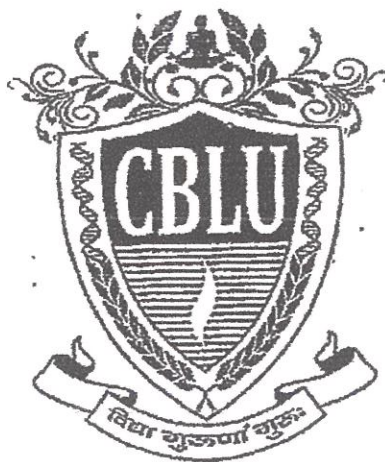


Chaudhary Bansi Lal University, Bhiwani
(A State University established under Haryana Act No. 25 of 2014)



**Scheme of Examinations and Syllabus
For
M.A. Programme
In
Fashion Designing**

As per NEP 2020

With effect from the session 2024-25 (in phased manner)

**Chaudhary Bansi Lal University, Bhiwani
Haryana (India)**

[Signature] *[Signature]*

1

2

3

Curriculum and Credit Framework for Post-graduate Programme in Fashion Designing

Second year of 2 Year PG program

(STUDENT SHOULD SELECT ANY ONE OPTION FOR THE SECOND YEAR OF 2 YEAR PG PROGRAM)

OPTION I: Only Course Work

Course Category	Course Code	Course Title	Total Credits	Marks		
				Internal	External	Total
SEMESTER-III						
DSC-XI	24PN-FD-301	Advanced Garment Production Technology	4	30	70	100
DSC-XII	24PN-FD-302	Textile and Apparel Costing	4	30	70	100
DSC-XIII	24PN-FD-303	Trend Research and Forecasting	4	30	70	100
DSC-XIV	24PN-FD-304	Fashion Retail Management	4	30	70	100
DSC-XV	24PN-FD-305	Research Methodology	4	30	70	100
Project-I	24PN-FD-SEC301	Design Project-I (Pr)	4	30	70	100
		TOTAL	24	180	420	600
SEMESTER-IV						
DSC-XVI	24PN-FD-401	Fashion Communication	4	30	70	100
DSC-XVII	24PN-FD-402	Recent Advances in Fashion Design and Lifestyle Technology	4	30	70	100
DSC-XVIII	24PN-FD-403	Art & Portfolio Development	4	30	70	100
DSC-XIX	24PN-FD-404	Print design and development	4	30	70	100
DSC-XX	24PN-FD-405	Fashion styling & range development	4	30	70	100
Project-II	24PN-FD-SEC401	Design Project-II (Pr)	4	30	70	100
		TOTAL	24	180	420	600

File

Semester IV
Course Nomenclature: Fashion Communication
Course Code: 24PN-FD-401
Course Type: DSC-XVI

Credits: 4

Duration of Exam: 3 Hrs.

Maximum Marks: 100

External Assessment Marks: 70

Internal Assessment Marks: 30

Course Objective: The main objective of this subject is to equip students with advanced skills in visual communication, branding fashion marketing tools.

Course Outcomes: After completion of the course, learners will be able to:

CO1: To understand the role of communication in the fashion industry.

CO2: To develop advanced skills in visual communication, branding, and storytelling.

CO3: To explore digital platforms, media strategies, and fashion marketing tools.

CO4: To enhance abilities in fashion journalism, styling communication, and trend presentation.

CO5: To prepare students for careers in fashion media, branding and digital communication.

***Note for the Paper Setter:** The question paper will consist of nine questions in all. The first question will be compulsory and will consist of Seven short questions of 2 marks each covering the whole syllabus. In addition, eight more questions of 14 marks each will be set unit-wise, consisting of two questions from each of the four units. The candidates are required to attempt one compulsory question and four more questions selecting at least one question from each unit.*

UNIT-I

Introduction to Fashion communication: Definitions, scope and evaluation. Fashion as a cultural and social language; Role of visual culture in fashion. Fundamentals of visual communication in fashion; Colour psychology and colour communication in fashion.

UNIT-II

Visual mapping & concept presentation, Fashion storytelling and brand narratives, Luxury vs. mass-market brand communication. Case studies of global fashion brands. Brand identity, brand image, and brand personality; Building a fashion brand: positioning, target audience.

UNIT-III

Fashion journalism: writing styles and formats, Fashion critique and review writing, Editorial planning and magazine layout; Fashion photography: elements, composition, directing shoots, AI tools in fashion communication (trend forecasting, content generation); Fashion PR: tools, techniques, and communication strategies; Crisis communication in the fashion industry.

UNIT-IV

Psychology of fashion consumers, Market segmentation and audience profiling, Cultural influences on fashion consumption, Communication strategies for diverse markets, Understanding trends and sociocultural shifts, Forecasting consumer behaviour.



