

**SNDT Women's University  
(sndt.ac.in)**

**Syllabus for Degree  
of  
Masters of Design**

**(FACULTY OF INTERDISCIPLINARY)**




Revised 2020-2021


Approved in ADHOC Board of Studies Meeting held on 16<sup>th</sup> September 2019

Approved in Academic Council Meeting dated 18<sup>th</sup> and 19<sup>th</sup> June , 2020

**Dr. M.M.Hundekar, Chairperson B.Design/M.Design**

**Course**  
**M. Design- Interdisciplinary**

  
IQAC Coordinator  
Satyam Fashion Institute  
C-56A/14 & 15, Sector-62  
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## ANNEXURE IV

### MASTER OF DESIGN (M. DES.) - INTERDISCIPLINARY

#### OBJECTIVES:

**To equip students with specialized knowledge in the areas of design**

- To enable students to evolve as a design professional in the area of their choice with elevated skills and knowledge through research oriented projects and exclusive inputs.
- To venture as entrepreneurs in the area of their choice of electives.

The course of study for M. Des. Examination shall extend over a period of two years divided into four semesters with an examination at the end of each semester, i.e. First and Second semester examination in the First Year and the Third and Fourth semester examination in the Second year.

The Examination shall be conducted by means of Continuous assessment written papers/Practical/Dissertations/Project Report/ Seminar wherever prescribed.

Master level program in Design Faculty with Interdisciplinary areas provides exposure to diverse expertise with elevated creative approaches and well-balanced functionality. Combination of research-oriented projects and upgraded knowledge and technical inputs makes the learner to enrich their skills and confidence ;inculcating the capacities to enhance the professional portfolio.

#### Structure of M Design


Semester I:								
Code	Subject	Credit			Marks			Hours Per Week
		Theory	Practical	Total	Internal	External	Total	
1	Design Process and Analysis		6	6	Continuous Evaluation		150	10
2	Contemporary Global Issues	2	2	4	50	50	100	6
3	Brand Designing	2	2	4	50	50	100	6
4	Research Methodology and Data Science	4		4	50	50	100	8
5	Designing for Special Needs		6	6	Continuous Evaluation		150	10
	<b>Total</b>	8	16	24			600	
Semester II:								
Code	Subject	Credit			Marks			Hours Per Week
		Theory	Practical	Total	Internal	External	Total	
1	Research Methodology and Academic Writing	2	4	6	50	150	200	8
2	Design Management	2	4	6	50	50	100	8
3	Entrepreneurship and Fashion Business	2	4	6	50	50	100	8
4	Paper writing and Presentation		6	6	Continuous Evaluation		200	10
	<b>Total</b>	6	18	24			600	

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Semester III:								
Code	Subject	Credit			Marks			Hours Per Week
		Theory	Practical	Total	Internal	External	Total	
1	Futuristic Design		4	4	Continuous Evaluation		100	8
2	Advance Computer application		4	4	Continuous Evaluation		100	8
3	Dissertation -I		8	8	Continuous Evaluation		200	16
4	Internship and Presentation		8	8	Continuous Evaluation		200	16
		0	24	24			600	
Semester IV:								
Code	Subject	Credit			Marks			Hours Per Week
		Theory	Practical	Total	Internal	External	Total	
1	Professional Skills and Portfolio Presentation		8	8	Continuous Evaluation		200	16
2	Design Project		8	8	Continuous Evaluation		200	16
3	Dissertation -II		8	8	Continuous Evaluation		200	16
		0	24	24			600	

  
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2- Year P .G. Degree  
 Syllabus **M Design**  
**InterdisciplinarySemester**  
 – I

Subject	Credits	Total Hours	Marks		
<b>Contemporary Global Issues</b>	<b>4</b>	<b>90</b>	<b>50</b>	<b>50</b>	<b>100</b>
<b>Practical / Theory</b>			<b>Internal</b>	<b>External</b>	<b>Total</b>

**OBJECTIVES:**

The learner will be able to -

1. Review the globalization phenomenon of fashion business.
2. Address contemporary issues impacting international and global affairs in terms of the major political, social, economic and environmental forces confronting global communities.

Block	Objective	Content	Assignment	Marks
1	To review the influence of globalization in the development.	<ul style="list-style-type: none"> <li>• Introduction to globalization</li> <li>• Issues from the Past that has significant effect on the world</li> </ul>	-	20
2	To examine the impact of social, environmental, and economic in the context of textile and apparel production and consumption.	Study of the current global issues in Fashion Industry- their challenges and Achievement <ul style="list-style-type: none"> <li>• Social</li> <li>• Environmental</li> <li>• Economic</li> </ul>	Each student will design, research, write, and present research paper on topics related to the main areas of the subject covering issues related to social, environmental and economic sustainability for a given market. The student shall find out the solution and further to convert the entire work in the form of research paper presentation of 3000 words.	30

3	To analyze the role of various bodies in developing sustainable supply chains.	The role of governments bodies, Organizations, Standards and Certifying agencies working on global fashion issues- <ul style="list-style-type: none"> <li>• Asia</li> <li>• Europe</li> <li>• United States of America</li> <li>• United Kingdom</li> </ul>		30
4	To review the impact of globalization in present scenario	An understanding of Emerging global issues, their cause , effect and remedy		20

### Evaluation Pattern

Internal Assessment: Class Assignments – 50 marks  
External Assessment: Final Exam - 50Marks. (Theory)

