

SEMESTER-II (Pool-A)

COURSE NAME : FASHION DESIGNING (CHOI-A24)

Number of Credit: - 02

Maximum marks: 50

Fashion is dynamic and ever changing. It is one of the most powerful forces in our lives. It influences every facet of our lifestyle. Fashion is a big business and key driver for several industries e.g. apparel, accessories, textiles, automobiles, etc. Fashion Design as a profession includes the entire process of designing and producing fashion apparels from the fibre and yarn stage to the finished product.

Unit-1

Overview of Fashion

- Understanding fashion: Introduction and definition
- Factors influencing fashion
- Key Concepts and Terminology
- Fashion Forecasting
- Theories of fashion movement
- Salient characteristics of fashion designers and brands
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Unit -2

Introduction to Fabrics, Dyeing & Printing

- Textile fibres – natural and manmade
- Yarns
- Weaving
- Dyeing and printing

Unit -3

Design Fundamentals

- Meaning of design
- Basic Elements of Design – dot, line, shape and texture
- Color Theory – Hue, tint, shade, tone, color schemes
- Language and psychology of color
- Principles of Design – rhythm, balance, proportion, emphasis
- Silhouette and proportion in apparel
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Unit -4

Materials Tools and Processes of Product Making

- Introduction to sewing machine - component parts and functions.
- Sewing tools, Safety rules and Sewing Aids
- Home Fashion Products
- Leather Fashion Products

Unit -5

Fashion, consumer and Career

- Movement and Direction of fashion
- Consumers – Innovators, Motivators, Followers, Victims
- International Trade in Fashion

- Fashion Regulatory Bodies in India
- Role of fashion professionals

REFERENCE BOOKS:

1. The Dynamics of Fashion by Elaine Stone
2. The World of Fashion by Jay Diamond
3. Concept to Customer by Virginia Grose
4. Jindal, Ritu., Handbook of Fashion Designing, Mittal Publications ,New Delhi
5. Armstrong, Pattern making for Fashion Design
6. .Nattelley Brey. Dress Fitting. Published by Blackwell
7. Fiber, Fabric and Fashion- S. Srivastava, Central Publication, Allahabad