

4-Year U.G. Degree Syllabus

**B Design - Fashion Design**

**Semester – III**

Subject	Credits	Total Hours	Marks				
Fashion Studies	4	60	Th 25	Pr -	Th 75	Pr -	100
Theory			Internal		External		Total

**OBJECTIVES:**

The learner will be able to -

1. Recognize the basic fashion terminology, fashion categories and the working of the fashion industry.
2. Compare the influences of various designers and fashion revolutions with respect to social, cultural and psychological aspects on the fashion industry in different decades.
3. Recognize the major fashion centers globally and their importance. Identify various theories, movements and factors affecting fashion
4. Compare the fashion markets with respect to Fashion centers, global market and the study of national and international designers / brands.

**CONTENT:**

Block No	Objective	Topic/Content Analysis	Assignments	Marks
1	To be able to enumerate influence of specified factors on fashion and to enlist the different categories in clothing for men's, women's and kids.	<p>Nature of fashion</p> <ul style="list-style-type: none"> <li>☐ Definition</li> <li>☐ Revolution</li> <li>☐ Social, cultural conditions</li> <li>☐ Designers and their influence</li> </ul> <p>Fashion clothing categories Men, Women, Kids.</p>	<p>Group discussion Presentation on 5 national and 5 international designers. Preparing individual document on all categories</p> <ul style="list-style-type: none"> <li>☐ Casual wear</li> <li>☐ Sports wear</li> <li>☐ Formal wear</li> <li>☐ Leisure wear</li> <li>☐ Club wear</li> <li>☐ Lounge wear</li> <li>☐ Resort wear</li> <li>☐ Lingerie</li> <li>☐ Active sports</li> <li>☐ Adventure wear</li> <li>☐ Uniforms using magazine cutouts.</li> </ul>	25

2	To be able to distinguish the influence of decade on the fashion and to study various factors influencing fashion.	<p>Fashion timelines and its influence from every decade.</p> <ul style="list-style-type: none"> <li>☐ 1920</li> <li>☐ 1930</li> <li>☐ 1940</li> <li>☐ 1950</li> <li>☐ 1960</li> <li>☐ 1970</li> <li>☐ 1980</li> <li>☐ 1990</li> <li>☐ 2000</li> <li>☐ 2010</li> </ul> <p>Environment of fashion</p> <ul style="list-style-type: none"> <li>☐ Demographic</li> <li>☐ Psychographic</li> <li>☐ Geographic</li> <li>☐ Behavioral</li> </ul>	<p>A presentation based on all timelines keeping in mind demographics, psychographic, society, culture, population, innovations and changes of fashion occurred in each of them.</p> <p>Case study of one national and international brand in terms of suitability of factors.</p>	25
3	To be able to use the fashion terminology related to the categories of fashion. To study different theories and analyze moments and factors influencing fashion over the period of time.	<p>Fashion terminology</p> <ul style="list-style-type: none"> <li>☐ Evolution of fashion</li> <li>☐ Fashion capitals around the world</li> <li>☐ Couture , Pret – a port and Mass fashion</li> <li>☐ categories of fashion</li> <li>☐ Factors affecting fashion demand.</li> </ul> <p>Movement of fashion</p> <ul style="list-style-type: none"> <li>☐ Fashion theories</li> <li>☐ Movement of Fashion</li> <li>☐ Factors influencing fashion</li> </ul>	<p>Study of three brands from all the categories (men, women, kids) of fashion and segregate according to Couture, Pret – a port and Mass fashion.</p> <p>Develop a group personation on the theories, , moments and factors influencing fashion</p>	25
4	To be able to describe the role of different contributors in understanding Business of fashion. To describe the nature of fashion at National and International levels.	<p>Business of fashion</p> <ul style="list-style-type: none"> <li>☐ Economic importance</li> <li>☐ Government regulations</li> <li>☐ Indian fashion scenario.</li> </ul> <p>Markets of fashion</p> <ul style="list-style-type: none"> <li>☐ Fashion centers</li> <li>☐ Fashion markets all over the world ( USA, UK, UAE, Europe, Asia)</li> <li>☐ Study of national and international designers, brands.</li> </ul>	<p>Prepare group wise a comparative case study on national and international fashion designer and brand.</p>	25

**Evaluation pattern –**

Internal Assessment: Class Assignments and Class Test To Be Converted In To 25 marks

External Assessment: Final Exam - 75Marks

#### REFERENCE BOOKS:

1. Stephens G., (2005), "*Fashion Concept to consumer*", Pearson.
2. Steckes P., (1996), "*Fashion Design Manual*", Palgrave Macmillon.
3. Stone E., (2004), "*Dynamics of fashion*", Fairchild Publication.
4. Eubank T., (2010), "*Survey of historic costumes*", Fairchild Publication.
5. Laver J., (2002), "*Costume and fashion – A concise history*", Thames & Hudson.
6. *Apparel View, View on color.*
7. Dickeson K., (2004), "*Inside Fashion Business*", Pearson Education, Inc.
8. Fiore A, Kimle P., (1997), "*Understanding aesthetics*", Fairchild books, New York.
9. *Promostyl / Here & There.*
10. Stone E., (2008), "*Dynamics of Fashion*", Fairchild books, New York.