RAMAIAH UNIVERSITY OF APPLIED SCIENCES

Programme Specifications

M. Des. Programme

Programme:	Department:
Fashion Design	Fashion Design

Faculty of Art & Design

M.S. Ramaiah University of Applied Sciences

University House, New BEL Road, MSR Nagar, Bangalore – 560 054

www.msruas.ac.in

Programme Specification

Programme: M. Des. in Fashion Design	
Faculty	Art and Design
Department	Fashion Design
Programme	M. Des in Fashion Design
Dean of Faculty	Lohit H S
HOD	Dr Mamatha Hegde

	1.	**Title of the Award**
		M. Des. in Fashion Design
	2.	**Modes of study**
		Both Full Time and Part Time
	3.	**Awarding Institution / Body**
		M. S. Ramaiah University of Applied Sciences – Bengaluru, India
	4.	**Joint Award**
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	5.	**Teaching Institution**
		Faculty of Art and Design
		M S Ramaiah University of Applied Sciences - Bengaluru, India
	6.	**Date of Programme Specification**
		September 2019
	7.	**Date of Programme Approval by the Academic Council of MSRUAS**
		September 2019
	8.	**Next Review Date**
		August 2021
	9.	**Programme Approving Regulatory Body and Date of Approval**
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	10.	**Programme Accrediting Body and Date of Accreditation**
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	11.	**Grade Awarded by the Accreditation Body**
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	12.	**Programme Accreditation Validity**
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	13.	**Programme Benchmark**
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14. Rationale for the Programme

Change is the law of nature". Textile and Garment industry is the one of the major sector contributing in the growth of country's overall economic development. A new dimension of door is opening in the near future for apparel manufacturers and fashion designers with the technological advancement in nano and micro encapsulations process. Traditional textiles, fibers, weaves and fashion are losing their originality and becoming vague in the present day due to vast industrialized output of textile and garment sectors across the world. There is a need to touch the sensibility of global fashion clothing lovers through reviving the ancient hidden treasure of various Regions of India. Fusion of one regional ethnic designs with the other and incorporation of them in to new style is trending on the way these days.

The M. Des. Postgraduate degree programme in Fashion Design at RUAS is designed to impart a clear understanding of Fashion Design and produce fashion design professionals equipped with skills to develop creative fashion outfits and accessories.

The proposed programme in Fashion Design is aimed at preparing skilled professionals and human resources to meet the demands of the fashion industry including other regional, national and global organizations. It also aims at encouraging the development of new concepts and designs creating avenues for entrepreneurship.

The Faculty of Art and Design at MSRUAS is staffed with professors from diverse specializations

like Fashion Design, Applied Arts, Design, Visual Arts, Architecture, and Management with extensive experience in academics, studios and execution of design projects. With an excellent infrastructure and an exceptional faculty, MSRUAS has developed a reputation amongst students, industries and research sponsors. The Faculty of Art and Design plans for further development of the Fashion Design programme and attract high quality graduates as well as teaching talent from India and abroad.

15. Programme Aim

The aim of the programme is to produce postgraduates with advanced knowledge and understanding of fashion design; higher order critical, analytical, problem solving and transferable skills; ability to think creatively and innovatively with advanced skills to pursue a career in a competitive fashion design sector.

16. Programme Objectives

The programme enables the students to achieve an integrated understanding of the underlying principles of Fashion Design and develop creative and innovative designs for clothing, apparel, fashion outfits and accessories using manual and digital techniques to pursue a career in Fashion Design.

The objectives of the programme are to enable the students :

1. To enhance knowledge on processes involved in the evaluation of present and future fashion trends and create various fashion collections
2. To use virtual tools to illustrate designs and create trial pieces of apparel and accessories
3. To provide tools and techniques to research and analyze the needs of the consumer
4. To Conceptualise and create fashion shows along with merchandising, presentation and documentation
5. To impart training on manual techniques and digital tools to accurately visualize, model, simulate and present multiple alternative solutions to satisfy consumer needs
6. To develop leadership and entrepreneurial skills required to foray into the world of Fashion Design
7. To provide a general perspective and opportunities for a career in Fashion Design and to train the students in teamwork, lifelong learning and continuous improvement

17. Intended Learning Outcomes of the Programme

The Intended Learning Outcomes (ILOs) are listed under four headings:
1. Knowledge and Understanding, 2. Cognitive Skills 3. Practical Skills and 4. Capability / Transferable Skills.

