

Two Year M. Voc. in Fashion Design & Entrepreneurship
Semester- II

Entrepreneurship II

Subject Code: M.Voc./SC/201

Subject Name: Entrepreneurship II

Credits: 6

Hours: 180

Unit	Course Contents	No. of Hours
Unit - I	Building a Business Model using Lean Model Canvas <ul style="list-style-type: none">• Introduction to Business Model• Introduction to Lean Model Canvas• Fitting the building blocks together• Basis of other frameworks for business model – Business Model Canvas, Value Proposition Canvas	10
Unit - II	Fundamentals of Team Building <ul style="list-style-type: none">• Leadership Style and Best Practices• Evaluating your team• Types of teams – Cross Functional, Virtual, Self-Directed• Mission, Goals and Performance Matrix• Setting up Milestones and Goal Planning	10
Unit - III	Branding Strategy and Social Media Basics <ul style="list-style-type: none">• What is Branding and Branding Basics• Defining Brands Core Values• Brand Positioning and Brand Market Fit• Building basic social media presence• Understanding Platforms – Facebook, LinkedIn & Instagram	20

<p>Unit - IV</p>	<p>Product Development via MVP Technique</p> <ul style="list-style-type: none"> • Fundamentals of Product Development • Understanding MVP • Validating your business using MVP • Product Market Fit 	<p>10</p>
<p>Unit - V</p>	<p>Go-To-Market Strategy</p> <ul style="list-style-type: none"> • Building a Go-To-Market Strategy and Framework • Value Matrix • Understanding Channels – Digital, Physical, Distribution Networks, Partners etc • Sales Funnel and Sales Strategy 	<p>10</p>

Learning Outcome:

References / Books:

DESIGN RESEARCH AND TREND ANALYSIS

Subject Code: M.Voc./SC/202

Subject Name: Design Research and Trend Analysis

Credits: 4

Hours: 90

Course Brief:

This course provides the student with the tools to research and spot trends, using a range of resources and visual imagery. Design Research and Trend Analysis course is to develop an eye of the designer to anticipate future potential market, trends and challenges.

Learning Objectives:

The objectives of the exercises are to develop the ability to:

- Critically analyze, synthesize and reflect on complex theories and recent developments, both local and international, at a micro and macro level, to extend and challenge knowledge and practice in design entrepreneurship.
- Investigate emergent global entrepreneurial issues and strategically respond to their impact in the design industry.
- Identify, evaluate and communicate the potential impact of cultural, social, economic and technological components in the trend forecasting process.

Unit	Course Contents	No. of Hours
Unit - I	Material Trends <ul style="list-style-type: none">• Market Research – Material Innovation, Their usage• Technological Advances – key people who introduced new Technologies in Interior Products and Services• Industry Research – Application of new Materials• Documentation – Research Compilation of Material Innovation, Their usage and Application within the Industry Projects	20

<p>Unit - II</p>	<p>Forecasting Methods</p> <ul style="list-style-type: none"> • Forecast Area – Selection of Area to Forecast • Qualitative/ Quantitative Methods, Drift Method, Time Series Method, Casual/ Econometric Forecasting Methods, Artificial Intelligence Method • Forecasting Accuracy • Continuum of Environmental Threats • Visualization techniques 	<p>20</p>
<p>Unit - III</p>	<p>Trend Analysis</p> <ul style="list-style-type: none"> • Forecast Area – Timeline of evolution, Statistics • Trend Implication for Design Decisions • Consumer influence on Market 	<p>20</p>
<p>Unit - IV</p>	<p>Documentation & Evaluation</p> <ul style="list-style-type: none"> • Forecast Area – Suggested innovation, Significance and Limitations • Documentation & Presentation 	<p>30</p>

Learning Outcomes:

After completing this course, the learners will be able to:

- Assess and review the requirements and operational methods of the role of a trend forecaster relevant to a Fashion design entrepreneur.
- Substantiate and apply appropriate research methodologies to identify and analyze alternative research sources for identifying global trend directions.
- Research and critically analyze the challenges and opportunities of translating trend scenarios into the development of Fashion Design
- Write an article and present their forecast with the help of different representation techniques.