### References

1. Kunz.I.G, Karpova E and Garner B.M. (2016), -Going Global the textile and Apparel industry||, Bloomsbury publishing.
2. Gordon.J.F and Hill C. (2015), -Sustainable Fashion Past, Present and Future||, Bloomsbury publishing.
3. Walker S and Giard J.(2013), -The handbook of Design for sustainability|| ||, Bloomsbury publishing.
4. Hethron J. and Ulasewicz C. (2015),-Sustainable Fashion What's next?||, Bloomsbury publishing.
5. Sustainability Summit
6. Copenhagen summit
7. Green fashion India
8. Lakme Fashion week
9. Fashion revolution

2-Year P .G. Degree Syllabus  
**M Design Interdisciplinary**  
**Semester – I**

Subject	Credits	Total Hours	Marks		
<b>Research Methodology I</b>	<b>4</b>	<b>60</b>	<b>50</b>	<b>50</b>	<b>100</b>
<b>Theory</b>			<b>Internal</b>	<b>External</b>	<b>Total</b>

**OBJECTIVES-**

The learner will be able -

1. To introduce the learner to the concept of scientific research
2. To acquaint the learner with methodology, methods and techniques of research
3. To accustom the learner with the various stages and procedures of Academic Research
4. To give the learner the hands on experience in conducting Research

Block	Objective	Content	Assignment	Marks
1	To be able to understand the concept of research fundamentals and its process.	<ul style="list-style-type: none"> <li>• Foundations of Research:               <ul style="list-style-type: none"> <li>-Meaning,</li> <li>-Objectives</li> <li>-Motivation</li> <li>-Utility</li> </ul> </li> <li>• Concept of theory, empiricism,</li> <li>• Deductive and inductive theory</li> <li>• Characteristics of scientific method</li> <li>• Understanding the language of Research</li> <li>• Concept, Construct, Definition, Variable</li> <li>• Research Process               <ul style="list-style-type: none"> <li>• Types of Research</li> <li>• Qualitative Research</li> <li>• Quantitative research</li> </ul> </li> </ul>	<p>Group discussion of what is research?</p> <p>Write a summery on proposed research area of interest in 500 words.</p>	25
2	To be able to formulate the research question.	<ul style="list-style-type: none"> <li>• Problem Identification &amp; Formulation</li> <li>• Research Question               <ul style="list-style-type: none"> <li>-Investigation Question</li> <li>-Measurement Issues</li> </ul> </li> <li>• Use of Encyclopedias, Research Guides, Handbook etc.</li> </ul>	Formulate a research question using investigating methods.	25

		<ul style="list-style-type: none"> <li>• Academic Databases for Computer Science Discipline</li> </ul>		
3	To be able to formulate the hypothesis.	<ul style="list-style-type: none"> <li>• Hypothesis <ul style="list-style-type: none"> <li>–Null Hypothesis &amp; Alternative</li> </ul> </li> <li>• Hypothesis.</li> <li>• Hypothesis Testing</li> <li>• –Logic &amp; Importance</li> </ul>	Formulate a hypothesis using investigating methods.	25
4	To understand and use to tool of sampling	<ul style="list-style-type: none"> <li>• Sampling</li> <li>• Concepts of Statistical Population</li> <li>• Sample</li> <li>• Sampling Frame</li> <li>• Sampling Error</li> <li>• Sample Size</li> <li>• Non Response</li> <li>• Probability Sample <ul style="list-style-type: none"> <li>– Simple Random Sample</li> <li>–Systematic Sample</li> <li>–Stratified Random Sample</li> <li>–Multi-stage sampling.</li> </ul> </li> <li>• Determining size of the sample</li> <li>– Practical considerations in sampling and sample size.</li> <li>• Statistics for data Science</li> </ul>	Preparing the questionnaire and data collection for data analysis. Collecting data through sources like interviews, case study, surveys, review of literature and preparing the case study report.	25

### Evaluation Pattern

Internal Assessment: 50 Marks Evaluation Which Includes Class Assignments  
 External Assessment: Final Exam (50 Marks)

### References

1. Judy Zaccagnini Flynn & Irene M. Foster, -Research Methods for Fashion Industry||,
2. Siah Hwee Ang, – Research Design for Business & Management||,
3. Kothari, C.R., 1990. Research Methodology: Methods and Techniques. New Age International.
4. Sinha, S.C. and Dhiman, A.K., 2002. Research Methodology, Ess Ess Publications



2- Year P .G. Degree  
 Syllabus **M Design**  
**InterdisciplinarySemester**  
 – I

Subject	Credits	Total Hours	Marks		
<b>Brand Design</b>	<b>4</b>	<b>60</b>	<b>50</b>	<b>50</b>	<b>100</b>
Theory			Internal	External	Total

**OBJECTIVES:**

The learner will be able to

1. Review, Analyze and implementation of branding in today's marketplace.
2. And developing the capacity to apply brand design strategy.

