

## ADVANCE FASHION ILLUSTRATION

Course Name: Advance fashion Illustration

Credits : 4

Hours : 120 hours

Units	Course Contents	No. of hours
Unit I	<b>Stylized Figures</b> <ul style="list-style-type: none"><li>● Concept of stylized fashion croquies</li><li>● Converting basic figure into stylized</li><li>● Different draping style and Colour rendering by different media</li><li>● Live drawing with quick sketches</li><li>● Develop personalized illustration style</li></ul>	30
Unit II	<b>Realistic Textures</b> <ul style="list-style-type: none"><li>● Understanding various textures of textiles in garments</li><li>● Realistic textures through different colour medium</li><li>● Composition of rendered stylized figures</li></ul>	20
Unit III	<b>Corel draw and Illustrator</b> <ul style="list-style-type: none"><li>● Introduction to software Illustrator/Coreldraw</li><li>● Drawing and tracing techniques</li><li>● Understanding Color, Gradients, mesh and textures croquies development</li><li>● Creating logo, objects, graphs, symbols and swatches</li><li>● Typography by using type tool and Masking</li><li>● Introduction to photoshop, layouting and documentation techniques</li><li>● Illustrating print patterns and fashion accessories</li></ul>	40
Unit IV	<b>Create Fashion Project and Specification Sheets Digitally</b> <ul style="list-style-type: none"><li>● Mood, colour, client and design boards</li><li>● Final rendered range</li><li>● Flat Drawing of garment and technical specification sheets</li></ul>	30

## **Key learnings:**

- Stylized figures understanding with rendering,
- Realistic textures
- Texture application through different mediums.
- Coral draw/illustrator

## **Learning Outcomes**

- Student will be able to illustrate Stylized figures and develop individual style of illustration
- Students will be able to rendered realistic textures and its application for communication design
- Student will be able to work digitally for whole fashion design process and specification sheets

## **Assessments**

Assessment 1 (80%) – Compilation of all illustration work done in the class manually and digitally

Assessment 2 (20%) – Presentation

## **Reading References**

- Jay Calderin , 2011, Fashion Design Essentials: 100 Principles of Fashion Design,
- 1st Edition, Massachusetts: Rockport Publishers.
- Zarida Zaman, 2012. New Fashion Designers Sketchbooks Paperback , London : A&C Black Publishing

## Design and Fashion Theory

**Credits: 4**

**Hours: 120 hours**

Units	Course Contents	No. of hours
Unit I	<b>Design and fashion Theory</b> <ul style="list-style-type: none"> <li>• Overview of Design theory                             <ul style="list-style-type: none"> <li>- Understanding of 2 D, 3D and Art of Abstract</li> </ul> </li> <li>• Overview of Fashion theory                             <ul style="list-style-type: none"> <li>- Trickle - Down, Trickle –Across and Trickle - up theory</li> </ul> </li> <li>• Introduction to History of Costumes</li> <li>• History of 20<sup>th</sup> Century (1900 to 1990)</li> </ul>	30
Unit II	<b>Art Appreciation</b> <ul style="list-style-type: none"> <li>• Greece, Egypt and Roman Art</li> <li>• Middle age, Renaissance and Baroque</li> <li>• Art Deco</li> <li>• Art Nouveau</li> </ul>	30
Unit III	<b>Traditional Indian Textiles</b> <ul style="list-style-type: none"> <li>• Woven Textiles of India</li> <li>• Dyeing and printing textiles of India</li> <li>• Embroidery and surface embellishments</li> </ul>	30
Unit IV	<b>Contemporary Crafts traditions</b> <ul style="list-style-type: none"> <li>• Traditional Indian crafts in modern design or</li> <li>• Traditional crafts with contemporary design practice</li> <li>• Bridge between Artisan and the market</li> <li>• Case study of one craft exhausting successfully in modern design</li> </ul>	30

### Key learning

- Overview of design and fashion theory
- History of costume
- Traditional Indian Textiles
- Art appreciation
- Contemporary crafts traditions

Fashion Theories? trickle-down, trickle-across and trickle-up.