1. Knowledge and Understanding

After undergoing this programme, a student will be able to:

KU1: Explain fundamental concepts, terminologies and techniques respect to fashion design

KU2: Explain the process of garment construction, manufacturing, and quality control

KU3: Discuss the techniques involved in concept generation, presentation of garment and accessories,

KU4: Discuss various fabric weaves, material finishes, textures and patterns related to fashion design.

2. Cognitive Skills

After undergoing this programme, a student will be able to:

CS1: Analyze emerging trends in the fashion industry

CS2: Explore new styles and patterns using interplay of colors, fabrics, cut and fit

CS3: Conceptualize creative ideas to develop the next generation haute couture

CS4: Formulate design criteria for manufacturability of mass-market fashion goods and accessories

3. Practical Skills

After undergoing this programme, a student will be able to:

PS1: Organize and hold fashion shows to showcase new collections

PS2: Translate conceptual ideas into ready to wear goods

PS3: Use sketches and digital tools to synthesize and visualise concepts

PS4: Modify the existing design to meet newer requirements

4. **Capability / Transferable Skills**

After undergoing this programme, a student will be able to:

TS1: Manage information, develop technical reports and make presentations

TS2: Build, Manage and Lead a team to successfully complete a project and communicate across teams and organizations to achieve professional objectives

TS3: Work under various constraints to meet project targets

TS4: Adopt to the chosen profession by continuously upgrading his/her knowledge and understanding through Life-long Learning philosophy

18. Programme Structure

The Programme consists of four terms as shown below. A student is required to successfully complete the following courses and earn credits for the award of the degree.

Complete details of each of the courses such as ILO's, content, resources, teaching-learning processes and other related information are outlined in Course Specification of the respective programme.

SEMESTER 1

Sl. No	Course Code	Course Designation	Name of the Course	Hours (h/W/S)			Credits	Max. Marks
				Theory	Tutorial	Practical		
1	19FSD501A	C1	Integral Fashion Styles and Illustrations	2	0	4	4	100
2	19FSD502A	C2	Concurrent Textiles	2	0	4	4	100
3	19FSD503A	C3	Digital Fashion Designing	2	0	4	4	100
4	19FSD504A	C4	Fashion Style and Forecasting	3	0	2	4	100
5	19HST501A	CC1	Research Methodology	2	0	0	2	50
6	19SEM501A	SEC1	Skill Enhancement Course	0	0	4	2	50
Total				11	0	18	**20**	**500**
Total Number of Contact Hours per Week				**29**	**Hours**			
Number of Credits can be registered				Minimum	**20**	Maximum		**20**

SEMESTER 2

Sl. No	Course Code	Course Designation	Name of the Course	hours (h/W/S)			Credits	Max. Marks
				Theory	Tutorial	Practical		
1	19FSD505A	C5	Fashion Photography and Visual Merchandising	2	0	4	4	100
2	19FSD506A	C6	Smart and Innovative Fashion	2	0	4	4	100
3	19FSD507A	C7	Fashion Design for Environment and Sustainability	2	0	4	4	100
4	19FSD5XXA	EX1	*Refer Elective Course Table*	2	0	4	4	100
5	19FSD5XXA	EX2	*Refer Elective Course Table*	2	0	4	4	100
Total				10	0	20	**20**	**500**
Total Number of Contact Hours per Week				**30**	Hours			
Number of Credits can be registered				Minimum	**20**	Maximum		**20**

SEMESTER 3

Sl. No.	Course Code	Course Designation	Name of the Course	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Max. Marks
1	19FSD595A	INT	Internship/ Mini Project	-	-	8	4	100
2	19FSD599A	GP	Group project	-	-	20	10	200
3	19FSD5XXA	EX3	*Refer Elective Course Table*	0	0	8	4	100
4	19SEM502A	SEC2	Skill Enhancement Course	0	0	4	2	50
Total						**40**	**20**	**450**
Total number of contact hours per week				40 hours				
Number of credits can be registered				Minimum	**20**	Maximum		**20**

SEMESTER 4

Sl. No.	Course Code	Course Designation	Name of the Course	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Max. Marks
1	19FSD600A	DP	Dissertation and Publication	-	-	40	20	400
Total						**40**	**20**	**400**
Total number of contact hours per week				40 hours				
Number of credits can be registered				Minimum	**20**	Maximum		**20**

Elective Courses List			
Stream / Specialization	S. No.	Course Code	Course Title
Stream -1 (Apparel Design)	E11	19FSD511A	Textile and Apparel Evaluation
	E12	19FSD521A	Functional and Technical Apparels
	E13	19FSD531A	Portfolio Design and Presentation
Stream-2 (Fashion Management)	E21	19FSD512A	Fashion Merchandising and Boutique Management
	E22	19FSD522A	Need Based Garment Production
	E23	19FSD531A	Portfolio Design and Presentation

Skill Enhancement Course:
Students will be awarded 2 credits on completion of either one of the following, in a given semester:

- Participation in Art and Design exhibitions and shows
- Participation in Fashion related exhibitions and shows
- Participation in National & international design competition
- Field/ Industrial visit
- MOOC Course

19. **Programme Delivery Structure**

A Programme is delivered IN accordance with the time table provided at the beginning of the semester for every batch.

