.1 Export promotional measures: Role of export promotional councils, commodity boards, ECGC, role of commercial banks, establishment & significance of SEZ & EPZ, availing concessions and incentives under various export promotion schemes, duty drawback, subsidies.
- 4.2 Trade blocs: Effects of trade blocs on world trade, major trade blocs – EU, ASEAN and NAFTA.
- 4.3 Export risk management, export barriers- tariff and non tariff barriers.
- 4.4 Foreign exchange market, EXIM policies, FEMA and FERA.

References:

- Darliekoshi, '*Effective Export marketing of apparel*', Global Business Press
- N Kumar, R Mittal, '*Export management*', Anmol Publication Pvt Ltd, New Delhi
- P Subba Rao, '*Introduction to international business*', Himalaya Publication
- Richard M Jones '*The apparel industry*' 2nd ed, Black Well Science
- Philip Kotler, '*Marketing management*', Pearson Prentice Hall

III SEMESTER

Course Title: DRAPING

COURSE CODE: 07BMSFR19313	CIA Marks: 20
CREDIT: 2	ESE Marks: 30
No of lecture Hours. / Week: 02	Total no. of lab sessions - 15

Objectives:

- To impart in depth knowledge of draping techniques.
- To understand and analyze draping behaviour of different textile materials.

Unit – 1

- 1.1 Introduction to draping: Draping terminology, tools and equipments, dress forms, elements of fabric behaviour, principles and techniques of draping.
- 1.2 Draping of foundation patterns-Basic bodice, basic skirt / trousers, basic sleeve- Children and adults

Unit – 2: Designing draped garments based on theme using following components with different fabrics for upper garment:

- 2.1 Bodice variations - dartless silhouettes, princess shape.
- 2.2 Midriffs & Yokes
- 2.3 Collars - Mandarin, Convertible, Peter pan
- 2.4 Cuffs, Sleeves and Pockets

Unit – 3

- 3.1 Designing draped garments for skirts - One piece, Flared, Gored, Pleated Skirts
- 3.2 Designing draped garments for pants.

Unit – 4: Design, develop and construct using draping technique:

- 4.1 Women's garment
- 4.2 Intimate garments
- 4.3 Princess-line garments
- 4.4 Evening gown

References:

- Helen Joseph- Armstrong, Draping for Apparel Design, Publisher: Fairchild Books, 1999
- Connie Amaden – Crawford, The Art of Fashion Draping, 2nd edition Publisher: Fairchild, 1995
- Hedde Jaffe, Jurie Reus, Draping for Fashion Design, 1993, Prentice Hall Carrer & Technology.

III SEMESTER

Course Title: PORTFOLIO PRESENTATION

COURSE CODE: 07BMSFR19314	CIA Marks: 20
CREDIT: 2	ESE Marks: 30
No of lecture Hours. / Week: 02	Total no. of lab sessions - 15

Objectives:

- To help students create a series of apparel projects that showcases their personality from concept to garment.
- To create definite brand identity through use of trend forecasting

Unit - 1

Creating two complete presentations in women's wear and men's wear / kids wear should include mind mapping / Brainstorming, research board, mood board, client board, illustration board, colour board, fabric board, spec and tech pack, costing.

Unit - 2

Students should do research and work on developing 2 collections of 5 complete ensembles choosing between Women's wear, Menswear and Knitwear. This includes a research notebook/board, concept board, mood board, client board, texture board, fabric board, colour board, hang tags, flat sketches and specification and cost sheet.

Unit - 3

Developing a personal logo and business card with leave behind piece. Development of look book / catalogue.

Unit - 4

Producing accessories for above collection. Compilation & Presentation of a digital portfolio and fashion show production.

III SEMESTER

Course Title: INTERNSHIP

Course code: 07BMSFR19315

Students have to undertake internship in the relevant areas of apparel manufacturing / Retail / work under a designer. Internship shall be carried out for 60 days in the approved fashion industry.

Students have to present the report on the internship and give presentation for the viva-voce examination. Every Candidate shall submit a report of the internship duly approved by the internal guide and the external guide, at the end of third semester.