CORE COURSE I – INTRODUCTION TO FASHION DESIGNING

Unit I

Fashion Concept
Meaning of Fashion, Origin of Fashion, Meaning of Fashion Designing, Classification of Fashion, Influence of Fashion; Fashion illustration and Fashion cycle.

Unit II

Fashion Industry and Fashion Promotion
Fashion Industry - Boutique and its importance, present structure of Fashion industry; Textiles and materials in Fashion industry; the structure of the Fashion market.
Fashion Promotion – Impact of Fashion promotion; Fashion Advertising and its objectives, fashion journalism and its objectives;

Unit III

Elements of art and Principles of Design
Design – Structural design, decorative design, basic silhouette. Elements of art and principles of design. Application of principle of design in dress.

Unit IV

Color
Introduction to color, color wheel (Prang & Munsell system)
Properties and qualities of color, color scheme Theories of color harmony, color and garment, color selection. Principles of combining color. Procedure for combining color.

Unit V

Career in fashion
Scope of Fashion business, choosing a career in Fashion, Career in Manufacturing, Designing, Career in Retailing, Residential Buying office careers, Career in Fashion service organizations, Freelancing.

Reference:-

1. Suzanne G. Marshall, Hazel O. Jackson M. Sue Stanley, Mary Kefgen, Individuality in clothing Selection and Personal Appearance,Phullis Touchie Specnt ,New Jersey, 2000.
2. Kitty G. Dickerson, Inside the Fashion Business, Pearson Education, Singapore, 2003.
3. Kathryn Mokelvey, Janine Munslow, Fashion Design Process, Innovation and Practice, Black Well Science Ltd, U.K, 2005.
4. V.D. Dudeja, Professional Management of Fashion Industry, Gangandeep Publications, New Delhi, 2005.