References:

1. *Visual Communication: From Theory to Practice* – Jonathan Baldwin & Lucienne Roberts
2. *Graphic Design: A New History* – Stephen J. Eskilson
3. *The Elements of Graphic Design* – Alex W. White
4. *Design Basics* – David A. Lauer & Stephen Pentak
5. *The Fashion Brand: Understanding Consumer Behaviour* – Tony Hines & Margaret Bruce
6. *Fashion Marketing* – Mike Easey
7. *The End of Fashion: How Marketing Changed the Clothing Business* – Teri Agins



Semester IV
Course Nomenclature: Recent Advances in Fashion Design and
Lifestyle Technology
Course Code: 24PN-FD-402
Course Type: DSC-XVII

Credits: 4

Duration of Exam: 3 Hrs.

Maximum Marks: 100

External Assessment Marks: 70

Internal Assessment Marks: 30

Course Objective: The main objective of this subject is to introduce students to cutting-edge innovations transforming fashion and lifestyle industries.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Understand emerging technologies shaping the future of fashion and lifestyle.

CO2: Apply advanced digital tools in the fashion design process.

CO3: Analyse and evaluate smart textiles, e-textiles, and wearable tech products.

CO4: Demonstrate awareness of sustainable innovations and ethical production methods.

CO5: Integrate new materials and technologies into creative and technical design projects.

***Note for the Paper Setter:** The question paper will consist of nine questions in all. The first question will be compulsory and will consist of Seven short questions of 2 marks each covering the whole syllabus. In addition, eight more questions of 14 marks each will be set unit-wise, consisting of two questions from each of the four units. The candidates are required to attempt one compulsory question and four more questions selecting at least one question from each unit.*

UNIT-I

Digital transformation in Fashion: Evolution of fashion technology, CAD/CAM in fashion design and product development; Virtual prototyping, digital sampling, and fit analysis, Digital fashion shows, virtual runways, and metaverse fashion, Augmented Reality (AR) & Virtual Reality (VR) in fashion retail; AI applications: trend forecasting, design automation, virtual stylists.

UNIT-II

Smart textiles and e-textiles: Conductive fabrics, sensors, and embedded electronics; Wearable technology: health-monitoring garments, smart sportswear, adaptive fashion; Fashion for assistive technology and inclusive design; Latest research innovations in wearable tech.

UNIT-III

Innovative Materials & Sustainable Technologies: Bio-materials: mushroom leather (Mycelium), Piñatex, orange fibre, seaweed fibre; Recycled & regenerated fibres: PET, Tencel, eco-nylon, Waterless dyeing technologies (supercritical CO₂ dyeing, digital pigment dyeing); Eco-finishes: anti-microbial, UV-protection, microcapsule finishes; Ethical & sustainable production innovations.

UNIT-IV

Smart home textiles: temperature-regulating fabrics, fragrance textiles; Lifestyle gadgets & tech accessories: smart shoes, fitness bands, Influence of social media, influencers, and digital culture, Fashion apps, virtual try-on platforms, AI-based shopping assistants. Customization, personalization, and on-demand manufacturing.



References

1. *Fashionable Technology: The Intersection of Design, Fashion, Science, and Technology* – Sabine Seymour
2. *Smart Textiles and Wearable Technology* – Jane McCann & David Bryson
3. *Sustainable Fashion and Textiles: Design Journeys* – Kate Fletcher
4. *Digital Fashion* – Clare Harris
5. *3D Printing for Fashion and Textiles* – Jochen Strähle
6. *The End of Fashion Tech* – Lyall Watson
7. *Biomaterials for Sustainable Fashion and Textiles* – Rajkishore Nayak



Semester IV
Course Nomenclature: Art and Portfolio Development
Course Code: 24PN-FD-403
Course Type: DSC-XVIII

Credits: 4
Duration of Exam: 3 Hrs.

Maximum Marks: 100
External Assessment Marks: 70
Internal Assessment Marks: 30

Course Objective: The main objective of this subject is To introduce different art media, illustration styles, and creative processes used in design and to help students build a professional, industry-standard portfolio showcasing their creative identity.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Demonstrate proficiency in art techniques and illustration skills.

CO2: Create visually compelling design concepts supported by research.

CO3: Apply professional standards of composition, layout, and visual storytelling.

CO4: Use digital tools to create high-quality illustrations and portfolio pages.

CO5: Organise and present a cohesive design portfolio that reflects personal style and design identity.

