B. Voc. in Fashion Design
Fifth Semester

FASHION STYLING

Aim – The Course aims at providing the students the knowledge of the basics and importance of Fashion Styling to create an overall look though fashion styling and capturing the visual image. The Units cover with professional training about fashion styling which is mainly about how to create the complete look according to the theme, event, one's personal style, and ongoing trends. It emphasizes on design, commercial styling, personal shopping, image makeovers.

Units	Course Contents	No. of hours
Unit I	**INTRODUCTION TO STYLING** • Understanding the types of fashion styling. • Examine fashion styling as it relates to career paths, • and private uses.	10
Unit II	**PROFESSIONAL GUIDELINES & ETIQUETTE** • Workplace Etiquettes • Common Personal Values • International Etiquettes • Well Groomed Woman and Man, Business Casuals, Formal Dress Code, Indian Dressing and Western Dressing	30
Unit III	**INTRODUCTION TO HAIR STYLING & MAKE UP** • Fundamentals of cosmetics • Makeup • Hair & hair styling to create look	10
Unit IV	**INTRODUCTION TO FASHION BLOGGING** • Understanding the difference between editorial • & promotional content • Blogging for Your Business - Outline your strategy - Choosing the right name, Choosing a suitable platform, Developing content, Developing your portfolio, business plan, Online magazines Difference between advertorial content, sponsored posts & paid reviews	30
Unit V	**FASHION PHOTOGRAPHY BASICS** • Parts of a camera, Elements of photography, lighting, camera techniques • Depth of Field and Focus and framing. • Different posing angles.	40

Learning Outcome:

- The students will be able to understand the comprehensive knowledge of co-ordination leads to fine sense of styling.
- Students will be able to understand the latest trends and learn about styling in more ways.
- Students will be able to understand about the personal grooming and the art of mixing and matching clothing, make-up and hair to create the perfect look.
- Students will be able to understand how to apply all the techniques and creating photo shoot with fashion blogging techniques.

Assessments

Assessment 1 (80%) – Building a professional portfolio
- Photography styling in indoor and outdoor, Selection of location for an indoor / outdoor, Creation of a suitable ambience / backdrop for shoot, Selection of model, Coordination of movement, mood and image of model and apparel with proper hairstyling, makeup, footwear and accessory with proper fashion blogging techniques.
<div align="center">OR</div>

- Create a plan for a client incorporating style, image and identity using visual and written presentation. Creating look for 2D (Print media) & 3D (TV Music Video etc.)

Assessment 2 (20%) - Viva Voce

Learning and Teaching Strategy

The course is delivered via online and face-to-face mode; Classes will
consist of lectures, Demonstrations, Visits, Self-work by the students
and presentations.

References
- Study of famous fashion photographers and stylist, Vogue, Cosmopolitan, ELLE, and International Fashion Magazines
- Fashion Stylist handbook, Danielle Griffiths, Laurence King Pub. Ltd., 2016
- Basic fashion design styling, Jacqueline Mc Assey.
- Fashion 2.0: 1by Yuli Ziv- 2011
- Introduction to Photography handbook, Michael Freeman, Grange Books Pub. Ltd.

CONTOURING

Aim – Through this module the students will be leaning the concept of the contouring. The learners will also develop understanding of guidelines of contour pattern. They will be taught application of the contour guide pattern through realization of porotypes of various garments

Units	Course Contents	No. of hours
Unit I	• **Introduction to Contoured guide line pattern** • Guide line -1: cutout neckline • Guide line -2: Cutout armhole • Guide line -3: Empire style line • Guide line -4: contour between the bust • Guide line -5: Shoulder slope	20
Unit II	• Pattern making of Corset • Test fit of corset on muslin	25
Unit III	• Pattern making of Bustier dress (any one basic style) • Prototype of the dress	30
Unit IV	• Pattern of Indian Blouse through contouring • Prototype of the blouse	45

Learning Outcome:

Learning outcomes
1. Develop an understanding of contouring pattern guide patterns
2. Develop an understanding of various guideline of contouring.
3. Apply contouring for garments near to body like corset, bustier dress and Indian Blouse
4. develop an understanding of sewing of contour garments

Assessments

Assessment 1- 80% – All patterns of Contour guide lines and explorations with process documentation along with stitched prototypes
Assessment 2- 20% - Viva voce

Learning and Teaching Strategy
The course is delivered via face-to-face mode; Classes will consist of lectures, demonstrations or tutorials, workshops, field visits, presentations

References:

TRADITIONAL INDIAN TEXTILES

Aim-To enable students to develop a range of commercially viable Product incorporating any one of the crafts/Textiles studied above.