20. **Teaching and Learning Methods**

The course delivery comprises of a combination of few or all of the following:
1. Face to Face Lectures using Audio-Visuals
2. Workshops, Group Discussions, Debates, Presentations
3. Demonstrations
4. Guest Lectures
5. Laboratory/Field work/Workshop
6. Industry Visit
7. Seminars
8. Group Exercises
9. Project Exhibitions
10. Technical Festivals

21. **Courses**

Programme has seven core courses (C1- C7), one compulsory courses (CC1), three elective courses (Ex1 – Ex3), two skill enhancement courses (SEC 1-2) followed by Group Project (GP), Internship(INT) and Dissertation & Publication (DP) courses.

Core Courses (C1- C7) are Programme Specialization courses which normally include both theory and laboratory sessions. Alternate activities are planned in case of laboratory sessions do not exist in a course.
Compulsory Courses (CC1) are the Ability Enhancement Courses which are mandatory.

22. **Electives**

There are 3 electives (Ex1 – Ex3) in the programme. The electives are grouped such a way that a student can choose a set of electives to specialize in a chosen field/stream. However, if the student wishes to opt for elective course that spans multiple streams, the case may be considered subject to the affordability of academic logistics and approval by the course leader, HODs and Deans.
For every elective offered, there will be a minimum and a maximum number of registrations that is decided by the department.
There is also a provision for the students to choose SEC1and SEC2 through on-line mode such as MOOC's, SWAYAM, NPTEL and other equivalent platforms. The guidelines prescribed by the University for such courses to be adhered to.

23. **Group Project**

The main objective of group project is to provide an ambiance to work in groups towards achieving a common goal. A group shall have up to 5 students. In case of Group Project work is based on inter-disciplinary in nature, team can be constituted with members from across departments of the Faculty.
The students are required to develop a report for assessment and also need to demonstrate the working of the product. The IPR rights of all such work lies with the University only. The project should be approved by a committee constituted by respective HoDs before the start of the project. For further details related to the Group Project refer to Course Specification of the respective programmes

24. **Industry Internship/Other Activities**

A student can opt for an internship in an industry, a business or research organization during the course.
Alternately, can undertake a mini-project requiring self-directed study that can be perused within the affiliated Faculty.
Prior approval of the internship / mini-project by the HoD and Dean is mandatory. It is also necessary for the student to submit a report and make a presentation to the members of the panel constituted by the HoD for assessment.

For further details related to this course, please refer to Course Specification of the respective programmes.

25. **Dissertation and Publication**

This course has two parts – Dissertation and Publication.

Every student has to undertake the dissertation work individually on a chosen relevant topic. The topic needs to be approved by the committee constituted by HoD.

Publication is a stage wherein dissertation work of the student is converted into a technical paper to be published in reputed conferences/journals.

For further details related to this course refer to Course Specifications of the respective programmes

26. **Course Assessment**

Every course normally has two components for evaluation-Continuous Evaluation (**CE**) and Semester End Examination **(SEE)** comprising both theory and laboratory parts.

For complete assessment details of various categories of courses are as follows,

Type of Course Components		PBC	TBC	PC	SEC	MC
Component - 1 (CE – Continuous Evaluation)	1	Creative Work Submission – 50 %	Assignment – 50 %	Creative Work Submission – 50 %	NA	Presentation - 50%
Component -2 (SEE – Semester End Examination)	2A	Written Exam – 25 %	Written Exam – 50 %	Presentation - 100%	Presentation - 100%	Report Submission – 50 %
	2B	Practical / Creative Work Submission – 25 %				

PBC – Process Based Course (Course which have both Theory and Practical Components)

TBC – Theory Based Course (Course which have only Theory Component)

PC - Practical Based Course (Course which have only Practical Component)

SEC – Skill Enhancement Course (Course which have only Practical Component)