Block	Objective	Content	Assignment	Marks
1	To understand branding in today's marketplace	<ol style="list-style-type: none"> <li>1. Basics of branding</li> <li>2. Types of brands</li> <li>3. Relationship between Brands and consumers</li> <li>4. Consumer's expectation from brands</li> </ol>	Identify various brands and their types and identify their consumers (target audience)	25
2	To understand how to develop brand design and its application in today's marketplace	<ol style="list-style-type: none"> <li>1. Brand anatomy</li> <li>2. Brand structure</li> <li>3. Brand positioning</li> <li>4. Sensory branding</li> </ol>	Develop the brand identity, brand personality, brand position for a lifestyle product of your choice	25
3	To understand how to develop the brand design strategy keeping the consumer in mind	<ol style="list-style-type: none"> <li>1. Visual identity development</li> <li>2. Verbal identity</li> <li>3. Experiential identity</li> </ol>	Prepare the visual, verbal and experiential identity of the brand that you have chosen	25
4	Implementing the brand design experience for the consumer	<ol style="list-style-type: none"> <li>1. Putting together the entire brand design experience</li> <li>2. Developing the brand identity manual in reference with realistic project.</li> </ol>	Mockups of block 2 and 3 and brand identity manual presentation in reference with the project.	25

## **Evaluation Pattern**

1. Internal Assessment: 2 Assignment (15 Marks )and 2 Class test (25 Marks )Total marks 50
2. External Assessment: Theory Exam 50 Marks

## **References**

Designing brand identity by Alina Wheeler, Published by John Wiley & Son

2-Year P .G. Degree Syllabus  
**M Design Interdisciplinary**  
**Semester – I**

Subject		Credits	Total Hours	Marks		
<b>Design for Special Needs</b>		<b>6</b>	<b>100</b>	<b>Continuous evaluation</b>		<b>150</b>
<b>Practical</b>				<b>Internal</b>	<b>External</b>	<b>Total</b>

**OBJECTIVES:**

- The learner will be able to -
- Analyze needs and wants in response to design problems in the develop phase and synthesize ideas and design information to propose design concepts in the develop phase
  - Describe the features that define commercial design problems and design criteria based on client needs and wants
  - Human needs and wants are the driving force behind the design and collaborating with people and demonstrating empathy will assist the designer to meet the clients' needs and wants
  - Describe the features and sustainable requirements that define redesign problems and design criteria

Block	Objective	Content	Assignment	Marks
1	Analyze needs and wants in response to design problems in the develop phase and synthesize ideas and design information to propose design concepts in the develop phase	Design in practice Experiencing design Design process Design styles	<ul style="list-style-type: none"> <li>Research &amp; Compilation of data in the form of document in order to understand the various aspects of Design</li> <li>Identifying the various sources of inspiration and conceptualizing to suit the selected Brand and Market in order to develop the collection.</li> </ul>	45
2	Describe the features that define commercial design problems and design criteria based on client needs and wants	Commercial design Explore — client needs and wants Develop — collaborative design	<ul style="list-style-type: none"> <li>Identifying the inspiration and creating variety through fabric development to suit the concept</li> </ul>	30
3	Human needs and wants are the driving force behind the design and collaborating with people and demonstrating empathy will assist the designer to meet the clients' needs and wants	Human-centered design Designing with empathy	<ul style="list-style-type: none"> <li>Development of Prototype.</li> </ul>	45

4	Describe the features and sustainable requirements that define redesign problems and design criteria	Sustainable design Explore — sustainable design opportunities Develop — redesign		30
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### Evaluation Pattern

On the basis of Continuous evaluation which will include Class test, Assignments

### References

1. Fashion By Design (2011), Janice Greenberg Ellinwood, Fairchild Child Books.
2. Design Process, Carl Aspulund, Fairchild Child Books.
3. Fashion Design- Process, Innovation and Practice (2003), Kathryn Mckelvey and Janine Munslow, Blackwell Publishing.
4. Design for Fashion Portfolio (2011), Steven Faerm, A & C Black, Bloomsbury Publishing Plc.

2-Year P .G. Degree Syllabus  
**M Design Interdisciplinary**  
**Semester – I**

Subject		Credits	Total Hours	Marks	
<b>Design Process and Analysis</b>		<b>6</b>	<b>120</b>	<b>Continuous Evaluation</b>	
<b>Practical</b>				<b>Internal</b>	<b>External</b>
					<b>Total</b>

**OBJECTIVE: -**

**The learner will be able to**

- Implement the Design Thinking from various contexts such as people, projects, processes and procedure.
- Overview Design in a form of case study in order to identify, analyze, interpret, & establish a strong Promotion for Design on the basis of Design strategy.
- Manage Design as a tool for Global change to review and revise problem areas.

Block	Objective	Content	Assignment	Marks
1	To understand how Design is perceived through various factors.	<ul style="list-style-type: none"> <li>- <b>Understanding Design</b></li> <li>- Through Meaning and Perception.</li> <li>- Aesthetics in Design</li> <li>- <b>Defining Design through various influencing factors</b> <ol style="list-style-type: none"> <li>1. Social Attitude</li> <li>2. Aesthetic Presence</li> <li>3. Psychological Satisfaction</li> <li>4. Historical Revival</li> <li>5. Solution over a problem.</li> </ol> </li> </ul>	Research & Compilation of data in the form of document in order to understand the various aspects of Design and how different factors influence Design.	<b>25</b>
2	To impart the concrete Process in order to Design a Product and further explore the diverse stages involved in it.	<p><b>Design Process</b></p> <p><b>1. Identification and Conceptualization</b></p> <ul style="list-style-type: none"> <li>- Research on Major Influential factors.</li> <li>- Ideation by Gathering influences.</li> <li>- Selection of the Market upon Demographics, Geographic's,</li> </ul>	Identifying the various sources of inspiration and conceptualizing the same in order to suit the selected Brand and Market in order to develop	<b>25</b>

