

B. Voc. in Fashion Design & Entrepreneurship

Third Semester

ADVANCE FASHION ILLUSTRATION

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

Keylearnings:

- 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

Learning and Teaching Strategy

The course is delivered via face-to-face mode; Classes will consist of lectures, demonstrations or tutorials, workshops, presentations manual and digitally.

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

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

Key learning

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

Learning Outcomes

- Student will be able to understand the different theories of Design and fashion.
- Student will be able to know Influence of 20th century evolution on fashion

- Study and observe the Art of various era and culture, which plays major roll in Design and Fashion.
- Student able to gain knowledge of traditional Indian textiles crafts and able to understand the problems of craft persons.

Learning and Teaching Strategy

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

Assessment

Assessment 1 (80%) – File of compilation of all work done in the class and log book

Assessment 2 (20%) – Presentation

Reading references

- Ethnic Embroidery of India by Usha Shrikant Jupiter prints—by Dahisar (E), Mumbai.
- Traditional Indian Textiles by John Gillow Singapore by SNP
- Handmade in India by Aditi Ranjan & M.P Ranjan Singapore 2007
- Elaine Stone-The Dynamic of Fashion, Fairchild Publications, New York
- Bhargav R. 2005. Design Ideas & Accessories. Jain Publ.

Advance Pattern Making & Garment Construction and Draping

Units	Course Contents	No. of hours
Unit II	<p>Introduction to Kids Wear</p> <ul style="list-style-type: none"> • Sample making of components for kids wear – Collars, Ruffles pockets, Bows, shases etc. <p style="text-align: center;">OR</p> <p>Introduction to Men’s wear</p> <ul style="list-style-type: none"> • Samples making of components for Men’s wear – Collars, pockets, waistband, placket, Sleeve cuff, placket, mitring etc. <p style="text-align: center;">OR</p> <p>Introduction to Women’s Wear Garments</p> <ul style="list-style-type: none"> • Samples making of components for Women’s Wear – Contouring, samples of finishes for formal wear in various fabrics, trims and laces attachment 	15
Unit III	<p>Pattern Making and construction of Kid’s Garments</p> <ul style="list-style-type: none"> • Romper for girls and boys • Baby frock • Nicker • One party wear dress <p style="text-align: center;">OR</p> <p>Pattern making and construction of Men’s wear</p> <ul style="list-style-type: none"> • Full sleeve Male Shirt with Collar and cuff attachment • Trouser • Jacket <p style="text-align: center;">OR</p> <p>Pattern Making and construction of women’s wear Garments</p> <ul style="list-style-type: none"> • Corset • Unlined jacket • Bifurcates/ Trousers • Evening Dress 	75
Unit IV	<p>Basic Draping</p> <ul style="list-style-type: none"> • Basic bodice-front & back • Basic skirt-front & back • Evaluation of fit and development of Slopers • Dart manipulation • Style lines of Bodice • Skirt with flare 	20

Unit V	Introduction to Pattern Grading <ul style="list-style-type: none"> • Grading of Basic Skirt or Trouser • Grading of basic bodice 	10
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Keylearnings:

- 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

Learning and Teaching Strategy

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

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, 5th 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

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

Keylearnings:

- 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

Learning and Teaching Strategy

The course is delivered via face-to-face mode; Classes will consist of lectures, tutorials, Industry visits and Videos.

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

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

Learning and Teaching Strategy

The course is delivered via face-to-face mode; Classes will consist of lectures, tutorials, Industry visits, interviews with Industrialist 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 Sussex