Units	Course Contents	No. of hours
Unit I	Study of the Weave, yarn, design Motif and Colour combination and cultural context of the weaving art of India • Kanchipuram Sarees • Baluchar • Banaras Brocades • Chanderi	15
Unit II	Studyof hand Painted and Printed Textiles of India with reference to tools used, Blocks used in Printing, Base fabric, design, Motif and Colour combination • Block Print • Kalamkari • Madhubani	15
Unit III	Study Dyed Textiles of India with special reference to Dye, Dyeing technique, Base fabric, design Motif and colour combination • Yarn Dyed fabrics-Ikat, Pochampalli and Patola • Bandhani Fabrics (Lehariya, Mothda etc.)	15
Unit IV	Study of Hand embroidered Textiles of India with special reference to embroidery threads, stitches, tools. Base fabric, design Motif and colour combination • Phulakri of Punjab • Metallic Embroideries • Chikankari • Kantha • Kutch Embroidery	15
Unit V	Select any one textile /craft and develop a range of any one Product (sketches). Prepare one article from the range developed showing end use of selected Craft/textile. The craft essence should remain during the designing of the product. The Product should have Commercial Viability.	60

Learning Outcomes:
1. Students will have an in-depth understanding of crafts/textiles of India with reference to design, technique, color combination and other aspects.
2. Students will be able to apply those traditional crafts/textiles in contemporary Products.

Assessments
- 40% Marks shall be awarded by Concerning Faculty.
- 60% Marks shall be awarded by Jury for the Final Submission.

Learning and Teaching Strategy

The course is delivered via face-to-face mode; Classes will consist of lectures supported by visual aids, visits to museums, demonstrations by experts.

References
- Hand Woven Fabric of India   DhamijaJasleen and Jain Jyotindra
- Traditional Embroideries of India   Dr.ShailjaD.Naik
- BhartiyaKashidakariPanditS.andShinde S.
- Textiles of Rajasthan   Kothari G.

DIGITAL PATTERN MAKING

Aim – The Course aims at providing the students the knowledge of the digital pattern making. The Units cover grading, marker planning for the basic set patterns, develop new patterns using the basic set on CAD system. Understanding the basic tools of CAD software for design, grading, pattern making and developing basic pattern set using tools.

Units	Course Contents	No. of hours
Unit I	**INTRODUCTION TO CAD PATTERN MAKING SOFTWARE** • Introduction to digitizing and grading on the software. • Lay out of pattern for cutting and marker making for efficient fabric consumption. • Hardware requirement, Preparation of Basic set – Bodice front, Back and Sleeve using CAD	40
Unit II	**DEVELOPING PATTERNS THROUGH TECH-PACK/SPEC SHEETS** • Women Blouse, Collar, Skirt, Dress, Shirt, trousers etc.	40
Unit III	**GENERATION OF MARKER AND LAY PLANNING** • Grading Tools using CAD software - Grading of patterns developed through spec-sheet • Marker-Making Tools using CAD software	40

Learning Outcome:
- The students will be able to understand the comprehensive knowledge of co-ordination leads to fine sense of digital pattern making.
- Studentswillbeabletounderstandthe about grading tools.
- There are countless benefits to digital pattern making. Software applications such as Adobe Illustrator CC, CorelDraw.

Assessments
Assessment 1 (80%) - 1A – Develop 3-3 digital patterns from every unit. File submission.
1B – Digital Grading of dress with stitching of any one.
Assessment 2 (20%) - Viva Voce

Learning and Teaching Strategy
The course is delivered via online and face-to-face mode; Classes will consist of lectures, Demonstrations, Visits, Self-work by the students and presentations.

References
- Armstrong, H. J., 2012.Patternmaking for Fashion Design, 4th Edition. New Delhi: Dorling Kindersley India Pvt. Ltd.
- Pattern Grading for Women's Clothing, Gerry Cooklyn, Blackwell Series, 2009
- Pattern Cutting & Making Up, Martin Shoben& Janet Ward, CBS Publishers, 1999.
- Coreldraw X7 With Dvd by Vishnu P.Singh.