		<p>Psychographics and Behavioral patterns in sync with a particular Brand through Research.</p> <ul style="list-style-type: none"> <li>- Conceptualization in order to define purpose and aim for developing the Design.</li> </ul> <p><b>2. Synthesizing ideas</b></p> <ul style="list-style-type: none"> <li>- Source of Inspiration</li> <li>- Exploration of designs with implementation of the inspiration.</li> <li>- Refinement of designs through developing various Surfaces.</li> </ul>	<p>the collection.</p> <p>Identifying the inspiration and creating variety through fabric development to suit the concept followed by refinement of the actual Prototype of the concept on fabric.</p>	
3	To express and visualize the final outcome in a form a prototype to be communicated in an effective way.	<p><b>3. Modelling and Communication</b></p>	<ul style="list-style-type: none"> <li>- Producing the prototype and compiling the same in order to communicate in the particular verbal and non-verbal methods.</li> </ul>	<b>25</b>
4	To visualize the final outcome in a form a prototype to analyze and evaluate the Design.	<p><b>4. Design Analysis &amp; Evaluation</b></p> <ul style="list-style-type: none"> <li>- Fashion Scan, Consumer Scan or Brand Scan in order to understand the suitability of the Design to the particular Client or Market.</li> <li>- Feedback from respective brand for further refinement for fit, workmanship, aesthetic appearance and cost.</li> </ul>	<ul style="list-style-type: none"> <li>- Identifying a required Sample in order to analyze the designed Product with suitable technic such as Google forms, reviews or Feedbacks.</li> <li>- Via with concerned team of the particular brand to analyze the suitability of the Designed</li> </ul>	<b>25</b>

			Range and further improvements can be suggested in order to suit the client.	
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**Evaluation Pattern**

On the basis of Continuous evaluation which will include Class test, Assignments

**References**

- 5. Fashion By Design (2011), Janice Greenberg Ellinwood, Fairchild Child Books.
- 6. Design Process, Carl Aspulund, Fairchild Child Books.
- 7. Fashion Design- Process, Innovation and Practice (2003), Kathryn Mckelvey and Janine Munslow, Blackwell Publishing.
- 8. Design for Fashion Portfolio (2011), Steven Faerm, A & C Black, Bloomsbury Publishing Plc.

2-Year P .G. Degree Syllabus  
**M Design Interdisciplinary**  
**Semester – II**

Subject	Credits	Total Hours	Marks		
<b>Paper Writing and Presentation</b>	<b>6</b>	<b>150</b>	<b>Continuous Evaluation</b>		<b>200</b>
<b>Practical</b>			<b>Internal</b>	<b>External</b>	<b>Total</b>

**OBJECTIVES:**

- Students will be able to have a quick overview of the basics of academic writing.
- Students will be able to identify the various aspects of Review of literature and identify the research gap through Concept of literature review, Purpose, Types of Sources, Basics of doing the quality Literature review
- Understand the practical approach of review paper writing to write a review paper for particular Journal.

Block	Objective	Content	Assignment	Marks
1	<ul style="list-style-type: none"> <li>• Concept of literature review</li> <li>• Purpose</li> <li>• Types of Sources</li> <li>• Basics of doing the quality Literature review</li> </ul>	Review of Literature <ul style="list-style-type: none"> <li>• Research and review Articles</li> <li>• Books</li> <li>• Thesis</li> <li>• Conference Papers</li> <li>• News</li> <li>• Blogs</li> <li>• Database</li> </ul>	<ul style="list-style-type: none"> <li>• Identify Research Gaps,</li> <li>• Organise, Complier and Analyse literature</li> </ul>	50
2	<ul style="list-style-type: none"> <li>• What are review papers?</li> <li>• Importance of review papers: features, timing, type</li> <li>• Basics of writing a review paper</li> </ul>	review paper Writing I <ul style="list-style-type: none"> <li>• Defining of review paper</li> <li>• Importance of review paper</li> <li>• Types of review paper</li> <li>• Timing of review paper</li> <li>• Planning a review paper</li> </ul>	<ul style="list-style-type: none"> <li>• Plan: Topic, type &amp; Outline</li> <li>• Target Journal</li> <li>• Write first draft</li> <li>• Revise &amp; Format</li> <li>• Final check</li> <li>• Submission and post submission</li> </ul>	50
3	<ul style="list-style-type: none"> <li>• Understand the practical approach of review paper writing</li> <li>• Write a review paper</li> <li>• Communicate to a good journal</li> </ul>	review paper Writing II <ul style="list-style-type: none"> <li>• Identifying/ targeting journals for review papers: tips</li> <li>• Type of review papers</li> <li>• Writing effective title</li> <li>• Author's details</li> </ul>	Review Paper on minor Project	100



		<ul style="list-style-type: none"><li>• Key words</li><li>• Abstracts writing</li><li>• Writing introduction effectively</li><li>• Body of paper including Info graphics</li><li>• Conclusion</li><li>• References</li></ul>		
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2-Year P .G. Degree Syllabus  
**M Design Interdisciplinary**  
**Semester – II**

Subject	Credits	Total Hours	Marks		
<b>Research Methodology II</b>	<b>6</b>	<b>150</b>	<b>50</b>	<b>150</b>	<b>200</b>
<b>Practical</b>			<b>Internal</b>	<b>External</b>	<b>Total</b>

**OBJECTIVES-**

The learner will be able to-

1. To introduce the learner to the concept of scientific research
2. To become adapt with methodology, methods and techniques of research
3. To make conversant with the various stages and procedures of Academic Research
4. To bring the learner the hands on experience in conducting Research

