

GUJARAT TECHNOLOGICAL UNIVERSITY, AHMEDABAD, GUJARAT
Course Curriculum

ELEMENTS OF FASHION
(Code: 3335102)

Diploma Programmes in which this course is offered	Semester in which offered
Computer Aided Costume Design and Dress Making	3 rd Semester

1. RATIONALE

This course helps in understanding concept of fashion and the factors that affect fashion. It enables the students to familiarize with fashion terminology. Understanding of the fashion trends is must for garment designers to make their designs acceptable in market. Thus this is a very important course for students of CACDDM programme.

2. LIST OF COMPETENCIES (Programme Outcome according to NBA Terminology):

The theory in this course is to be taught in such a way that after completion of this course student should be able to acquire following competency.

- **Apply appropriate element and principles of fashion in given situation.**

3. TEACHING AND EXAMINATION SCHEME

Teaching Scheme (In Hours)			Total Credits (L+T+P)	Examination Scheme				Total Marks
L	T	P		Theory Marks		Practical Marks		
L	T	P	C	ESE	PA	ESE	PA	100
3	0	0	3	70	30	00	00	

Legends: L-Lecture; T – Tutorial; P -Practical; C – Credit; ESE -End Semester Examination; PA - Progressive Assessment.

4. DETAILED COURSE CONTENT

Unit	Major Learning Outcomes (Course Outcomes as per NBA terminology)	Topics and Sub-topics
Unit –1 Defining Fashion	1a. Differentiate between style, fashion and trend.	1.1 What is fashion 1.2 Difference between style, fashion and trend.
Unit– 2 Fashion Theory	2a. Explain fashion theory and life cycle of fashion 2b. Explain the bell curve	2.1 Veblen’s theory of leisure class 2.2 The bell curve 2.3 Haute couture, pert e porter, high fashion, diffusion line, bridge fashion, mass manufactured 2.4 Trends in fashion 2.5 Trickle up, trickle down and trickle across theory 2.6 Fads and classic
Unit– 3 Elements of Fashion	3a. Apply different elements of Fashion	3.1 Fabric: fabric quality, weave, texture, ornamentation etc. 3.2 Colour 3.3 Fit 3.4 Fall 3.5 Shapes and Proportions
Unit – 4 Factors Affecting Fashion	4a. Explain the affect of different factors on fashion	4.1 The factor of age and gender 4.2 The factor of geography 4.3 The factor of culture 4.4 The factor of economy and class 4.5 The factor of technology 4.6 The factor of ‘icon’ 4.7 The factor of popularity (fashion leaders and fashion followers) 4.8 The factor of taste 4.9 Time period
Unit – 5 Apparel Categorization	5a Categorize clothing / fashion on the basis of given criteria	5.1 Street wear 5.2 Formal wear (business formals) 5.3 Business casuals 5.4 Ethnic wear 5.5 Bridal wear (Western, Indian) 5.6 Kids wear 5.7 Denim wear

Unit	Major Learning Outcomes (Course Outcomes as per NBA terminology)	Topics and Sub-topics
		5.8 Lounge wear 5.9 Resort wear 5.10 Beach wear 5.11 Sports wear 5.12 Active sports wear
Unit – 6 Fashion Research	6a Explain about fashion research, ideation and presentation boards	6.1 Design brief analysis 6.2 Key words analysis and mind mapping 6.3 Consumer research and boards (psychographic and demographic) 6.4 Concept boards 6.5 Brand research boards

5. SUGGESTED SPECIFICATION TABLE WITH HOURS & MARKS (Theory)

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks			
			R Level	U Level	A Level	Total
I	Defining Fashion	4	2	4	2	08
II	Fashion Theory	8	4	6	4	14
III	Elements of Fashion	8	6	4	4	14
IV	Factors Affecting Fashion	8	6	2	4	12
V	Apparel Categorization	8	2	4	6	12
VI	Fashion Research	6	2	2	6	10
	Total	42	22	22	26	70

Legends: R = Remember; U = Understand; A = Apply and above levels (Bloom's revised taxonomy)

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

6. SUGGESTED LIST OF EXERCISES/PRACTICAL

Not Applicable

7. SUGGESTED LIST OF STUDENT ACTIVITIES

- i. Students will maintain a learning diary
- ii. Students will prepare presentation boards
- iii. Student will collect photographs from internet which is related to the field.
- iv. Visit fashion week/fashion shows being arranged in the town

8. SPECIAL INSTRUCTIONAL STRATEGIES (If Any)

- i. Students should be asked to visit the market and do a survey research on latest fashion trends in different type of apparels.
- ii. Video clippings from latest fashion shows should be shown and discussed to make concepts of fashion clear to students.

9. SUGGESTED LEARNING RESOURCES

A. List of Books

Sr. No.	Title of Book	Author	Publication
1.	Fashion Design Essentials: 100 Principles of Fashion Design	Rockport Jay Calderin	
2.	The culture of Fashion	Christopher Breward	
3.	Fashion and Modernity	Christopher Breward	
4.	Fashionology: An Introduction to Fashion Studies	Yuniya Kawamura	
5.	Fashion and Its Social Agendas: Class, Gender, and Identity in Clothing	Diana Crane	
6.	Fashion Cultures: Theories, Explorations and Analysis	Stella Bruzzi	

B. List of Major Equipment/ Instrument

Internet access and multimedia projector

C. List of Software/Learning Websites

Websites of the popular brands of garments

10. COURSE CURRICULUM DEVELOPMENT COMMITTEE**Faculty Members from Polytechnics**

- **Prof. (Ms) I. J. Dave**, HOD CACDDM, Sir BPI Bhavnagar
- **Prof.(Ms) Nirja Atrey**, Lecturer CACDDM, GGP Ahmedabad
- **Prof.(Ms) K. P. Shah**, I/C HOD CADDM, C U SHAH Poly, Surendranagar
- **Prof.(Ms) B. K. Patel**, Lecturer CACDDM, GGP, Ahmedabad

Faculty Members from NIFT Gandhinagar.

- **Prof. Ravi Joshi**, Assistant Professor, Fashion Design
- **Prof. Vishal Gupta**, Associate Professor, Fashion Design

Coordinator and Faculty Members from NITTTR Bhopal

- **Prof. (Mrs.) Chanchal Mehra**, Associate Professor, Department of Vocational Education and Entrepreneurship Development
- **Dr Shashi Kant Gupta**, Professor and Coordinator for State of Gujarat.