

## FIRST YEAR / SEMESTER ONE

### **DOD1001 FASHION STUDIO I**

#### **COURSE INTENT:**

This course introduces students to the method of taking measurements and making the sloper along with the knowledge of sizing and Pattern Making terminologies. The method of making pattern by Drafting and Flat pattern technique would be covered, where the students will learn to sketch components of the garment and develop the same.

#### **COURSE CONTENTS:**

Introduction to pattern making - Meaning and methods of making patterns, tools required for pattern making and construction, taking measurements from body, from dress form, standard measurements.

Introduction to sewing techniques - Sewing machine and its parts, operating the sewing machines, operating power machines, sewing supplies.

Drafting slopers – Drafting of basic block and Sleeve block.

Stitches and seams - Temporary and permanent hand stitches, different machine stitches, different seams and seam finishes.

Added fullness - Construction of various elements for adding fullness to garments with tucks, pleats, gathers and darts

Collars: Types of collars, drafting collars using measurements and flat pattern technique, stitching different collar.

Necklines and Sleeves: Types of necklines, finishing necklines by binding and facing. Types of sleeves and sleeve variations

Placket and Pockets: Types of plackets, stitching different types of plackets

Project: Pattern making and stitching short kurta with simple collar.

#### **COURSE OUTCOMES:**

On the completion of this module, the students should be able to:

- Understand the basics of Pattern Making and Construction along with terminologies.
- Understand the different types of garment component finishes
- Convert two dimensional form into three dimensional form of a garment.

#### **REFERENCES:**

1. Armstrong H.G. Pattern Making for Fashion Design. Prentice Hall, New York.
2. McCunn D., Lew R. How to Make Sewing Patterns. Blue Feathers.
3. Zarakar K.R. (2005). Zarakar System of Cutting. Navneet Publications. India.
4. Hollen N. R., Kundel C.J. Pattern Making by Flat Pattern Method. Prentice Hall Publication.
5. Aldrich W. (2008). Metric Pattern Cutting for Women's Wear. Willey Blackwell Publication.

### **DOD1003 FASHION ILLUSTRATION I**

#### **COURSE INTENT:**

To introduce students to basic concepts of illustration of male, female and kids figures with reference to eight-head figure and elongated eight-head figures.

#### **COURSE CONTENTS:**

Human anatomy and fashion figures - Basics of human anatomy, human proportions and different body shapes.

Drawing block and robot figures (Men, women and children figures) - 9 head and 10 head drawings, stages in drawing fashion figures – block, robo, one point and wide view perspective.

Figures in details - Drawing faces, arms and hands, legs and feet, foreshortening, hair styles.

Drawing fashion figures (Men, women and children figures) - 9 head and 10 head drawings, stages in drawing fashion figures – fleshed figures, drawing profile figures, drawing  $\frac{3}{4}$  figures.

Garment details - Necklines, collars, sleeves, waistlines, cuffs, skirts, trousers, yokes pockets, openings, hemlines etc.

Garment rendering - Fashion croquis and garment details rendering with light and shadow in colour pencils.

### **COURSE OUTCOMES:**

On the completion of this course, the students should be able to:

- Exhibit hand skills of sketching fashion figures
- Draw and render different garments with detailing
- Use mediums of colours such as markers, colour pencils, collage techniques etc.

### **REFERENCES:**

1. Abbing, Bina. Fashion Sketchbook, New York: Fairchild Publications.
2. Allen, Anne & Seaman Julian. Fashion Drawing: The Basic Principles, London: Batsford Fashion Books.
3. Barnes, Colin. Fashion Illustration. Macdonald.
4. Bryant M.W. Fashion Drawing – Illustration Techniques for Fashion Designers.

## **DOD1005 VISUALIZATION & REPRESENTATION**

### **COURSE INTENT:**

This course intends to make the students see and appreciate the basic design concepts. The first level includes the vocabulary of design and principles of design, understand different materials and explore the use of different materials in design and to expose the students to the concept of colour and the use of colour in design.

### **COURSE CONTENTS:**

Drawing different shapes and forms in various mediums - Drawing from nature, product drawings, perspective drawing, representing positive and negative spaces, light and dark tones with different mediums of drawing.

Exploring various mediums for rendering - Pen and ink rendering, pencil and colour pencil rendering etc.

Design Elements and Principles - Dot, line, shape, form, Texture and colour. Contrast, harmony, rhythm, proportion, unity etc.