Block	Objective	Content	Assignment	Marks
1	To acquire solution through preparation of data analysis.	<ul style="list-style-type: none"> <li>• Secondary &amp; Primary Data Collection</li> <li>• Data Analysis</li> <li>• Data Preparation               <ul style="list-style-type: none"> <li>– Uni variate analysis (frequency tables, bar charts, pie charts, Percentages)</li> </ul> </li> <li>• Bivariate analysis               <ul style="list-style-type: none"> <li>• – Cross tabulations and Chi-square test including testing hypothesis of association.</li> </ul> </li> </ul>	Prepare the presentation of collected data through various methods.	25
2	To understand and acquire the proper writing process and ethics in writing skills.	<ul style="list-style-type: none"> <li>• Writing Process - Method of Research Writing,</li> <li>• Methods of giving references and citations</li> <li>• Ethics in writing, Research papers/ book reviews/ dissertation/ thesis etc.</li> <li>• Areas of Research –               <ol style="list-style-type: none"> <li>a) Literary studies</li> <li>b) Language Studies</li> <li>c) Translation Studies</li> <li>d) Culture Studies</li> <li>e) Media Studies</li> <li>f) Teaching Methodology</li> <li>g) Folklore Studies</li> <li>h) Gender Studies</li> <li>i) Comparative Literature</li> <li>j) Literary theory and Criticism</li> </ol> </li> </ul>	To formulate the essay in 1000 words.	25
3	To interpret the layout of research paper according to various norms of publications.	<ul style="list-style-type: none"> <li>• Design of Research- Necessity of planning, Steps in design-               <ol style="list-style-type: none"> <li>a) Preparation of working bibliography</li> <li>b) Review of Literature</li> </ol> </li> </ul>	Prepare a layout for research paper for National /International Journal	25

		c) Collection of material d) Identification of the topic e) Defining the scope and limitations of the topic f) Text editing h) annotated bibliography • Interpretation of Data and Paper Writing – Layout of a Research Paper, Journals, Impact factor of Journals, When and where to publish? • Ethical issues related to publishing, • Plagiarism and Self-Plagiarism		
4	To understand the various tools of research writing software. To understand the importance of plagiarism and use its tools to detect the plagiarism.	• Use of tools / techniques for Research: methods to search required information effectively, • Reference Management Software like Zotero/Mendeley, • Software for paper formatting like LaTeX/MS Office, • Software for detection of Plagiarism	Prepare the research paper with various tools using the plagiarism tools for detection.	25

### Evaluation Pattern

Internal Assessment:50 marks evaluation which includes Class Assignments (50 Marks) and final research paper presentation (150 Marks)

### References

5. Judy Zaccagnini Flynn & Irene M. Foster, -Research Methods for Fashion Industry||,
6. Siah Hwee Ang, – Research Design for Business & Management||,
7. Kothari, C.R. -Research Methodology: Methods and Techniques|| New Age International.
8. Sinha, S.C. and Dhiman, A.K., – Research Methodology||, Ess Ess Publications
9. ROIG (M). -Avoiding plagiarism, self-plagiarism, and other questionable writing practices: A guide to ethical writing||

2-Year P .G. Degree Syllabus  
**M Design Interdisciplinary**  
**Semester – II**

Subject	Credits	Total Hours	Marks		
<b>Design Management</b>	<b>6</b>	<b>150</b>	<b>50</b>	<b>50</b>	<b>100</b>
<b>Practical and Theory</b>			<b>Internal</b>	<b>External</b>	<b>Total</b>

**OBJECTIVE: -**

**The learner will be able to**

- Cognize meaning & perceptions of Design through various factors.
- Employ the process to create fashion products as Solution to a problem by identifying Design ideas through Conceptualization.
- Implement the Design Concept and ideas in the form of concrete fashion Product Design.
- Transform and communicate the Products in order to sync with Market needs & demands through analysis and evaluation.

Block	Objective	Content	Assignment	Marks
1	To understand how Design is perceived in various Contexts.	<b>6. Design In context</b> <ul style="list-style-type: none"> <li>- Design and Business</li> <li>- Design &amp; Society</li> <li>- Design &amp; People</li> <li>- Design &amp; products</li> <li>- Design &amp; services</li> <li>- Design &amp; Project</li> </ul>	Compilation of case study to define each context of Design	<b>25</b>
2	To develop an overview for Design considering various factors.	<b>7. Design Overview</b> <ul style="list-style-type: none"> <li>- The Power of Design</li> <li>- Design skills</li> <li>- Design planning</li> <li>- Project Management</li> <li>- Design success.</li> </ul>	A Case study to define the Design Overview of a Brand or Designers Label.	<b>25</b>
3	To develop and manage the Strategy based on identification, interpretation establishment and	<b>8. Managing Design Strategy</b> <ul style="list-style-type: none"> <li>- Identifying opportunities for Design</li> <li>- Understanding the market</li> </ul>	Establishing a Design Strategy to uplift any	<b>25</b>

	promotion for Design.	<ul style="list-style-type: none"> <li>- Interpreting Client and Consumer needs.</li> <li>- Auditing use of Design</li> <li>- Establishing a Design Strategy</li> <li>- Promoting and Selling the Design Strategy</li> <li>- Planning for long term growth.</li> </ul>	Local Craft.	
4	To implement and manage design for its transformation Global Change.	<p><b>9. Managing the Design Implementation</b></p> <ul style="list-style-type: none"> <li>- The Project Management Process</li> <li>- Social and Environmental responsibility</li> <li>- Translating Global Design into Local design</li> <li>- Measuring the success of Design</li> <li>- Reviewing and revising the Design.</li> </ul>	Developing a range of products for transforming a Local Design into a global Design keeping in mind the Design Strategy.	<b>25</b>

**Evaluation Pattern**

<p><b>3.</b> Internal Assessment: 2 Assignment (15 Marks )and 2 Class test (25 Marks )Total marks 50</p> <p><b>4.</b> External Assessment: Theory Exam 50 Marks</p>
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**References**

1. The Fundamentals of Design Management (2010), Kathryn Best, AVA Academia series.
2. Design Management (2006), Kathryn Best, AVA Academia series.

