

**6 MONTHS COURSE IN FASHION DESIGN
SYLLABUS(Total 120 hrs)**

1 <u>FOUNDATION OF FASHION DESIGN</u>	FOUNDATION OF FASHION DESIGN	24hrs
	•OBJECTIVE:	
	To gain basic fashion knowlegde, study current consumer trends and identify target demographics that are likely to purchase their clothing.	
	•CONTENTS:	
	1) Introduction of Fashion Design	
	a) Introduction	
	b) History	
	c) Career and Job Prospects	
	d) Fashion Industry Language Guide	
	COLOR THEORY	
	•OBJECTIVE:	
	Color theory informs the design of color schemes, aiming at aesthetic appeal and the effective communication of a design message on both the visual level and the psychological level.	
	•CONTENTS:	
	a) Introduction of Colors	
	b) Basic Color Wheel (9 colors)	
	c) Color Wheel (12 colors)	
	d) Primary Color	
e) Secondary Color		
f) Tertiary Color		
g) Cool Color		
h) Warm Color		
i) Complementary Color		
Assignment: FOLDER SUBMISSION		

CLOTHING & STYLE INSPIRATION

•OBJECTIVES:

To know how our brain processes visual information. The actual definition is the “dissociation between the physical reality and the objective perception of an object/event.”

•CONTENTS:

- a) Introduction of Optical Illusion and Themes and Inspiration
- b) Illusion by Single Vertical Line with theme background
- c) Illusion by Repeated Vertical Line with theme background
- d) Illusion by Single Horizontal Line with theme background
- e) Illusion by Repeated Horizontal Line with theme background
- f) Illusion by Short Diagonal Line with theme background
- g) Illusion by Long Diagonal Line with theme background
- h) Illusion by Curved Line with theme background
- i) Illusion by Light Color with theme background
- j) Illusion by Dark Color with theme background
- k) Illusion by Small Prints with theme background
- l) Illusion by Big Prints with theme background
- m) Figure Type
- n) Do's & Don'ts of Figure Type

Assignment: FOLDER SUBMISSION

BASIC SEWING TECHNIQUE

•OBJECTIVES:

To provide basic skills and information regarding sewing, pressing and constructing a basic garment. To familiarize the students with the use and control of sewing machine.

•CONTENTS:

- Buttons, Hooks With Eyelet, Press Buttons

2	<u>BASIC SEWING TECHNIQUE & DESIGN IDEA</u>	• Visible Heming, Plain seam, Double top seam, French seam, Box pleats, Gathers, Layered, Extended placket, Shirt placket, Visible zip U neckline (cord piping), Square neckline, Diamond neckline, Patch pocket, Flap pocket, Cross pocket.	24hrs
		DESIGN IDEA	
		•OBJECTIVES:	
		Principles Of Design, Components Of Fashion	
		•CONTENTS:	
		Types of Neckline, Sleeves, Jackets, Skirts, Trousers, Collars, Lapels, Yokes, Pocket Cuffs, Pleats, Tucks, Hats.	
Assignment: FOLDER SUBMISSION			

3	<u>HISTORY OF FASHION</u>	HISTORY OF FASHION	10hrs
		•OBJECTIVES:	
		• To acquire the knowledge about the understanding and appreciation of the evolution of the Indian and western clothing at the cradle of the civilization, prehistoric times through the classical eras to the middle ages and in the most recent times.	
		• To develop an understanding of Indian and western costumes which acts as a vital piece of material that helps to understand what has happened in the past and how it affects our present.	
		•CONTENTS:	
		• History of Indian Costume.	
1) Pre Historic Era 2) Vedic Period 3) Maurya and Sunga Period 4) Satvahana period 5) Kushan period 6) Gupta period 7) Mughal 8) British			
• History of Western Costumes			

1) Ancient Egypt 2) Ancient Greek 3) Ancient Rome 4) Byzantine 5) Renaissance 6) Baroque 7) Rococo 8) History of fashion from 18th, 19th and 20th century.
ASSIGNMENT Making PPT on the male, female costumes, their hair style, head gear and jewelry.

4	<u>ART OF FABRIC</u> <u>EMBELLISHMENT AND</u> <u>TEXTILE</u>	TEXTILE	12hrs
		•OBJECTIVES:	
		To gain the knowledge of creating designs for woven, knitted or printed fabrics or surface ornamented fabrics. Textile designers are involved with the production of these designs, which are used, sometimes repetitively, in clothing and interior decor items.	
		•CONTENTS:	
		• Textile Science (6 hrs)	
		1. Types of selvages	
		2. Chemical & Physical Properties of Fibers	
		3. Types of Placement in printing	
		HAND EMBROIDERY	
		• OBJECTIVES:	
		Embroidery is the craft of decorating fabric or other materials using a needle to apply thread or yarn.	
		•CONTENTS:	
• Hand Embroidery (12 hrs)			
1) Stem Stitch 2) Back stitch 3) Chain stitch 4) French knot 5) Feather stitch 6) Cross stitch (matti fabric) 7) Herring bone 8) Satin stitch 9) Blanket stitch 10) Lazy daisy stitch			
Assignment: FOLDER SUBMISSION			

	FASHION MERCHANDISING AND MANAGEMENT	
	• OBJECTIVES:	
	To acquire knowledge about the marketplace and the approach towards	

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**FASHION MERCHANDISING
AND MANAGEMENT**

Marketing To have a practical and hands on Approach of merchandising in an apparel Company.To make the student understand the concept of

•CONTENTS:

• Merchandising:

