



McGAN's

Ooty School of Fashion & Design

Residential Program

Affiliated to
Tamilnadu Music & Fine Arts University,
Government of Tamil Nadu and Recognized by UGC.
Instructional Design Support from NIFT
National Institute of Fashion Technology

Bachelor of Design Full Time

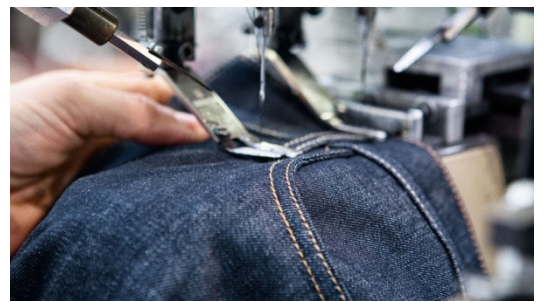
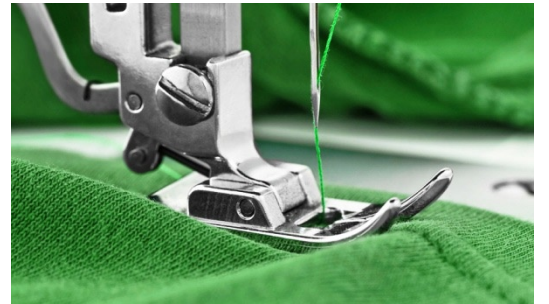
B.Des Fashion Design
B.Des Fashion Communication
B.Des Textile Design

Duration 4 Years
Eligibility for B.Des: 10 +2 or Equivalent

Master of Design

M.Des Fashion Retail Management
M.Des Fashion Marketing and Merchandising

Duration 2 Years
Eligibility for M.Des: Any Degree



For course Information

Ooty Campus Scenic View

Indian Students Call +91 98404 51427- Middle East & South East Asian Countries Call +91 91760 04999

Campus Address:

McGAN's Ooty School of Fashion & Design

PERAR, Kotagiri Road, Ooty, The Nilgiris – 643 002, Tamilnadu – India
Land Line Telephone +91 04266 212 496 / +91 0423 222 5970 99 [30 Lines]

Administrative Office:

No.25, Gandhi Mandapam Road, Kotturpuram, Chennai – 600 085, Tamilnadu – India
Land Line Telephone +91 044 4205 1639
admissions@mcgansfashiondesign.com
mcgansfashiondesign.com

What's your share in the 3000 Billion US Dollars Global Garments Industry?

Have you prepared to lead the Current Projected 110 Billion US Dollars Indian Textiles & Garments Industry?

Textiles & Garments Export from India is to Surge 65 Billion US Dollars in 2017.

Are you **INDUSTRY READY?**

There is Giorgio Armani in **YOU**, have you Identified that?

You have the capability to create a Clothing Brand, which will be Bigger than Ralph Lauren.

Open your **Heart** to The Prestigious & Lucrative Career...

B.Des - Fashion Design

Most Excellent Course for Stylish & Sporting Students

Target Study Plan

Elements & Principles of Fashion Design
Fundamentals of Fibre to Fabric Process
Introduction to Clothing
Properties & Characteristics of Fabrics
Fabric Selection for Clothing
Fashion Illustration & Design
Pattern Making & Draping
Garments Construction
Fashion Photography

Visual Communication & Presentation
Texture Design Techniques
Fashion Embellishments & Accessories Design
Basics of Colour Theory & Design Geometrics
Fashion Forecast & Trend Prophecy
Digital Design Process & Fashion CAD
Fashion Portfolio Creation
Fashion Merchandising & Marketing
Fashion Management & Entrepreneurship

Career Liberty

Independent Fashion Designer
Clothing & Fashion Analyst
Garments Production Manager
Fashion Prophecy & Trend Forecasting Lead
Fashion Product Manager with E-com Companies

Fashion Product Developer
Buying House Design In-charge
Fashion Design Consultant for Export Firms
Fashion Brand Manager
Fashion Category Manager

B.Des - Fashion Communication

Most Matching Course for Daring & Expressive Students

Target Study Plan

Fundamentals of Textiles, Clothing & Fashion
Basics of Communication Process
Communication Design for Fashion
Visual Communication for Fashion
Fashion Photography
Fashion Journalism
Apparel Anthropology & Textile Evolution
Fashion Filming, Editing Techniques
Fashion Graphics Design
Visual Merchandising

Fashion Advertising & Brand Positioning
Fashion Space Lighting & Panel Texture
Creative Writing for Fashion
Fashion Communication for Retail Business
Fashion Event & Trade Fair Management
Fashion Stage Lighting & Audio Techniques
Social Media Fashion Communication
Public Relation & Corporate Communication for Fashion
Fashion Retail Space Interior Design
Fashion Show Management

Career Liberty

Modelling & Fashion Photographer
Fashion Journalist
Fashion Media Analyst
Fashion E-Commerce Portal Interface Designer
E-Commerce Digital Catalogue Designer
Indoor & Outdoor Media Signage Planner
Advertising Manager for Clothing Companies
Communication Head in Clothing Brands

Media Air Time & Space Buying Consultant
Fashion Franchise Communication Consultant
Clothing & Fashion Trade Fair Manager
Fashion Communication Consultant
Buying House Communication Consultant
Export Trade Communications Manager
Fashion Public Relation

