



PSG COLLEGE OF TECHNOLOGY

PEELAMEDU, COIMBATORE – 641 004

M.Sc. FASHION DESIGN & MERCHANDISING

The Fashion Design & Merchandising is a five year integrated degree programme started in the year 2015. The curriculum is designed to prepare graduates with a solid understanding and expertise required to enter professional practice in the challenging and competitive fashion industry. This course is first of its kind, designed at the university level with a unique blend of designing, production, merchandising and management. After completing the course, the students will be moulded as “Complete Professionals” bestowed with design competence and managerial acumen, enabling them to face the industrial and managerial demands in the fashion arena. The curriculum is set with the following Programme educational objectives

- To provide strong grasp of fashion history, theory, and cultural relevance of clothing to encourage design output generated by inspiration and research.
- To provide students with a thorough comprehension of the design process through critical and creative thinking, theoretical and historical study, along with conceptual and experimental exploration.
- To address specific areas of domestic and international marketing, management and research, as they relate to the business operations of fashion and retail merchandising.

STRUCTURE OF THE PROGRAMME:

First year:

Introduction to the basics of science, textiles, elements and principles of design, historic approach to Indian art and craft, the process flow in apparel industry and fashion photography. A practical approach to free hand and technical drawing, basics of fashion illustration, creative thinking and material exploration, fundamentals on pattern making, garment construction and surface embellishment. Visits to textile/apparel industry and art/textile museums.

Second year:

Understanding the history of costumes, dyeing, printing, fashion forecasting, fashion designing, knitwear design, clothing care, industrial pattern making, fashion communication and principles of management. A practical know-how on textile and fashion CAD, color and texture rendering using various coloring medium, pattern making and construction of kid's apparel. Visits to textile and apparel industry.

Third year:

Study on the clothing science, understanding the merchandising process in apparel industry, apparel production planning and control, apparel costing, ergonomics in clothing design, role of marketing, sales process, fashion retailing and research methods. A practical understanding on women's wear and men's wear design and development, accessories design and development, fashion and apparel CAD, draping and styling. Visits to market – retail outlets, apparel industry. Craft visit and developing products with the inspiration and skill gained.

Fourth year:

The students have to undertake a six months internship associated with apparel industry to gain practical exposure and update the recent practices of the industry.

Understanding on the branding, visual merchandising, sustainable fashion. A practical know-how on design and development of ethnic wear, home furnishings and virtual garmenting.

Fifth year:

Export management, store planning and display, entrepreneurship and practical know-how on retail planning and speciality wear. A student has to prepare and present 'fashion portfolio' to illustrate their attitude, interests, skills, and knowledge collectively.

The students have to undertake a six months project associated with apparel manufacturing industry/retail sector in product development/consumer studies to bring out their creative and analytical skills.

SCOPE FOR FURTHER STUDIES

M.Sc. Fashion Design and Merchandising post graduates will be eligible for entry to M.S., MBA, M.Phil and Ph.D. programmes conducted by various Indian and Overseas Universities / Institutions.

ELIGIBILITY

Higher Secondary examination (any group) of the (10+2) curriculum prescribed by the appropriate authority of the Govt. of Tamil Nadu or equivalent.

ADMISSION PROCEDURE

Based on the total marks obtained in the plus two examination, the students will be called in batches for the single window counseling for admission and admitted following government reservation norms. Counseling intimation letter will be sent separately. The counseling schedule will also be made available in our college website www.psgtech.edu.

HOW TO APPLY

Application for admission should be made only in the prescribed form. Applications suppressing information or providing misleading information or incomplete in any respect will be summarily rejected. Completed applications along with a demand draft for Rs. 750/- drawn in favour of "**The Principal, PSG College of Technology**" payable at Coimbatore should reach **The Principal, PSG College of Technology, Peelamedu, Coimbatore – 641004**, on or before the last date prescribed, late applications will not be entertained.

PLACEMENT & FUTURE SCOPE

The students will have placement opportunities in well-renowned apparel industries based at metropolitan cities. The prospects of course is enormous, the students can choose their career in fashion designing, trend forecasting, apparel merchandising, quality control, jewelry designing, fashion retailing, fashion branding, visual merchandising, fashion styling, fashion consultation, fashion buying, fashion journalism and fashion photography. Students also have an opportunity to become an entrepreneur in various fields such as setting up a boutique/garment industry and freelance designing.

Completed application along with a **demand draft for Rs. 750/-** drawn in favour of "**The Principal, PSG College of Technology**" payable at Coimbatore should reach "**The Principal, PSG College of Technology, Coimbatore – 641 004, on or before 25.05.2018.**"

Completed applications should reach

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