- 1) What is merchandising?
 - i. Definition of Merchandising
 - ii. Characteristics of Merchandising
- 2) Merchandising in relation to Fabrics, sampling and packaging, tech pack, product development
- 3) Merchandising During Production
 - i. Production File
 - ii. Basic production System
- 4) Merchandising for shipment
- 5) Product costing

•Marketing:

- 1) Meaning of Marketing
- 2) Core Concepts of Marketing
- 3) Marketing Management
- 4) The rapid adoption of Marketing Management
- 5) Managing Marketing Information & Measuring market demand

•ASSIGNMENTS:

- 1) Market Research in terms of Marketing focus, advertising approach and Fashion Promotional techniques of a National and International Brand from the Fashion Pipeline such as Garment Manufacturers, Designer, Retailers and Specialty Store etc.
- 2) To identify the promotional techniques for an international and national brand.
- 3) The student will thoroughly understand the public relations strategy and create a press release for 2 components of fashion industry.

12hrs

4) Primary, secondary data collection of an international and national brand in terms of their media spend and promotional techniques.

BRANDING

• OBJECTIVES

· To make students understand an in depth study of the “Stylist role” in Fashion which is in tune with industry requirement. To produce a strong visual document that explains the skills, techniques and vocational quality that qualifies a student to work as a “Stylist” in Fashion Industry. To understand what a brand is and what is its ideology To understand fashion marketing To understand how to start a brand, how to promote it, and how to manage it.

• CONTENTS

· Nature of the Fashion Industry, Structure of Fashion company, Merchandise process and the inter relationship of Players and their roles

· Fashion Marketing and buying at Industry Trade shows.

· Fashion marketing Strategies

· Fundamentals in Brand management- Designer as Brand.

· Developing Brand image, Advertising and Promotion in the Fashion industry.

· Brand management- Focus on Public Relation, Event and Media planning.

· The Fashion System and its most important Brands- Designs, Consumers and Quality.

• ASSIGNMENTS

· Presentation and Research on 3 different Brands as Case studied for Target, Customers, Style and Quality.

· Collection & Presentation of a design collection for a Brand. (Group Project)

RETAIL MANAGEMENT

**BRANDING & RETAIL
MANAGEMENT**

6

12hrs

<p>• OBJECTIVES</p> <p>The overall objective of retail marketing is creating and developing services and products that meet the specific needs of customers and offering these products at competitive, reasonable prices that will still yield profits.</p>
<p>• CONTENTS</p>
<p>a) Retail Management</p>
<p>· Concept of Management· Management and Administration·Management-Science Vs Art·Nature and scope of Management</p>
<p>b) Meaning of Retailing</p>
<p>· Retail Scenario· Retailing In India· Meaning and Importance of Retailing· Function of Retailing</p>
<p>c) Retail Organization</p>
<p>· Function of Retail· Planning Organization· Staffing.Directing and Controlling</p>
<p>d) Retail Structure</p>
<p>·Theories of structure of Retail Formats</p>
<p>· Classification of retail Formats.</p>
<p>e) Business Ethics</p>
<p>· What is business ethics·Broad areas of Business ethics.Ethical Standards</p>
<p>f) Retail Planning</p>
<p>· Identify organization goal· Organization objective</p>

<p>FASHION FORECASTING</p>
<p>•OBJECTIVES</p>
<p>· To acquire knowledge and understand application of forecasting techniques to determine market demands and acquire skills to make use of the forecast for design collections.</p>
<p>• CONTENTS</p>
<p>· Introduction</p>

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FASHION FORECASTING

1) Meaning of Forecasting 2) The role of a forecast industry 3) The precision of the forecast 4) The fashion industry's components 5) The structure of the fashion 6) The fashion timetable 7) Information Network 8) The selling strategy

• Research Process in Forecasting

1) Primary sources 2) Secondary sources 3) Tertiary sources 4) Tracking sales 5) Competition 6) Demographics 7) Value & life style 8) Publication 9) Forecasting services 10) Plethora influences 11) Observation posts 12) The new technology 13) Fashion of involvement 14) New uses of products 15) Old neighborhoods 16) Related industries

• Processes of Reporting

1) Process of implementation 2) Promotion 3) Making the fashion happen

• ASSIGNMENTS

• Submission on Present trends in forecasting of men's wear

1) Colour 2) Style 3) Fabric 4) Print 5) Ornamentations 6) Observation posts 7) The new technology 8) Fashion of involvement 9) New uses of products 10) Old neighborhoods 11) Related industries 12) Graphics

• Submission on Present trends in forecasting of women's wear

1) Demographics 2) Value & life style 3) Publication 4) Forecasting services 5) Plethora influences

10hrs

DRAPING TECHNIQUE**• OBJECTIVES**

• The student will acquire knowledge and skills to develop interpretation of the design sketch into draping for Style Lines, Fitted Midriff, Collars, Cowls & Bias Cut Dresses.

• CONTENTS

• Style Lines variations on the Bodice.
• Midriff Yoke variations

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DRAPING TECHNIQUE

· Collars- Basic, Mandarin, Peter Pan, Sailor, notched, shawl reverse).
· Cowls- Front, Back, Armhole.
· Application of cowls in lower garments
· Bias Cut Dresses variations
• ASSIGNMENTS
· Submission of draped designs with Different style lines
· Submission of draped designs with fitted midriff
· Submission of draped Basic, Mandarin, Peter Pan & Sailor collars
· Submission of draped designs with Front, Back, & Armhole cowls
· Submission of draped designs with bias cut dresses.(Presentation)

16hrs