2- Year P .G. Degree  
 Syllabus **M Design**  
**InterdisciplinarySemester**  
 – II

Subject	Credits	Total Hours	Marks		
<b>Entrepreneurship and Fashion Business</b>	<b>6</b>	<b>150</b>	<b>50</b>	<b>50</b>	<b>100</b>
<b>Practical / Theory</b>			<b>Internal</b>	<b>External</b>	<b>Total</b>

**OBJECTIVES-**

The learner will be able to-

- Understand and create the idea of business into an entrepreneur.
- Acquire the knowledge of planning the venture.
- Have knowledge of various Govt. regularities for the venture.
- Perceive the business ethics and responsibility towards society.

Block	Objective	Content	Assignment	Marks
1	To understand and develop the concept of entrepreneurship.	Entrepreneurial perspective -Nature & importance of entrepreneurship -the entrepreneurial and intra entrepreneurial mind -Individual entrepreneur -International entrepreneurship opportunities	Case study of a fashion brand.	25
2	To understand the process of planning a venture.	Creating and starting the venture -Creativity and business ideas -Legal issues for entrepreneur -the business plan- starting the venture -Marketing plan -the organization plan -The finance plan -informal risk capital & venture capital	Prepare a case study for upcoming brand.	25
3	To understand the importance and identifying the influencing factors to the venture planning.	Financing the New Venture - Sources of Capital - Personal Funds - Commercial Banks - Type of Bank Loans - Cash Flow Financing - Government Grants - Private Placements - Bootstrap Financing	Market Survey	25
4	To be able to prepare the futuristic planning for expansion or the venture.	Managing, growing and ending of new venture -Strategies for growth -accessing resources from external sources -going public -ending the venture	Presentation	10

		-EXIM policies and Govt regulations		
	To be able to understand the business ethics for being an entrepreneur.	Business Ethics -Meaning and nature of ethics - Importance and types of ethics -business ethics related to global economy - Relationship between CSR and Business Ethics - Justice and Economic Environment Protection -Business Ethics and Consumer Protection - Business Ethics and Social Justice - Patents, Copy-rights, Intellectual Property rights, Trade Marks, and Business Ethics -Ethical Value System, Values -Indian Values and Ethics, Business Ethics -Ethics and Corporate Excellence -Indian and Global Case Studies	Presentation	15

**Evaluation Pattern**

Internal Assessment: Class Assignments–50marks  
 External Assessment: Final Exam-50Marks.

**References**

- Michele M. Granger and Tina M. Sterling, -Fashion Entrepreneurship Retail Business Planning||, Bloomsbury Publications.
- Robert D. Hisrich, Micheal P. Peters and Dean A. Sheperd, —Entrepreneurship||
- O.C. Ferrell, John Paul Fraedrich, Linda Ferrell.||Business Ethics –
- Gautam Pherwani , -Business Ethics||
- Neeru Vasishth and Namita Rajput ,—Governance ethics and social responsibility of business||

2-Year P .G. Degree Syllabus  
**M Design Interdisciplinary**  
**Semester –III**

Subject	Credits	Total Hours	Marks	
<b>Dissertation I</b>	<b>8</b>	<b>150</b>	<b>Continuous Evaluation</b>	
<b>Practical</b>			<b>Internal</b>	<b>External</b>
				<b>Total</b>
				<b>200</b>

**OBJECTIVE:**

The objective of this practical will be preparing a research paper based on results of the dissertation work. The data generated through the dissertation work of student should be used for this exercise. All the following aspects can be included in the final report and presentation of the dissertation work

**CONTENT:**

Scientific communication:

Scientific writing

1. Title and abstract for a given text.
2. Choosing and indexing key words from a given paper
3. Writing the paper based on a given set of instructions to authors. (Any refereed journal may be used for sample 'Instructions to Authors')
4. Writing a newspaper report / popular article of a latest research paper.
5. Writing a pedagogical (academic) article on a scientific theme
6. Critically comment on a manuscript
7. Drawing appropriate figures on given data, writing footnotes to figures and tables
8. Preparation of display material (such as scientific posters)
9. Photomicrography, taking photographs of experimental results
10. Making OHP transparencies, Scanning pictures, Making Power Point slide shows

**Evaluation:**

On the basis of Continuous evaluation for Academic Writing and viva

References

- Alley, M. 1996. The craft of scientific writing, 3rd edition. Prentice Hall, NJ.
- [and accompanying web site: <http://filebox.vt.edu/eng/mech/writing/>]
- Day, R. 1998. How to write and publish a scientific paper, 5th edition. Orynx Press.
- Day, R. 1995. Scientific English: A guide for scientists and other professionals, 2nd edition. Orynx Press.



2-Year P .G. Degree Syllabus  
**M Design Interdisciplinary**  
**Semester –III**

Subject	Credits	Total Hours	Marks	
<b>Internship</b>	<b>8</b>	<b>150</b>	<b>Continuous Evaluation</b>	<b>200</b>
<b>Practical</b>			<b>Internal</b>	<b>External</b>
				<b>Total</b>

**OBJECTIVE:**

The learner will be able to-

Inculcate fashion knowledge to gain expertise and proficiency in respective field under the guidance of various fashion industries and experts.