MC – Mentorship Course (Course which only Practical Component)

The Assessment Method will be chosen by the Course leader as per the following,

Sl .No.	Assessment Type	Assessment method
1	Creative Work Submission	Art work/ Physical Product/ Virtual Model and Renders/ Photographs / Video/ Folios/ Displays
2	Assignment	Word Processed Document/ Course specific presentations / Group Discussion / Combined
3	Theory Exam	Written – MCQ / Short Essay / Course specific presentations / Combined
4	Practical Exam	2 / 3 Hrs Demonstration with Viva

27. **Failure in Course and Makeup Examinations**

Makeup Examinations are provided for the students who are not able to meet all pass criteria prescribed for a course during the regular term and fail in the course.

For further details related to makeup examination, please refer to M. Des. Programme Academic Regulations document.

28. **Attendance**

    Please refer to M. Des. Programme Academic Regulations document for attendance requirements and condonation related details.

29. **Award of Grades**

    As per the M. Des. Programme Academic Regulations document.

30. **Student Support for Learning**

    Students are provided with various facilities to support learning such as the following:
    1. Reference books in the library
    2. Magazines and Journals
    3. Internet facility
    4. Computing facility
    5. Laboratory facility
    6. Workshop facility
    7. Staff support
    8. Lounges for discussions
    9. Any other support that enhances their learning

31. **Quality Control Measures**

    Following are the Quality Control Measures:
    1. Student Feedback Analysis
    2. Opportunities for the students to see their assessed work
    3. Staff Student Consultative Committee meetings
    4. Student exit feedback analysis
    5. Subject Assessment Board (SAB)
    6. Programme Assessment Board (PAB)

32. Curriculum Map

Course Code	Intended Learning Outcomes											
	Knowledge and Understanding				Cognitive (Thinking) Skills (Critical, Analytical, Problem Solving, Innovation)				Practical Skills			
	KU1	KU2	KU3	KU4	CS1	CS2	CS3	CS4	PS1	PS2	PS3	PS4
19FSD501A	X		X		X	X	X	X	X	X	X	X
19FSD502A	X		X	X	X			X		X	X	X
19FSD503A	X				X	X	X					
19FSD504A	X		X	X	X	X		X		X	X	X
19HST501A	X		X		X		X	X	X	X	X	X
19FSD505A	X		X	X	X	X	X	X	X		X	X
19FSD506A	X	X	X	X	X	X	X	X	X	X	X	X
19FSD507A				X		X	X	X		X	X	X
19FSD5XXA	X	X		X	X	X				X	X	X
19FSD5XXA	X	X	X		X	X	X	X		X	X	X
19FSD595A	X	X		X	X	X	X			X	X	X
19FSD599A	X	X	X	X	X	X	X	X	X	X	X	X
19FSD5XXA				X	X	X	X	X				
19FSD600A	X	X	X	X	X	X	X	X		X	X	X
19SEM501A					X	X	X	X	X	X	X	X
19SEM502A					X	X	X	X	X	X	X	X

33. Capability / Transferable Skills Map

Course Code	Group work	Self -learning	Research Skills	Written Communication Skills	Verbal Communication Skills	Presentation Skills	Behavioral Skills	Information Management	Personal management/ Leadership Skills
19FSD501A		X	X	X	X	X			
19FSD502A		X	X	X	X	X			
19FSD503A		X	X	X	X	X			
19FSD504A		X	X	X	X	X			
19HST501A	X	X	X	X	X	X			
19FSD505A		X	X	X	X	X	X	X	X
19FSD506A		X	X	X	X	X	X	X	X
19FSD507A		X	X	X		X	X	X	X
19FSD5XXA		X	X	X	X	X			
19FSD5XXA		X	X		X	X			
19FSD595A		X	X	X	X	X			
19FSD599A	X	X	X	X	X	X	X	X	X
19FSD5XXA	X	X	X	X	X	X	X	X	X
19FSD600A	X	X	X	X	X	X	X	X	X
19SEM501A	X	X	X		X	X	X	X	X
19SEM502A	X	X	X		X	X	X	X	X

34. Co-curricular Activities

Students are encouraged to take part in co-curricular activities like seminars, conferences, symposium, paper writing, attending industry exhibitions, project competitions and related activities to enhance their knowledge and network.

35. Cultural and Literary Activities

To remind and ignite the creative endeavors, annual cultural festivals are held and the students are made to plan and organize the activities.

36. Sports and Athletics

Students are encouraged to develop a habit of taking part in outdoor and indoor games on regular basis.

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