Colour wheels and colour dimensions - Primary, secondary and tertiary colours, Prang colour wheel and Munsell colour system.

Colour dimensions -Tints, tones, shades and neutral colours, Colour harmonies related and contrast colour harmonies, Colour Interaction and illusion.

### **COURSE OUTCOMES:**

On the completion of this course, the students should be able to:

- Apply the elements and principles of design in developing designs
- Use the different rendering techniques in designing
- Use the techniques for application of colour in fashion illustrations, design concepts in designing for fashion

### **REFERENCES:**

1. Broomer F. Gerald. (1974). Elements of Design: Space. Davis Publications Inc., Worcester, Massachusetts.
2. Wong Wucius. (1977). Principles of two dimensional Design. Van Nostrand Reinhold, NY
3. Broomer F. Gerald. (1974). Elements of Design: Space. Davis Publications Inc., Worcester, Massachusetts.
4. Dodson B. (1990). Keys to Drawing. North Light Publications, Cincinnati.
5. Mark W., Mary W. (1999). Drawing for Absolute Beginner. F&W Publications, Cincinnati.
6. Davis M. L. (1996). Visual Design in Dress, (3rd ed.). Prentice Hall, Canada. 5. Graves M. (1951). Art of Colour and Design, (2nd ed.).Macgraw-Hill Book Company.
7. Hayashi Studio. (1994). Water Colour Rendering. Graphic-Sha Publishing Co., Ltd.
8. Edwards B. Color by Betty Edwards: A Course in Mastering the Art of Mixing Colors. Penguin Group Inc, New York. ISBN: 1-58542-199-5
9. DAVIS M.L. (1996). Visual Design in Dress. Prentice Hall, Canada.

10. Robert W. Gill. (1984). *Manual of Rendering in pen and ink*. Thames and Hudson, London.
11. Wong Wucius. (1977). *Principles of three dimensional Design*. Van Nostrand Reinhold, NY.

## **DOD1007 SURFACE ORNAMENTATION**

### **COURSE INTENT:**

To introduce students to the traditional embroideries and crafts of India through the application of the same.

### **COURSE CONTENTS:**

Basic embroidery stitches.

Traditional Embroideries of India -Embroideries from North, South, East and West regions of the country.

### **COURSE OUTCOMES:**

On completion of this module, students should be able to

- Develop knowledge of traditional embroideries and crafts and apply into product ranges across the fashion industry.

### **REFERENCES:**

1. John Gillow. *Traditional Indian Textiles*.

## **DOD1009 OVERVIEW OF FASHION INDUSTRY**

### **COURSE INTENT:**

The objective of this course is to introduce the students to the global fashion industry with emphasis on fashion consumer, markets, relate industries, fashion centers and fashion designers.

### **COURSE CONTENT:**

Fundamentals of Fashion- Fashion terminologies, Fashion cycles, Fashion adoption theories, Fashion product categories

Fashion Market and the Consumer - Fashion consumer groups, Consumer demand and its impact.

Impact of Technology and Global Trade on the Fashion Markets

Growth of Fashion Industry - History of Couture, Impact of Industrial Revolution on Apparel industry, Development of the fashion industry – from domestic to global

Segments of Fashion Industry - Textile industry, Apparel industry, Leather industry, Fur industry, Accessory industry, Hosiery industry, Trimming industry

Fashion Centers of the World - Fashion industry in the following countries – France, Italy, England, Germany, Canada, and The United States. International fashion designers and their labels

Overview of Indian Fashion Industry - Nature of fashion industry in India, Size of industry, Indian fashion designers and their labels

### **COURSE OUTCOMES**

On completion of this module, students should be able to

- Identify categories of clothing and its target market groups; fashion seasons.
- Develop a strong understanding of fashion consumer and fashion cycles.
- Relate to the impact of the works by global designers.

### **REFERENCES:**

1. Elizabeth Rouse. *Understand Fashion* B. S. P. Books, Oxford.
2. Elizabeth Bye. *Fashion Design*. Berg Publishers.
3. Gini Stephens Frings. *Fashion From Concept to Source*. Prentice Hall, New Jersey.
4. Mc Call London – *Mc. Calls Fashion in Colour*, The Hamlyn Publishing Group Ltd., Toronto, London.
5. Sharon Lee Tate. (2007). *Inside Fashion Design* (5<sup>th</sup> ed.). Baba Barkha Nath Printers.
6. Meher Castelino. (1994). *Fashion Kaleidoscope*. Rupa and Co.