**CONTENT:**

Internship refers to a stage/phase during which an individual will get opportunity to experience her industry of interest before entering into it full time and opting for it as her future career.

Internships exposed to candidate about the understanding the way particular industry functions and what it would be like to work in that scenario.

The candidates gain valuable insights into their own personalities and skills.

Such an experience put them in a better situation to decide whether they are suited for particular role. The process begins with:

- 1) Preparation of C.V.
- 2) Preference sheet (Preparation for location and type of industry)
- 3) Completion of campus to corporate module.
- 4) Minimum 50% marks requirement in all subjects (College may give some relaxation on the basis of valid reasons)

The internship will enrich the student for –

- 1) Understanding of the career field
- 2) To develop useful skills
- 3) To develop useful contracts.

**Internship Evaluation:**

On the basis of Continuous evaluation for curriculum vitae and viva to evaluate whether student having capabilities to undergo industry training

2- Year P .G. Degree Syllabus  
**M Design Interdisciplinary**  
**Semester –III**

Subject	Credits	Total Hours	Marks	
Advance Computer Application	4	120	Continuous Evaluation	100
Practical			Internal	External
				Total

**OBJECTIVES:**

**Learner will be able to:**

1. Use Raster Graphics software as a tool to represent and create visuals, using image editing and object creation.
2. Use the Vector based software for developing fashion digital illustration - rendering, page layout for magazine and cover page designing.
3. Create high quality brand promotion stationary and packaging material using image editing and object creation / manipulation capabilities of relevant software and tools & techniques.
4. Differentiate the various printing process and methods with their uses for design industry.

Block	Objective	Content	Assignment	Marks
1	To be able to edit images and create specified EOD on a Raster based software.	<ul style="list-style-type: none"> <li>- Introduction about Raster Based Software.</li> <li>- Advance Image Editing with help of all features, Tools and technics</li> </ul>	<ul style="list-style-type: none"> <li>-Advance image editing and masking</li> <li>-Body Rendering</li> <li>-Garment Rendering and styling</li> </ul>	25
2	To be able to illustrate and edit page layouts using and Vector based software	<p><b>Vector based Software</b></p> <ul style="list-style-type: none"> <li>- Introduction of Vector based software</li> <li>- Introduction about Elements Of Fashion (Digital)</li> <li>- Understanding and implementation of various Features, Tools and technics.</li> <li>- Motif Development and implementation on garments</li> </ul>	<ul style="list-style-type: none"> <li>- Motif development</li> <li>- Print Development</li> <li>- Mood Board</li> <li>- color Board</li> <li>- Fashion illustration</li> <li>- Fashion Graphics</li> </ul>	25

3	To be able to design Promotional materials and techniques for fashion brand.	- GIF animation - Advance presentation Techniques.	- Brand promotion - Creation of Advertising and marketing visuals - Brand Presentation.	25
4	To be able to design Various layout and design for social and digital media	Development of deferent layouts for deferent media using various types of techniques and tools.	- Creation of own brand and development of various advertisements for Social media and digital media.	25

### Evaluation Pattern

Internal Assessment: 100 marks continuous evaluation which includes Class Assignments (100 Marks)

**NOTE- Usually the software manuals are available. There are open sources which may be used for teaching purpose. Certain specific software's guides are mentioned below as a reference.**

### References

- Steve Bain & Nick Wilkison, (2002), – Corel Draw (12)- The Official Guide, Corel Press, 1 st Edition.
- Steven Heller & Talario Lita, 2010, – Graphic, Thames and Hudson Publication, 1st Edition.
- Pateo Jones, 2010, – Graphic Design for Fashion, Lawrence King Publication Ltd., 1st Edition.
- Basia Szkutnicka, 2010, – Technical Drawing for Fashion, Lawrence King Publication Ltd., 1st Edition.
- Bain S., Corel Draw 12 (The official Guide), Dreamtech.
- Hess J and Pasztorek S., (18 Oct 2010), Graphic Design for Fashion, Laurence King.
- Paula J., Complete Guide to Size Specification Technical Design, Fairchild.
- Steven H & Lita T., Graphic, Thames and Hudson.
- Szkutnicka B., (2010), Technical Drawing for fashion, Laurence King.

2-Year P .G. Degree Syllabus  
**M Design Interdisciplinary**  
**Semester – IV**

Subject	Credits	Total Hours	Marks	
<b>Design Project</b>	<b>8</b>		<b>Continuous evaluation</b>	
			<b>Internal</b>	<b>External</b>
<b>Practical</b>				<b>Total</b>
				<b>200</b>

**OBJECTIVES:**

The learner will be able to -

1. Generate significant ideas that are required for a successful project development.
2. To create an action plan for successful realization of those ideas.

Block	Objective	Content	Assignment	Marks
1	To establish an idealistic view of the outcome that is expected to receive upon successful completion of the project	<ul style="list-style-type: none"> <li>• State the Vision</li> <li>• Identify the Problem</li> </ul>	<p>Creation of a vision document.</p> <p>Development of a problem statement document that explains what needs and problems will be solved by the proposed project concept.</p>	15
2	To understand the relationship between the resources, vision and problem.	<ul style="list-style-type: none"> <li>• Assess Resources</li> </ul> <p>Resource assessment through 5 W –Who, What, where, When and Why</p> <ul style="list-style-type: none"> <li>• Establish Project Goals</li> </ul>	Answer the 5 W's and to make a goal statement as per the proposed project	15
3	To develop a strategy and contingency plan that will help in achieving the established goals.	<ul style="list-style-type: none"> <li>• Select a Project Strategy</li> <li>• Plan for Contingency</li> </ul>	Establish the strategies and plan of contingency in relation to the vision.	

