

CORE COURSE – VI (CC) - ADVANCED FASHION DESIGNING

UNIT 1

Introduction to Fashion design - Elements of Design- Principles of design – Classification of design – structural and decorative design – Sources of Fashion – Terms related to Fashion Industry – Boutique Collection.

UNIT 2

Fashion terminology – factors influencing fashion – origin and procedures of fashion – profile of fashion industry. Fashion cycle – trends based on climate – age groups. Classic seasons in fashion industry and calendar of events

UNIT 3

Design needs, extract from verbal and visual understanding – describing statistical information and solving problems through designs – description of situation by various means of communication –text – drawing- graphics- photographs.

UNIT 4

Product profile design generation – intentions of design – psychological – sociological – economical influence of dress – texture- live colours – shape – form & design for clothing. Evaluation of ideas against specifications. Generating a range of design solutions using sketches – diagrams & existing materials. Product design presentation using combination of text – graphics & computer generated images. Conducting tests and trails for the decision making with respect to material production. Analysis and reasons for selection / rejection of chosen design proposal for the product development.

UNIT 5

Color, dimension of color, hue, value, intensity, color schemes its importance and application. Fashion Illustration - 4 ½ heads -8 -head figure and 10 head figure -How to draw *lay* figures -front back and side view of mens, women's and kids-proportions of measuring 8 -head figure and 10 head figure.

References:

1. Castelino, M. Fashion Kaledioscope, Rup & Co., 1994.
2. John Wiley, "Theory of Fashion Design" John Wiley and sons. Inc, New York, 1990
3. Stecker P, " The Fashion Design manual" Macmillan, Australia, 1997
4. Sharon Lee Tate, Inside Fashion Design, Harper & Row Pub, NY.1998
5. Leslie Devis Burns & Nancy O Bryants, Business of Fashion, Oregon State Univ. publishers