References:

- The Trend Forecaster’s Handbook – Martin Raymond – Laurence King

Publishing, 27-Oct- 2010

- Trend Book: Forecasting the future of Design – 2018 Bundle
- <https://www.youtube.com/watch?v=jh1CKvAflwM&list=PLuZoR4tfrRXfMFPE6-wGRkbin5gwYwyOp&index=2>
- https://www.youtube.com/watch?v=CVa_IzVzUoc
- <https://www.youtube.com/watch?v=jh1CKvAflwM&list=PLuZoR4tfrRXfMFPE6-wGRkbin5gwYwyOp&index=2>
- <https://www.youtube.com/watch?v=l-UkdRzFvHc&list=PLuZoR4tfrRXfMFPE6-wGRkbin5gwYwyOp&index=3>
- <https://www.youtube.com/watch?v=QQwnT1jqxw8&list=PLuZoR4tfrRXfMFP E6-wGRkbin5gwYwyOp&index=4>
- https://www.youtube.com/watch?v=R_8ZHV8_WgM&index=1&list=PLuZoR4tfrRXfMFPE6-wGRkbin5gwYwyOp
- <https://www.youtube.com/watch?v=w8iaxuaDKyM>

Material, Tool & Techniques II

Subject Code: M.Voc./SC/203

Subject Name: Material, Tool & Techniques II

Credits: 8

Hours: 180

Course Brief:

The aim of this unit is to provide learners with the knowledge and understanding of the ` Material, Tool and techniques.

Learning Objective:

- To seeks employment opportunity with apparel Company, that will allow utilization of good knowledge of apparel manufacturing and sharp attention to details of apparel industry.
- To seeks production manager position with apparel manufacturing Company which will benefit from intimate knowledge of material, tools and techniques and apparel manufacturing units for women's wear.
- To prepare Detail-oriented employment with apparel manufacturing Company, multitasking ability, and commitment to producing garments of the highest quality.

Units	Course Contents	No. of hours
Unit I	Patterns Drafting <ul style="list-style-type: none">• Yoke, Gathers, Pleats• Component variations – Collar, Sleeve, Skirt• Torso Sheath and Shift• Princess lines - Classic & Armhole• Indian wear silhouettes - Salwar, Kurta, Blouse	60
Unit II	Garment construction <ul style="list-style-type: none">• Operating special machines – 5 thread overlock, Flat lock, Button Sewing, Button Attaching, Chain stitch, Embroidery machine.• Constructions of Variations of Components - Anyone• Torso Sheath and Shift construction• Princess line constructions – Any one	60

<p>Unit III</p>	<p>Nature of Materials and Processes</p> <ul style="list-style-type: none"> • Introduction to properties and usage of various fashion and textile trims & accessories. • Process of selection and applications of various materials - fabric and trims for creating prototype and then final product. • Design limitations and specific advantages of particular product (fabric, trims & accessories) and their processes (technical details – finishing construction etc.). 	<p>30</p>
<p>Unit IV</p>	<p>Computer Aided Fashion Design</p> <ul style="list-style-type: none"> • Creating Design Boards - Mood board, Color board • Spec drawing • Digitally color rendering of spec/ garments • Textile Designing – Print Design, AOP • Layout planning – Presentation/ Project/ Portfolio 	<p>30</p>

Learning Outcomes:

- To understand the pattern drafting of Indian wear silhouettes Torso Sheath and Shift techniques.
- To understand the garment construction processes of various components and a complete ensemble – Indian wear
- Exploration and knowledge of nature of materials (trims & accessories) and process.
- Use of digital technique like Adobe Illustrator/ Corel draw and Adobe Photoshop in making design projects.

References:

- Mary Mathews, 'Practical clothing construction' Thomson &co., Madras,1974.
- Cock V. 'Dress Making Simplified' Black science, 1987.
- Patric Taylor J., Marti Shoben M, 'grading for the fashion Industry' Stanley Thomas(publishers)Ltd.1990.
- Cartis Irving E.,'Fundamentals principles of pattern making for misses and women's garments'New york, FIT,1987.
- <https://www.youtube.com/watch?v=dJjfxO4C8Ao>
- https://www.youtube.com/results?search_query=garment+trims

DESIGN PROJECT

Subject Code: M.Voc./SC/204

Subject Name: Design Project

Credits: 6

Hours: 180

Course Brief:

The brief of this unit is to extend skills in research, design and production by giving learners the opportunity to design and produce a creative and professional fashion collection.