***Note for the Paper Setter:** The question paper will consist of nine questions in all. The first question will be compulsory and will consist of Seven short questions of 02 marks each covering the whole syllabus. In addition, eight more questions of 14 marks each will be set unit-wise, consisting of two questions from each of the four units. The candidates are required to attempt one compulsory question and four more questions selecting at least one question from each unit.*

UNIT-I

Fundamentals of Art & Visual Expression: elements of arts- line, shape, form, colour, texture, value, space; Principles of design: balance, contrast, rhythm, emphasis, harmony, proportion, Creative thinking and concept development, Composition techniques and visual storytelling, Mood boards and inspiration boards.

UNIT-II

Basic to advanced sketching methods: Human figure drawing, proportions, and stylisation, Fashion illustration: poses, garment rendering, Digital illustration tools: Adobe Illustrator, Photoshop

UNIT-III

Theme development and narrative creation. Trend analysis and forecasting inputs, fabric exploration, trims and surface design ideas. Layout: structure, spacing, typography, sequencing, documentation, and presentation formats.

UNIT-IV

Portfolio: types; academic, professional, digital, and conceptual. Understanding target audience: brands, buyers, institutes, typography and graphics for portfolio presentation. Layout principles for portfolio: Grid, Alignment, Visual Hierarchy.

References

1. *Portfolio Presentation for Fashion Designers* – Linda Tain
2. *Design Portfolios: Presenting and Marketing Your Work* – Diane Bender
3. *Graphic Design: The New Basics* – Ellen Lupton & Jennifer Cole Phillips
4. *Making and Breaking the Grid* – Timothy Samara
5. *How to Create a Portfolio & Get Hired* – Fig Taylor



Semester IV
Course Nomenclature: Print Design and Development
Course Code: 24PN-FD-404
Course Type: XIX

Credits: 4

Duration of Exam: 3 Hrs.

Maximum Marks: 100

External Assessment Marks: 70

Internal Assessment Marks: 30

Course objective: To prepare students for professional roles in textile design studios, fashion houses, and digital printing industries and to provide advanced knowledge of textile print design principles and processes

Course Outcomes: After completion of the course, learners will be able to:

CO1: Use both traditional and digital techniques to produce professional-quality textile prints.

CO2: Apply design principles to create cohesive and market-ready print collections.

CO3: Understand and execute various surface printing processes and dye-print methods.

CO4: Develop industry-ready digital print files and production layouts.

CO5: Analyse global print trends and translate them into creative design solutions.

***Note for the Paper Setter:** The question paper will consist of nine questions in all. The first question will be compulsory and will consist of seven short questions of 2 marks each covering the whole syllabus. In addition, eight more questions of 14 marks each will be set unit-wise, consisting of two questions from each of the four units. The candidates are required to attempt one compulsory question and four more questions selecting at least one question from each unit.*

UNIT-I

Introduction to textile prints and surface patterns: Classification of prints: conversational, abstract, floral, geometric, engineered prints, Elements & principles of design applied to print creation. Understanding motifs: traditional, contemporary, global influences, Research methods for concept development.

UNIT-II

Hand-drawn motifs, stylisation techniques, tracing, and refinement. Understanding scale, spacing, rhythm, and balance in repeat design, Creating colourways and developing colour stories; Texture creation (manual & digital).

UNIT-III

Traditional and craft based printing techniques; Block printing, motifs, surfaces, Screen printing: flat-bed and rotary, Resist dyeing techniques: Tie & Dye, Bandhani, Shibori, Batik: wax resist methods, Kalamkari and other regional print traditions, Fusion and contemporary reinterpretation of craft-based prints.

UNIT-IV

Introduction to digital textile design: Designing motifs and repeats using software: Adobe Illustrator, Photoshop, Procreate, Digital colour correction and mapping, Introduction to digital textile printers and sublimation printing, Preparing files for printing: resolution, colour modes, colour profiles; Engineered print design for garments and home textiles.

References

1. *Textile Design: Principles, Advances and Applications* – A Briggs-Goode & K. Townsend
2. *The Complete Guide to Designing and Printing Fabric* – Laurie Wisbrun
3. *Digital Textile Design* – Melanie Bowles & Ceri Isaac
4. *Print, Pattern, Sew* – Jen Hewett
5. *Mastering the Art of Fabric Printing and Design* – Laurie Wisbrun
6. *Surface Design for Fabric* – Kimberly Irwin



Semester IV
Course Nomenclature: Fashion styling & range
development

Course Code: 24PN-FD-405

Course Type: DSC-XX

Credits: 4

Duration of Exam: 3 Hrs.

Maximum Marks: 100

External Assessment Marks: 70

Internal Assessment Marks: 30

Course Objective: The main objective of this subject is to prepare students for professional roles in fashion styling, editorial, commercial, and brand-based collection planning.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Demonstrate advanced fashion styling skills for editorial, commercial, and digital platforms.

CO2: Create cohesive fashion ranges aligned with market trends and brand identity.

CO3: Apply colour, fabric, and accessory coordination principles in styling.