## Advance Pattern Making & Garment Construction and Draping

**Course Name:** Pattern making & garment construction

**Credits :** 4

**Hours :** 120 hours

Units	Course Contents	No. of hours
Unit II	<p><b>Introduction to Kids Wear</b></p> <ul style="list-style-type: none"> <li>• Sample making of components for kids wear – Collars, Ruffles pockets, Bows, shases etc.</li> </ul> <p style="text-align: center;">OR</p> <p><b>Introduction to Men’s wear</b></p> <ul style="list-style-type: none"> <li>• Samples making of components for Men’s wear – Collars, pockets, waistband, placket, Sleeve cuff, placket, mitring etc.</li> </ul> <p style="text-align: center;">OR</p> <p><b>Introduction to Women’s Wear Garments</b></p> <ul style="list-style-type: none"> <li>• Samples making of components for Women’s Wear – Contouring, samples of finishes for formal wear in various fabrics, trims and laces attachment</li> </ul>	15
Unit III	<p><b>Pattern Making and construction of Kid’s Garments</b></p> <ul style="list-style-type: none"> <li>• Romper for girls and boys</li> <li>• Baby frock</li> <li>• Nicker</li> <li>• One party wear dress</li> </ul> <p style="text-align: center;">OR</p> <p><b>Pattern making and construction of Men’s wear</b></p> <ul style="list-style-type: none"> <li>• Full sleeve Male Shirt with Collar and cuff attachment</li> <li>• Trouser</li> <li>• Jacket</li> </ul> <p style="text-align: center;">OR</p> <p><b>Pattern Making and construction of women’s wear Garments</b></p> <ul style="list-style-type: none"> <li>• Corset</li> <li>• Unlined jacket</li> <li>• Bifurcates/ Trousers</li> <li>• Evening Dress</li> </ul>	75

Unit IV	<p><b>Basic Draping</b></p> <ul style="list-style-type: none"> <li>• Basic bodice-front &amp; back</li> <li>• Basic skirt-front &amp; back</li> <li>• Evaluation of fit and development of Slopers</li> <li>• Dart manipulation</li> <li>• Style lines of Bodice</li> <li>• Skirt with flare</li> </ul>	20
Unit V	<p><b>Introduction to Pattern Grading</b></p> <ul style="list-style-type: none"> <li>• Grading of Basic Skirt or Trouser</li> <li>• Grading of basic bodice</li> </ul>	10

### Key learnings :

- Patternmaking and construction of men's Or Women's Or kid's Garments
- Basic Draping method
- Basic Grading Techniques

### Learning Outcomes :

- Student will gain depth knowledge of Pattern making and Garment construction of Men or women's or Kid's wear.
- Student will be able to understand draping techniques for Garment realization
- Student will gain basic knowledge of grading pattern sizes

### Assessments :

Assessment 1 (80%) – Compilation of all pattern making and construction work done in the class

Assessment 2 (20%) – Viva Voce

### Reading reference

- Aldrich W. 2008 Metric Pattern Cutting for Men's Wear, 5<sup>th</sup> Edition, London: Blackwell Publishing
- Pattern Cutting & make up by Shoben Martin M. Publication: OXFORD Butterworth – Heinemann Ltd 1997
- Vanderlinde, Pamela; Pattern Making for Jacket and Coat Design; Bloomsbury visual arts.
- Aldrich W., 2011. Metric Pattern Cutting for Women's Wear, 5th Edition, London: Blackwell Publishing.
- Armstrong, H. J., 2012. Patternmaking for Fashion Design, 4th Edition. New Delhi: Dorling Kindersley India Pvt. Ltd.

- Kindersley D., 2009. The Complete Book of Sewing, London: Dorling Kindersley.
- Rosen S.,2005. Children's Clothing; New York: Fairchild Publication
- • Jaffe H. and Relis N. 1993. Draping for Fashion Design, 2nd Edition, New Jersey : Prentice Hall.