Learning Objectives:

The Objective of this unit is to give learners the opportunity to consolidate their technical and creative skills, knowledge and understanding and applying them to the design, manufacturing and presentation of a garment collection. Learners should demonstrate clear design 'vision' and an innovative and creative application of skills in their work and to produce an innovative collection supported by thorough market and visual research.

Unit	Course Contents	No. of Hours
Unit - I	Understand how to use research to inform design intentions <ul style="list-style-type: none">• Creative stimuli: Research on current affairs, contemporary culture, conceptual ideas, trends, fashion, historical reference, environmental concerns.• Target market: Requirements e.g. client, gallery; price levels; timescale.• Resources: Materials (availability, appropriateness); cost; equipment; technical support.• Research: Sourcing documents; visual recording; collecting written information; collating ideas.	
Unit-II	Be able to produce a body of development work to meet creative intentions <ul style="list-style-type: none">• Experimentation: e.g. paper-based, media development, samples, Sketches, technical material application & testing.• Development: refine ideas; propose solutions (assess,	

	analyze, edit); visuals e.g. research sheets, mood boards, drawing, painting, CAD, digital images; work plans; samples.	
Unit III	<p>Be able to realize creative intentions</p> <ul style="list-style-type: none"> • End Product: E.g. single piece, collection for chosen specialism. • Manufacture: craft skills; equipment e.g. for hand production, commercial manufacture; recording technical information in conventional format. • Dexterity: Manual skills; finish; neatness; care with process. • Technical understanding: application of technical knowledge e.g. usage of equipment, tools, materials, processes; cross-referencing systems. • Innovation: Combining techniques; unusual applications of materials; experimentation with formal elements; exploitation of unexpected outcomes e.g. capitalizing on chance. 	
Unit IV	<p>Understand how to present jewelry design solutions</p> <ul style="list-style-type: none"> • Recording techniques: E.g. photography, technical drawing, 2D visual representation. • Layout skills: Composition; collation of information; visual impact e.g. graphics, coloration. • Display techniques: Mounting; cutting; exhibiting (2D, 3D) • Client presentation: visual aids; verbal (clear, concise); format appropriate for audience. 	
Unit-V	<p>Product packaging</p> <ul style="list-style-type: none"> • Introduction • Packaging Media • Quality Assessment & Performance Evaluation • Package Printing • Package Graphics • Package Storage and Handling • Packaging & Environment 	

Learning Outcomes:

- Understand how to use research to inform design intentions.
- Be able to produce a body of development work to meet creative intentions
- Be able to realize creative intentions.
- Understand how to present apparel design solutions.

References:

- Karl T Ulrich, Steven D Eppinger, "Product Design & Development." Tata McGrawhill New Delhi 2003
- Hollins B & Pugh S "Successful Product Design." Butter worths London
- Interactive Computer Graphics by E. Angel & Dave Shreiner
- Walter Soroka, "Fundamentals of packaging technology", 3rd Edition, Institute of Packaging professionals, Naperville, Illinois, USA, 2002.
- Steven DuPuis, John Silva, "Package Design Workbook: The Art and Science of Successful Packaging", Rockport Publishers, 2008.
- Rousing Creativity: Think New NowFloyd Hurr, ISBN 1560525479, Crisp Publications Inc. 1999
- Semyon D. Savransky," Engineering of Creativity – TRIZ", CRC Press New York USA," 2000

Industry Internship

Subject Code: M.Voc./SC/205

Subject Name: Industry Internship

Credits: 8

Hours: 240

Course Brief:

This course offers students a period of practical experience in the industry relating to their field of study. This experience is valuable to students as a means of allowing them to experience how their studies are applied in the "real world", and as work experience that can be highly attractive to potential employers on a candidate's CV.

Learning Objective:

An internship provides a variety of benefits for young students who want to broaden their chances for landing a job and jump-starting their careers. Internships gives a taste of what a profession is like, help to build resume and let you meet people who can help students in their career and to facilitate student learning opportunities outside the classroom. Internship experiences provide the opportunity to apply classroom theory to "real world" situations thus enhancing the students' academic and career goals.

Learning Outcomes:

- To identify business strategies for buying and selecting product.
- To identify process and procedures for company purchases.
- To explore the buying process, increase skills in buying and merchandising.
- To identify business strategies for buying and selecting products.