ADVANCED DRAPING AND CREATIVE PATTERN MAKING

Aim – Through this subject the students will be able to enhance their technical skills and taking new challenges in pattern making and draping. It is project base module needs self-experiments and creativity to explore 3D shapes through new pattern cutting techniques. It will also give opportunity to dig out Indian Pattern making style with minimum waste in contemporary context. The Units cover how to develop structured garment using draping techniques and Capability of manipulating any type of fabric to create innovative and beautiful women's wear.

Units	Course Contents	No. of hours
Unit I	• Demonstration on draping and handling of various different fabrics (Silk, Georgette, chiffon etc) to make - • Princess Dress Torso top; halter neck, cowl neck, etc. • Pleats, cowls, gathers exploration on skirt	30
Unit II	**Exploring Style lines from draping or pattern making** • Exploring various style lines through basic bodice and skirt	30
Unit III	**Exploring 2D shapes to create 3 D forms** • Making 3D form through different 2Dshapes like triangle, square, circle etc. • Zero waste Indian pattern cutting	**20**
Unit IV	**Subtraction Cutting method** • Experimental women's wear garments	**20**
Unit V	**Exploring creative pattern through techniques** • Nyokitto/Jabara/Bamboo Shoot/Wearing a jungle/Van pocket (Explore any two techniques)	**20**

Learning Outcome:
Learning outcomes
• The students will be able to understand the comprehensive knowledge of co-ordination leads to fine sense of draping.

- Students will be able to understand the latest trends and learn about draping with different fabrics in more ways.
- Develop an understanding of unconventional approaches of pattern making to achieve 3D form
- Apply techniques to conceptualize and evolve complex 3D forms and their patterns.
Explore and experiment to evolve new ideas and forms.

Assessments

Assessment 1- 80% – Explorations of all mentioned techniques with process
                  documentation

Assessment 2- 20% - Viva voce

Learning and Teaching Strategy

The course is delivered via face-to-face mode; Classes will consist of lectures, demonstrations or tutorials, workshops, field visits, presentations

References-

- Armstrong, H. J., 2012.Patternmaking for Fashion Design, 4th Edition. New Delhi: Dorling Kindersley India Pvt. Ltd.
- Fashion Moulage Technique: A Step by Step Draping Course by DaniloAttardi
- Draping: The Complete Course by Karolyn Kiisel
- Subtraction Pattern cutting with Julian Roberts (E-book)
- https://www.thecuttingclass.com/subtraction-pattern-cutting-with-julian-roberts/
- Zaman Zarida 2014. Fashion PatternCutting: Line,Shape and Volume, 1st Edition Bloomsbury Visual Arts Publication
- Tomoko Nakamichi 2010. Pattern Magic 1 ,2nd Edition, Laurence King Publishing
- Tomoko Nakamichi 2011. Pattern Magic 2,2nd Edition, Laurence King Publishing
- Tomoko Nakamichi 2011. Pattern Magic 3, 2nd Edition, Laurence King Publishing
- Tomoko Nakamichi 2012. Pattern Magic Stretch Fabrics,2nd Edition, Laurence King Publishing
- Hisako Sato 2012 ,Drape 2 Drape , 1st Edition Laurence King Publishing
- Goswamy, B.N. and Krishna, Kalyan..2000. Indian costumes: in the collection of the calico museum of textiles. Ahmedabad:Calico museum
- Ritukumar. 2006.Costumes and textiles of Royal India - London Christie's books Ltd.

SUSTAINABLE FASHION

Aim – This course aims at providing an overview of sustainable fashion design practices, and how clothing can be designed for sustainability. In this course, students will explore how the design process can include sustainable concepts, materials and circularity and how can designers choose ethical options and make decisions based on their environmental or social impact.

