



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Textile Technology
Choice Based Credit System (CBCS) in Light of NEP-2020
Generic Elective for PG Courses
(2021-2023)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MTTX504	GE	THEORY OF FASHION STUDIES	60	20	20	-	-	3	0	0	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit.

*Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

1. To introduce about the concept of fashion.
2. To understand the designing terms and elements used in garments related to fashion.
3. To demonstrate the effect and application of color psychology.
4. To give basics idea of draping, darting and designing of different parts of garment.

Course Outcomes (COs):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes.

The students will be able to:

1. Understand the fashion trends and forecast.
2. Make the different designs applying elements of design.
3. Apply colors according to the psychology.
4. Make different parts and dresses using draping technique.

Syllabus:

Unit-I Introduction to Fashion

10 HRS

Introduction to Fashion definition and origin terms & definitions, Traditional Indian garments, Ornamentation, Embroidery: General rules for Hand and Machine Embroidery – Special Attachments to Sewing Machines for Embroidery – Tools and Equipments – Needles – Threads, Ethical Garments.

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Unit-II Different Fashion Governing Factors and Fashion Cycle **9 HRS**

Classification of fashion style, fashion cycle and reasons for change in fashion, Latest Fashions based on age, Gender Balance, Nationality Occupation, Socio-Economic Status, Climate conditions and Technological developments.

Unit-III Introduction to different components of Dress **8 HRS**

Introduction to neck lines, waistlines, hemlines, collars, sleeves, cuffs, plackets and pockets. Fullness applied in apparel tucks, pleats, gathers, shirring, frills or ruffles, flounces.

Unit-IV Introduction to Pattern Making and Different Body and Face Variations **10 HRS**

Pattern making - methods, Types of paper patterns, principles of pattern Drafting - Drafting basic bodice front, back & Sleeve, Draping: Introduction to draping, equipment and dress forms, Preparation of muslin for draping, fabric behavior, Principles and techniques of draping.

Figure irregularities - stout figure, thin figures, Slender figure, broad shoulders, Narrow shoulders, round shoulders, flat bust, Large bust, large Abdomen, large hips. Faces - round, Large, small, broad, chin - Prominent and Jaw, prominent forehead

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Unit-V Introduction to Wardrobe Planning and Different Types of Dresses 8 HRS

Silhouettes – Types and their application in everyday use. Skirts - Basic concepts in designing the variety of skirts. Trousers – Basic concepts in designing the variety of trousers. Wardrobe planning - design development for formal, casual, party and sports wears for men, women and kids based on their location.

Text Books:

1. Elements of Fashion and Apparel Design, Sumathi, G.J., New Age International Publishers, New Delhi.
2. Draping for Apparel Industry, Armstrong, H. J., Bloomsbury Publishing, 2013.
3. Introduction to clothing production management, Chuter, A. J., Wiley, 2011.
4. The technology of clothing manufacture, Carr, H., Iatham, B., Om Book Service, 1994.

References:

1. Fashion Source Book, McKelvey, K., Balckwell Publishing, New Delhi.
2. Apparel manufacturing hand book: Analysis, Principles and Practice, Solinger, J., 1988.

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