## FIRST YEAR / SEMESTER TWO

### DOD1002 FASHION STUDIO II

#### COURSE INTENT:

This course is a continuation of Pattern Making learnt in the earlier semester and would focus on pattern making for different types of garments.

#### COURSE CONTENTS:

Pattern making using Flat Pattern Techniques for Drafting basic skirts and its variations (gore/Umbrella), Construction of basic skirt and Construction of any one variation of skirt (Gore or Circular).

Dart manipulation types, Slash and spread, pivot with single and double dart series.

Drafting princess line bodice (Mid shoulder and Armhole)

Drafting and construction of Princess cut blouse as per standard measurements.

Drafting and construction of Frock

#### COURSE OUTCOMES:

On completion of this module, students should be able to

- Learn the Pattern Making using Flat Pattern Technique and Construction of different types garments.
- Follow different methods of garment detailing/designing, construction and finishing.

#### REFERENCES:

1. Armstrong H.G. *Pattern Making for Fashion Design*. Prentice Hall, New York.
2. McCunn D., Lew R. *How to Make Sewing Patterns*. Blue Feathers.
3. Zarapkar K.R. (2005). *Zarapkar System of Cutting*. Navneet Publications. India.
4. Hollen N. R., Kundel C.J. *Pattern Making by Flat Pattern Method*. Prentice Hall Publication.
5. Aldrich W. (2008). *Metric Pattern Cutting for Women's Wear*. Willey Blackwell Publication.

### DOD1004 DESIGN COLLECTION

#### COURSE INTENT:

This course enables the students to develop their line of garments and enables the student to develop a professional portfolio which portrays the students design philosophy and creativity.

#### COURSE CONTENTS:

**Design Collection:** Design collections would be developed based on a theme. Design boards pertaining to the theme as well as the overall documentation would be created with the help of design software. Range of garments for the selected theme would be developed.

**Introduction to Professional Portfolio:** Brief explanation on the significance of portfolio in career and describing the essential content for portfolio by using best examples. Formats & Mediums: Various formats to prepare portfolio based on orientation, page size, portfolio size for different mediums like online, offline etc. shall be exposed.

**Software Skills:** Overview of various software tools like Adobe Photoshop, Adobe Illustrator, etc. shall be explored, which aids them to present their content as per different formats and mediums. Representation technique: Exposure towards current trends in representation, Color schemes and other relevant technique shall be developed for the compilation of the portfolio.

**Design Collections and Photoshoot:** The best of the design collections would be compiled and presented.

#### COURSE OUTCOMES:

On completion of this module, students should be able to

- Reflect their accomplishments, skills, designs, values and attributes in a resourceful way by creating the portfolio which enables to showcase the significant aspects of one's design.

#### REFERENCES:

1. Drudi E. *Figure Drawing for Fashion Design*.
2. Bruke S. (2006). *Fashion Artist: Drawing Techniques to Portfolio Presentation*. Bruke Publishing.
3. Riegelman N. *9 Heads: A Guide to Drawing Fashion*. 9 heads media, USA.

## **DOD1006 DESIGN PROCESS**

### **COURSE INTENT:**

To introduce students to the stages of the design process; from Inspiration to Production. To promote independent styles of design thinking and innovation. To encourage the use of digital presentation tools and techniques.

### **COURSE CONTENTS:**

**Introduction:** Process of designing, different steps in designing. Combining elements and principles of design.

**Design thinking:** Types and styles of thinking, creative thinking, brainstorming techniques and reverse design process. Creating a design journal.

**Inspiration and Identification:** Inspiration meaning, sources of inspiration, inspiration: an art of creation, design constraints, sustainability in design. Introduction of Adobe Photoshop basics, inspiration/ theme board development, layouts.

**Conceptualization, Exploration and Refinement:** Creating sustainable concepts, Gestalt perception, analysis and presentation of concepts, refinement in terms of alchemy, observing and testing. Recording design development through notes and imagery.

**Definition and Modelling:** Preparing presentation content through digital medium.

**Communication and Production:** Design development, reviewing the design process.

### **COURSE OUTCOMES:**

On completion of this module, students should be able to

- Identify sources of inspiration; research and develop concepts.
  - Utilize manual or digital medium to explain the exploration, refinement and modelling stages.
  - Work within constraints; manage time and task through planning.
  - Relate to all the collaborators and their contributions to the project.
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