Units	Course Contents	No. of hours
Unit I	**Introduction** • Sustainable Development – Definition and Brundtland Report • Sustainable Development Goals (SDG's) • Greenhouse Gases (GHG's) Emissions, Carbon Footprint, Carbon Credits • Different Arms of Sustainability – Environmental, Social and Economical	20
Unit II	**Fast Fashion** • What is Fast Fashion and Why is it called Fast Fashion • The Rise of Fast Fashion • The Problems with Fast Fashion • Can Fast Fashion be Sustainable • Case Studies of H&M, ZARA and Other Fast Fashion Brands	20
Unit III	**Sustainable Fashion** • Sustainable Fashion and Why Sustainable Fashion Matters • Circular Fashion • Sustainable Fashion Materials • Supply Chain Traceability • Cradle to Cradle Approach • Key Sustainability Issues • Facts & Glossary	40
Unit IV	**Sustainable Fashion Practices – Organizations, Corporates, Groups, Individuals** • UN Alliance for Sustainable Fashion • Case Examples from Fashion Industry • Case Examples from Designers, Professionals	40

Learning Outcome's:
1. The students will be able to broaden their knowledge on sustainable fashion, sustainable business models, circular economy and related concepts.
2. Students will be able to understand the challenges and opportunities brands face when they try to create or transition into sustainable business models.
3. Students will be able to learn basic vocabulary and tools to discuss sustainable business models' ideas and concepts in the context of fashion.
4. Students will be inspired by case examples from the fashion industry, and learn the details of their innovative and sustainable business models.

Assessments

Assessment 1 (20%) – Group Discussion and Quizzes

Assessment 2 (80%) – Project Report – A Case Study on Fashion Label or Brand, Groups adopting Sustainable Practices

Learning and Teaching Strategy

The course is delivered via online mode. Classes will consist of lectures, demonstration and case studies. Project/ assignment presentations by student.

References
- SafiaMinney (2012) Naked Fashion: The New Sustainable Fashion Revolution. New Internationalist
- Sandy Black and Hilary Alexander (2012), The Sustainable Fashion Handbook
- **Kate Fletcher and Lynda Grose, Fashion and Sustainability: Design for Change**
- Kate Fletcher (2008) Sustainable Fashion and Textiles, Earthscan
- https://cfda.com/resources/sustainability-resources
- https://www.fashionrevolution.org/
- https://www.businessoffashion.com/articles/tags/topics/sustainability
- https://sustainabilityx.co/sustainability-in-fashion-34a4852f0aab
- https://www.ordre.com/en/news/sustainable-fashion-textiles-ngos-589
- https://www.youtube.com/watch?v=WXOd4qh3JKk
- https://www.youtube.com/watch?v=VwGLPMTYPZY

ADAPTIVE DESIGN PROJECT

Aim- The aim of the subject is to develop design solution skills in students. They should learn functional and other special requirements of the garment for particular segments. The purpose of a designer is not only to enhance the garment aesthetically, but also to give solutions for special people with special requirements**.**

Units	Course Contents	No. of hours
Unit I	**Introduction to the project** • Research on various aspects of Adaptive clothing • Research on such brand/ label/client/industry for Adaptive clothing	50
Unit II	**Research on selected area of Adaptive clothing** • Select one area from the adaptive clothing • Special requirements • Trends and forecast • Social, economic and political environment	50
Unit III	**Project Process** • Design process from design brief to the realization of the designs (Inspiration and theme, Design Boards, Explorations of surface, silhouettes and garment detailing, Final range, Toile making, Technical sheets - Cost sheet, Tec pack and specification sheet, Execution of one ensemble (student can realize all garments of the range) • Portfolio (Process Documentation and photoshoot)	200

Key learnings:
- Research on various Adaptive clothing segments
- Research on special project requirements and their design solutions
- Doing Project from research to execution according to the developed design brief

Assessments:
Assessment 1 (40%) – Internal Continuous marking on project
Assessment 2 (60%) - Project documentation in form of Project Portfolio and Viva voice

Learning Outcomes:
- Understanding of Adaptive clothing segment of the garment industry.
- Knowledge of fashion forecast and current fashion trends and how to adapt it for special
- clothing design solution with aesthetic sense and dressing needs.
- Understanding the practical problems and their solution during the execution of the project for special clientele

Learning and Teaching Strategy

The course is delivered via face-to-face mode; Classes will consist of lectures, tutorials, Industry visits, Documentary/ Videos on Adaptive clothing brands and presentations

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 Susssex

https://www.caringvillage.com/2018/02/12/top-5-adaptive-clothing-companies/
https://www.iaccess.life/adaptive-clothing-makes-getting-dressed-easier-for-the-disabled/
https://www.brainandlife.org/articles/fashion-forward-adaptive-clothing/