				40
4	To evaluate the plan in terms of whether the project is moving towards the right direction or not.	<ul style="list-style-type: none"> <li>• Design an evaluation plan</li> <li>• Budgeting</li> <li>• Propose the Project</li> </ul>	To develop a project proposal Document	30

### Evaluation Pattern

Continuous assessment of 200 marks

### References

1. Carr H and Pomeroy J. -Fashion design and product development, Blackwell Publishing.
2. Mantel J.S. ,Meredith,J.R.,Shafer,M.S. and Sutton M.M -Project Management in Practice ||Second edition, John Wiley & Sons,Inc.

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**M Design Interdisciplinary**  
**Semester –IV**

Subject	Credits	Total Hours	Marks	
<b>Dissertation II</b>	<b>8</b>	<b>150</b>	<b>Continuous Evaluation</b>	<b>200</b>
<b>Practical</b>			<b>Internal</b>	<b>External</b>
				<b>Total</b>

**OBJECTIVE:**

The objective of this practical will be preparing a research paper based on results of the dissertation work. The data generated through the dissertation work of student should be used for this exercise. All the following aspects can be included in the final report and presentation of the dissertation work

**CONTENT:**

Dissertation carried out by the students should exercise the following steps in a systematic manner, under the supervision of practical-in-charge / project coordinator

1. Literature review (and choosing a suitable topic)
2. Experiment planning
3. Experimentation, with the use of contemporary methods and standard protocols
4. Representation of and calculations for data obtained
5. Interpretation of data with the use of statistical tools (if required)
6. Writing monthly progress reports / synopsis / interim reports
7. Writing a Masters thesis
8. Presenting the thesis in an 'Open Defense'

**Evaluation:**

On the basis of Continuous evaluation for Thesis Writing and Open Defence

**References**

- Alley, M. 1996. The craft of scientific writing, 3rd edition. Prentice Hall, NJ.
- [and accompanying web site: <http://filebox.vt.edu/eng/mech/writing/>]
- Day, R. 1998. How to write and publish a scientific paper, 5th edition. Orynx Press.
- Day, R. 1995. Scientific English: A guide for scientists and other professionals, 2nd edition. Orynx Press.

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**M Design Interdisciplinary**  
**Semester – IV**

Subject	Credits	Total Hours	Marks		
<b>Professional Skills and Portfolio Presentation</b>	<b>8</b>	<b>240</b>	<b>Continuous evaluation</b>		<b>200</b>
<b>Theory and Practical</b>			<b>Internal</b>	<b>External</b>	<b>Total</b>

**OBJECTIVES:**

- The learner will be able to -
7. Review the workplace culture for an effective delivery of work.
  8. Work effectively keeping time and resource management as key aspects.
  9. Understand the set of skills and a visual imprint of the process and completion of a job placement portfolio.
  10. To differentiate between various types of specialized collections that can be incorporated in portfolio.

Block	Objective	Content	Assignment	Marks
1	To review the workplace relationships and communication, including making a positive first impression, collaborative stakeholder relationships and role models in the workplace, this will develop professional behaviours and workplace culture.	Creating A Positive First Impression <ul style="list-style-type: none"> <li>• Verbal and Nonverbal Communication</li> </ul> Becoming a Role Model in the Workplace <ul style="list-style-type: none"> <li>• Traits of the role model</li> </ul>	Presentation on verbal and non verbal communication on the basis of case study Select three assignments to justify	15
2	To review the range of time management techniques, and how they can be applied.  To explore networking for the personal brand, and how social networks can help in professional	Effective Time and Resource Management <ul style="list-style-type: none"> <li>• Managing time effectively</li> <li>• Collaborative relationship</li> <li>• Effective delegation</li> </ul>	Assignment on social branding using mixed media.(Digital	15

	networking.	Networking- <ul style="list-style-type: none"> <li>• Personal branding</li> <li>• Social branding</li> </ul>	brochure, video or anything related)	
3	To define a market focused portfolio through proper planning and understanding of the key aspects.	Focused Portfolio <ul style="list-style-type: none"> <li>• Statement of purpose(SOP)</li> <li>• Skill sets and knowledge domain</li> <li>• Gender and age focused</li> <li>• Focus on functional categories</li> <li>• Specialized Portfolios</li> </ul>	Select three assignments to justify statement of purpose, skill set and knowledge domain.	40
4	To build a final portfolio adapted to ones focus used for job interviews and other presentations.	<ul style="list-style-type: none"> <li>• Building of the portfolio</li> <li>• Digital and Web Based portfolio</li> <li>• Interview Insights</li> </ul>	Prepare a digital / handmade portfolio appropriate for the selected market.	30


### Evaluation Pattern

Continuous assessment of 200 marks

### References

1. Clazie Ian. (2010), -Creating your digital design portfolio||, Rotovision SA.
2. Barrett J C. (2006), -Designing your fashion portfolio||, Fairchild Books,New York.
3. Linda T.(2013), —Portfolio Presentation for fashion Designers|| ||, Fairchild publications,Inc.
4. Bowstead, M J,(2011),||A guide to preparing your portfolio||A & C Black,London
5. Ted Talk | Your Body Language Shapes Who You Are

  
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