## Apparel Production & Management

**Course Name:** Apparel Production & Sourcing

**Credits :** 4

**Hours:** 60 hours

Units	Course Contents	No. of hours
Unit I	Understanding of Apparel industry <ul style="list-style-type: none"> <li>● Introduction to Apparel Industry and its Structure</li> <li>● Sectors of the Apparel Industry.</li> <li>● Product types and organisation.</li> </ul>	10
Unit II	<b>Tools and Equipment</b> <ul style="list-style-type: none"> <li>● Different types of Industrial sewing machines, and their uses.</li> <li>● Special purpose machines.</li> </ul>	10
Unit III	<b>Departments of Apparel Industry</b> <ul style="list-style-type: none"> <li>● Introduction to different department               <ul style="list-style-type: none"> <li>- Design department</li> <li>- Marketing department</li> <li>- Finance department</li> <li>- Purchase department</li> <li>- Operation department</li> <li>- Production Department</li> </ul> </li> </ul>	10
Unit IV	<ul style="list-style-type: none"> <li>● <b>Production department</b> <ul style="list-style-type: none"> <li>- Functioning of Production department and documentation</li> <li>- Sampling Department</li> <li>- Cutting department</li> <li>- Sewing department</li> <li>- Finishing department</li> <li>- Quality check department</li> </ul> </li> </ul>	30

**Key learnings:**

- Introduction & understanding Industry Structures
- Various Departments of Apparel Industry
- Detailed understanding of production management
- Important documents used in production

### **Assessments**

Assessment 1 (100%) – 3 Hours Theory Paper

### **Learning Outcomes**

- Student will be able to understand Clothing Industry and its various departments
- Detailed understanding of the production department and understanding of necessary document for the production.
- Understanding of tools, equipment and machinery used in apparel industry

### **Reading Reference**

- Glock, K.E. & Kunz, C.I 2005, Apparel Manufacturing. 4th Edition, Prentice Hall
- Frings G. S., Fashion: from concept to consumer. 9th Edition, Prentice Hall
- Johnson, M J, Moore E and Johnson M J 2001, Apparel Product Development. Prentice Hall, NJ



## Industry Oriented Project

**Course Name:** Industry Oriented Project

**Credits :** 6

**Hours :** 180 hours

Units	Course Contents	No. of hours
Unit I	<b>Introduction to the project</b> <ul style="list-style-type: none"> <li>• Research on various Industry segment and selection of brand/label/client/industry</li> <li>• Industry visits</li> </ul>	10
Unit II	<b>Research on selected Industry</b> <ul style="list-style-type: none"> <li>• Selected industry – brand/ label/client/industry</li> <li>• Competitor analysis,</li> <li>• Segment price and client</li> <li>• Trends and forecast</li> <li>• Need Gap analysis</li> <li>• Social and economic environment</li> </ul>	30
Unit III	<b>Project Process</b> <ul style="list-style-type: none"> <li>• Industry brief (given by industry or design by student)</li> <li>• Industry Size Chart</li> <li>• Inspiration and theme</li> <li>• Design Boards</li> <li>• Explorations of surface, silhouettes and garment detailing</li> <li>• Final range</li> <li>• Toile making</li> <li>• Budgeting and costing</li> <li>• Techpack and specification sheet</li> <li>• Execution of one ensemble ( student can realize all garments of the range)</li> <li>• Process Document</li> </ul>	140

**Key learnings:**

- Research on various fashion industry Segment

- Research for the project requirements
- Doing Project from research to execution according to the Industry given brief

## **Assessments**

Assessment 1 (100%) – Industry Oriented Project from Research to execution

## **Learning Outcomes-**

- Understanding of current scenario of the garment industry.
- Knowledge of fashion forecast and current fashion trends.
- Practical knowledge of whole process of fashion Garment project according to the industry brief.
- Understanding the practical problems and their solution during the execution of the project.

## **Reading Reference**

- Burns, Leslie Davis, and Nancy O Bryant 2002, The Business Of Fashion. Fairchild Publications, New York
- San Martin, Macarena 2010, Future Fashion: Innovative Materials And Technology Promopress
- Kathryn McKelvey, Janine Munslow, 2012. Fashion Design: Process, Innovation and Practice, 2nd Edition, John Wiley & sons publication, West Sussex

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