CO4: Plan, develop, and present capsule or full-season collections.

CO5: Understand merchandising and product mix strategies for range development.

***Note for the Paper Setter:** The question paper will consist of nine questions in all. The first question will be compulsory and will consist of Seven short questions of 2 marks each covering the whole syllabus. In addition, eight more questions of 14 marks each will be set unit-wise, consisting of two questions from each of the four units. The candidates are required to attempt one compulsory question and four more questions selecting at least one question from each unit.*

UNIT-I

Introduction to Fashion Styling: concept and scope of fashion styling, roles and responsibilities of a fashion stylist: editorial, commercial, celebrity. Types of styling: print, digital, runway, lookbooks, social media campaigns, Understanding body types, proportions, and visual balance; Fashion trends, forecasting, and consumer behaviour.

UNIT-II

Visual styling techniques: Outfit composition and layering techniques; Use of accessories, footwear, bags, and jewellery to complete a look, Colour coordination, mood boards, and concept boards, Visual storytelling and narrative styling; Styling for photography: lighting, poses, and backdrops; Styling for different occasions and cultural contexts.

UNIT-III

Conceptualising a fashion range: theme, inspiration, and target audience: Developing capsule collections and mini collections, Product mix planning: tops, bottoms, outerwear, dresses, and accessories, fabric selection, and texture coordination. Price point and market positioning considerations.

UNIT-IV

Designing a cohesive product range: harmony, contrast, and variety; Line planning: silhouettes, sizes, proportions, and style variations, Range analysis: gap identification, market positioning. Fashion merchandising principles in range development, Integration of styling with marketing campaigns.

References

1. *Fashion Stylist's Handbook* – Danielle Griffiths
2. *The Fashion Stylist's Guide* – Danielle Griffiths
3. *Fashion Styling* – Jacqueline McAssey & Clare Buckley
4. *Fashion Image Making* – Julian Seaman
5. *The Complete Guide to Fashion Designing and Range Planning* – June F. Marsh
6. *Fashion Line Development: The Complete Guide* – Gerry Cooklin



Semester IV
Course Nomenclature: Design Project-II (Pr)
Course Code: 24PN-FD-SEC401
Course Type: Project-II

Credits: 4
Duration of Exam: 4 Hrs.

Maximum Marks: 100
External Assessment Marks: 70
Internal Assessment Marks: 30

Course objective: The main objective of this subject is to develop hands-on skills in fashion styling and collection development. To enhance the ability to visually communicate design concepts.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Formulate a unique design concept based on in-depth research, analysis, and creative exploration of a chosen theme or issue.

CO2: Demonstrate advanced skills in design development through sketching, fabric experimentation, and surface techniques tailored to their concept.

CO3: Execute a cohesive mini collection (3–6 looks) using appropriate garment construction and finishing techniques.

CO4: Integrate sustainable, ethical, or culturally sensitive design practices within the development and production process.

CO5: Present a comprehensive design portfolio that includes concept boards, technical specifications, styled visuals, and professional documentation.

UNIT-I

Concept and scope of fashion styling: editorial, commercial, personal, and celebrity styling, roles and responsibilities of fashion stylists, Principles of styling: colour coordination, layering, proportions, and balance. Fashion trends, forecasting, and consumer behaviour.

UNIT-II

Conceptualising a capsule or mini collection: Theme, inspiration, and target audience identification. Line planning: silhouettes, style variations, sizes, and product mix, Colour palette, fabric selection, and texture coordination; Integration of prints, motifs, and accessories in a collection.

UNIT-III

Styling for photography, advertising campaigns, and social media platforms; Digital lookbooks, editorial spreads, and online presentations. Portfolio development: documentation, sequencing, and professional presentation; Peer and faculty review process for critique and refinement.



List of Experiments:

- Develop sketches/flats for each garment with fabric, trims, and styling details..
- Style individual garments and complete outfits for different occasions and body types.
- To design and develop a collection of Party Wear Garments including accessories through Design Process.
- Styled photoshoot of 2–3 outfits with complete documentation. Photoshoots and look-book development
- Prepare Tech packs
- Compile final lookbook: styled looks, collection sketches, fabric and colour details

Evaluation scheme for practical: Students will be evaluated both internally and externally. Evaluation will be done based on practical files, continuous assessment based on their practical work in the classes as well as viva-voce and practical examination conducted by the examiner.

References

1. *Fashion Stylist's Handbook* – Danielle Griffiths
2. *Fashion Styling* – Jacqueline McAssey & Clare Buckley
3. *Fashion Collection Development* – Gerry Cooklin
4. *Portfolio Presentation for Fashion Designers* – Linda Tain
5. *Fashion Communication: From Print to Digital* – Tina Dehal

