

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

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

Unit - IV: Designer Study

Indian designers - Sabyasachi, Manish Malhotra, Manish Arora, Ritu Kumar and Anita Dongre International 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

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

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