

**GUJARAT TECHNOLOGICAL UNIVERSITY, AHMEDABAD, GUJARAT**

**COURSE CURRICULUM**

**COURSE TITLE: ELEMENTS OF FASHION -II**

**(Code: -3345103)**

<b>Diploma programme in which this course is offered</b>	<b>Semester in which offered</b>
Computer Aided Costume Design and Dress Making	4 <sup>th</sup> semester

**1. RATIONALE**

Every costume designer should know about fashion and latest fashion trends if he/she wants his/her products to be appreciated by the consumers. This course therefore helps the students to familiarize with fashion capitals, fashion brands, fashion designers and consumer segmentations in order to understand the nuance of fashion as a global phenomenon affecting lifestyle and commerce. This will help to keep themselves updated with knowledge and developments in fashion world.

**2. COMPETENCY**

The course content should be taught and curriculum should be implemented with the aim to develop required skills in the students so that they are able to acquire following competency:

- **Gain knowledge about the national and international fashion scenario affecting life style and commerce.**

**3. COURSE OUTCOMES:**

The theory should be taught and practical should be carried out in such a manner that students are able to acquire required learning out comes in cognitive, psychomotor and affective domain to demonstrate following course outcomes.

- Appreciate the influence of style icons on fashion across the globe.
- Explain unique selling proposition 'USP' and signature style of important fashion designers across the world.
- Explain principle and intangible of fashion

**4. TEACHING AND EXAMINATION SCHEME**

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

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

**5. DETAILED COURSE CONTENTS**

<b>Unit</b>	<b>Major Learning Outcomes</b> (Outcomes in cognitive domain )	<b>Topics and Sub-topics</b>
<b>Unit- I Clothing terminologies</b>	1a Define terminologies associated with clothing.	1.1 Terminologies associated with clothing 1.1.1 Terms for clothing details 1.1.2 Terms for clothing articles 1.1.3 Terms for materials and techniques associated with clothing
<b>Unit-II Fashion Basics</b>	2a Explain principle and intangible of fashion.	2.1 Principles of fashion 2.2 The intangible of fashion
<b>Unit- III Fashion icons</b>	3a Appreciate the influence of style icons on fashion across the globe.	3.1 Study of various personalities (historic and contemporary) associated with fashion, music, art, film, television, politics, etc. who had a unique style that made them popular and had a lasting effect on fashion
<b>Unit- IV Fashion capitals of the world</b>	4a Describe the International fashion scenario with reference to specific fashion hubs.	4.1 Introduction to various fashion capitals of the world 4.2.1 Introduction 4.2.2 Cultural and fashion climate 4.2.3 Street fashion observed 4.2.4 Fashion weeks and trade shows
<b>Unit-V Fashion designers</b>	5a Explain unique selling proposition 'USP' and signature style of important fashion designers across the world.	5.1 Prominent designers in India and their signature style, evolution and current collections 5.2 Prominent international designers and their signature style, evolution and current collections 5.3 Historically important fashion designers
<b>Unit- VI Fashion brands</b>	6a Describe fashion brands and their USP.	6.1 Introduction to various national and international fashion brands 6.2 Analysis of the nature of products that they sell 6.3 Observing the signature look and values that the brand promotes 6.4 The kind of consumer segmentation that the brand identifies with 6.5 The promotional activities of the brands and how does these advertisements reflect the aspirations of the brand
<b>Unit-VII</b>	7a Describe the Sources and	7.1 Creator of fashion inspiration

Unit	Major Learning Outcomes (Outcomes in cognitive domain )	Topics and Sub-topics
Sources and Creator of Fashion	Creator of Fashion	7.2 Promotion of fashion from designer to closet.

## 6. 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	Clothing terminologies	6	4	6	0	10
II	Fashion Basics.	4	2	2	2	6
III	Fashion icons	8	6	4	2	12
IV	Fashion capitals of the world	8	6	4	2	12
V	Fashion designers	7	4	4	2	10
VI	Fashion brands	7	4	4	2	10
VII	Sources and Creator of Fashion	7	4	4	2	10
<b>Total Hrs</b>		<b>42</b>	<b>30</b>	<b>26</b>	<b>14</b>	<b>70</b>

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.

## 7. SUGGESTED LIST OF PRACTICALS/EXERCISE

Not applicable

## 8. SUGGESTED LIST OF PROPOSED STUDENT ACTIVITIES

Students will maintain a journal/ learning diary in which all the sessions should be Documented with visual examples. A suggestive list of activities is given below.

- i. Compile information related to clothing terminologies along with visual description in the learning diary
- ii. Prepare visual description of 10 fashion icons from around the world.
- iii. Compile visual and textual material about each fashion capitals of the world, fashion designers, and fashion brands in the learning diary.

## 9. SPECIAL INSTRUCTIONAL STRATEGIES (If any)

- i. Show video/animation films about latest fashion development
- ii. Take students to shops of famous brands and discuss latest trends in fashion
- iii. Ask students to visit websites of famous fashion designers and brands and prepare reports about latest trends.

## 10. SUGGESTED LEARNING RESOURCES

### A. List of Books

Sr. No.	Title of Books	Author	Publication
1	Fashion Design Essentials: 100 Principles of Fashion Design (Essential Design Handbooks)	By Jay Calderin	Rockport Publishers 2011
2	The Culture of Fashion. A New History of Fashionable Dress (Studies in Design) Paperback	By Christopher Breward	Manchester University Press 1995
3	Fashion and Modernity	By Christopher Breward	Bloomsbury Academic 2005
4	Fashion-ology: An Introduction to Fashion Studies (Dress, Body Culture)	By Yuniya Kawamura	Bloomsbury Academic; 1st edition, 2005
5	Fashion and Its Social Agendas: Class, Gender, and Identity in Clothing	By Diana Crane	University Of Chicago Press 2001
6	Fashion Cultures: Theories, Explorations and Analysis	By Stella Bruzzi, Pamela Church Gibson	Routledge; New edition 2001

### B. List of Major Equipment/ Instrument

N. A.

### C. List of Software/Learning Websites

- i. [www.rituberi.com](http://www.rituberi.com)
- ii. [www.manishmalhotra.in](http://www.manishmalhotra.in)
- iii. [www.rohitbal.com](http://www.rohitbal.com)
- iv. [www.benetton.com](http://www.benetton.com)
- v. [www.leecooper.com](http://www.leecooper.com)
- vi. [www.pantaloons.com](http://www.pantaloons.com)

## 11. COURSE CURRICULUM DEVELOPMENT COMMITTEE

### Faculty Members from Polytechnics

- **Prof. (Ms.) N. A. Atrey**, Lecturer CACDDM, GGP, Ahmedabad
- **Prof. (Smt.) U. R. Panchal**, Lecturer CACDDM, C.U. Shah Polytechnic, Surendranagar.
- **Prof. (Ms) B. K. Patel**, Lecturer CACDDM, GGP, Ahmedabad
- **Prof. (Ms.) A. R. Rathod**, Lecturer CACDDM, A.V.P.T., Rajkot.
- **Prof. (Mrs.) D. B. Suthar**, Lecturer CACDDM, G.P.Himatnagar.

**Faculty Members from NIFT Gandhinagar.**

- **Prof. Ravi Joshi**, Assistant Professor, Fashion Design

**Coordinator and Faculty Members from NITTTR Bhopal**

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