B.Des - Textile Design

Most Harmonizing Course for Creative & Vibrant Students

Target Study Plan

Elements & Principles of Textile Design

Basics of Textile Science

Introduction to Textile Clothing & Fashion Design

Fashion illustration & Design

Basics of Pattern Making & Garments Construction

Introduction to Home Furnishing & Upholstery Textiles

Basics of Fabric Structural Design

Textile Colour Theory & Design Geometry

Understanding Heritage Textiles of India

Introduction to World Textiles & Tribal vector Designs

Textile Design for Handlooms & Handicrafts

Digital Design Process & CAD for Textiles Design

Screen & Block Printing Design Concepts

Woven Designs Concepts

Textile Design Forecast for Clothing & Home Furnishing

Textile Design Aesthetics

Prototype Development of Clothing & Home Furnishing

Textile Design Portfolio Creation

Career Liberty

Independent Textile Designer

Textile Fabric Designer

Textile Dyeing Shades Innovator

Textile Printing Specialist Designer

Textile Design Consultant for Export Companies

Home Textiles Designer

Textile Based Interior Designer

Surface Design Consultant

Textile Design Analyst

Design Prophecy & Trend Forecasting Lead

Design Manager with E-com Companies

Fashion Product Developer

Buying House Design In-charge

M .Des - Fashion Retail Management

Stalwart & Speedy Career Strengthening Masters Program in Design

A Dynamic Masters Program for B.Sc, BA, B.Com, BBA, BBM, Graduates of Arts, Science & Commerce Stream

Professional Degree Holders like BE, B.Tech Graduates & MBA, MCA Post Graduates can Join M.Des to Initiate a Stalwart Career in Fashion Retail Management

Fortified with Specialized Textiles & Fashion Foundation Syllabus for Non Textile & Non Fashion Graduates, Precisely Tuned Fashion Retail Mercantile based Teaching Methodology.

Eligibility for M.Des – Any Degree

Limited number of Pupils Intake, There is a Reservation for NRI, PIO & Foreign Origin Students

Target Study Plan

Fundamentals of Textiles, Clothing & Fashion

Basics of Textiles & Clothing Manufacturing

Elements & Principles of Fashion Marketing

Woven & Knitwear Fashion Concepts

Introduction to Fashion Retail Merchandising

Introduction to Fashion Export Merchandising

Retail Buying Process

Overseas Clothing Sourcing

Fashion Retail Pricing Strategies

Competitive Pricing & Discount Strategies

Basics of Retail Operations Management

Supply Chain Management

Customer Relationship Management

Fashion Vendor Management

Foreign Trade Management for Fashion

Visual Merchandising & Retail Space Innovations

Advertising & Brand Management

Business Decision making for Fashion Retail

Leadership Qualities for Fashion Retail Managers

Advanced Market based Trend Forecasting

Business Communication for Fashion Retail Managers

Design Thinking for Fashion Retail Managers

Concept of Ethics in Fashion Retail

Planning for Seasonal Offers

Discount Forecasting

Career Liberty

Independent Fashion Retail Consultant

Fashion Sourcing Consultant

Fashion Retail Business Analyst

Clothing Discount Strategist & Offer planner

Fashion E-Commerce Product Manager

Fashion E-Commerce Business Consultant

Flagship Store In-charge

Retail Operations Manager

Fashion Vendors Manager

Visual Merchandiser

Fashion Retail Space Planner

Clothing Brand Manager

Fashion Retail Manager

Fashion Buying Manager

Clothing Concept Designer

Fashion Advertising & Brand Manager

Product Category Manager

Fashion Property Consultant

Fashion Trend Forecast Manager

Clothing Import Consultant

M .Des - Fashion Marketing and Merchandising

Solid & Sturdy Career Strengthening Masters Program in Design

A Promising Masters Program for B.Sc, BA, B.Com, BBA, BBM, Graduates of Arts, Science & Commerce Stream.

Professional Degree Holders like BE, B.Tech Graduates & MBA, MCA Post Graduates can Join M.Des to Initiate a Solid Career in Fashion Marketing & Merchandising.

Fortified with Specialized Textiles & Fashion Foundation Syllabus for Non Textile & Non Fashion Graduates Perfectly Balanced, Teaching Methodology to Produce Fashion Industry Ready Candidates.

Eligibility for M.Des – Any Degree

Limited number of Pupils Intake, There is a Reservation for NRI, PIO & Foreign Origin Students

Target Study Plan

Fundamentals of Textiles, Clothing & Fashion

Basics of Textiles & Clothing Manufacturing

Elements & Principles of Fashion Marketing

Elements & Principles of Fashion Merchandising

Communication for Fashion Marketing

Fashion Advertising & Clothing Brand Management

Advanced Creativity for Fashion Marketing

Fashion Marketing & Distribution Channels

Print, Electronic & Social Media Integration for Fashion Marketing

Fashion Trend Forecasting

Fashion Product Mix & Product Innovation

Fashion Range Planning

Woven & Knitwear Fashion Concepts

Basics of Apparel Costing & Consumption

Woven Garments Merchandising Concepts

Knitted Garments Merchandising Concepts

Basics of Retail Merchandising

Basics of Export Merchandising

Fashion Export & Import Documentation

Advanced Creativity for Visual Merchandising

Career Liberty

Clothing Marketing Manager

Garments Merchandiser

Flagship Store In-charge

Fashion Line Consultant

Fashion Market Analyst

Clothing Pricing Strategist

Clothing Brand Revival Strategist

E-Commerce Fashion Product Line Planner

E-Commerce Fashion Segment Manager

E-Commerce Business Insight Analyst

Independent Fashion Sourcing Consultant

Garments Buying House Manager

Fashion Category Manager

Clothing Vendor Manager

Garments Export Import Liaisons Consultant

Hyper Market Fashion Floor Manager

Fashion Advertising & Brand Manager

Fashion Franchises Consultant



98404 51427

Tick, Click & Send for

One Day Course Introduction Workshop

Course:

- B.Des Fashion Design
- B.Des Fashion Communication
- B.Des Textile Design
- M.Des Fashion Retail Management
- M.Des Fashion Marketing and Merchandising