

Course Curriculum (Effective from Session 2020-21) lachelor of Science – (B.Sc. – Fashion Design)]

B.Sc. (Fashion Design): Semester-I BFD102: FASHION STUDIES	
Teaching Scheme	Examination Scheme
Lectures: 4 hrs/Week	Class Test -12 Marks
Tutorials: Nil	Teachers Assessment – 6 Marks
Credits: 4	Attendance – 12 Marks
	End Semester Exam – 70 marks

Prerequisite: BFD101/201 History of Fashion-II, BFD 155-Fashion art & Illustration, BFD 301- Fashion Forecast, BFD351- Fashion Art and Design – I, BFD 153/252/352/452- Flat Pattern Making, BFD 154/253-Garment construction, BFD 353-Kids Wear, BFD 453 women's wear, BFD 456-Jewellery Design, BFD 455 Accessory Design, BFD 552-Men's Wear, BFD 553-Functional Clothing, BFD 554-Draping Techniques, BFD456 Minor Project, BFD651 Graduation Design Collection.

Course Objectives:

- 1. To obtain basic knowledge on Fashion and Fashion terminology
- 2. To obtain the knowledge of revolutionary movement of fashion
- 3. To obtain knowledge on fashion designers
- 4. To understand the concept of fashion as a socio-cultural phenomenon
- 5. To understand the role of fashion in media, sports, movies, and various other fields.
- 6. To understand the various theories and terminology used in fashion world

Detailed Syllabus:

Unit I - Introduction to Fashion

Introduction to fashion, Fashion as a socio-cultural phenomenon Factors affecting fashion- Social, Political, Technological, Geographical, Demographical, Psychographic, Lifestyle changes

Unit II - FASHION & CULTURE

Fashion & Culture High culture (Fine art, Literature, Classical Music, Theatre

Pop culture (Television, Pop Music, Movies, celebrity culture)

Low culture (Activities pursued by "Special – interest – groups" outside the mainstream e.g. skateboarding) Study fashion in relation with Modernity and Technological advancement; Street styles – "the Bubble up effect"; industrialization and consumption; globalization

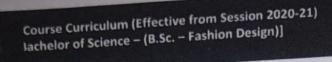
Unit III: Theories of Fashion & Fashion Terminology

Trickle up, Trickle down and Trickle across Fashion Cycle - Classic, FAD, Trend, Style, Fashion Seasons - International market and Indian market Fashion Terminologies - Design, Manufacturing, Product Launch, Retail store, Couture, RTW, Mass-produced, Fashion Designer, Fashion Journalist, Fad, Fit, Pattern, Size label, Care label, Laundering, Fashion Shows, Catwalk, Magazines, Webzines, Social Media, Lingerie, Longue wear, Fragrance, endorsement, Model, Marchandise & Fashion seasons.

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Unit - IV: Designer Study

Indian designers - Sabyasachi, Manish Malhotra, Manish Arora, Ritu Kumar and Anita Dongre I nternational designers - Alexander McQueen, Coco Chanel, Donatella Versace, Giorgio Armani, Yohji Yamamoto

Unit V - Fashion Brands & Icons

Fashion Brands Fashion capitals, Fashion Icons and Role of Fashion in Movies, Sports, Politics

Unit VI - LAB / MINI PROJECT/FIELD WORK

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Course Outcomes:

After completing the course, students will be able to:

- 1. To remember or identify the various basic knowledge on fashion and fashion terminology
- 2. To learn about the various revolutionary movement and the impact in the world of fashion
- 3. To implement the knowledge related to fashion with the help of case studies of fashion designers
- · 4. To analyze the concept of fashion as a social-cultural phenomenon
- 5. To evaluate the different theories and terminology in fashion industry
- 6. To create the awareness and role of fashion in media, sports, movies and various other fields

Suggested Readings:

- ·Gini Stephen Frings (2007), Fashion Concept to Consumer, Pearson
- Elaine Stone (2013), Dynamics of Fashion, Fair Child Books
- Fred Davis (2002), Fashion, Culture and Identity, University of Chicago Press
- On Trend The Fashion Series http://www.deborahweinswig.com/wp-content/uploads/2017/02/From-·Runway-To-Checkout-February-1-2017.pdf
- Fashion Studies Textbook
 - http://cbseacademic.in/web_material/doc/fashion_studies/3_XII_Text_Book.pdf
- Fashion & Style http://www.gov.pe.ca/photos/original/4hsk_fashionRG.pdf
- https://www.mooc-list.com/course/management-fashion-and-luxury-companies-coursera
- https://www.mooc-list.com/course/fashion-style-icons-and-designing-historical-elements-kadenze

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- Different types of Culture around the world
- National and International fashion designers

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