

B.Sc. (Fashion Design): Semester-III BFD 301: FASHION FORECAST	
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:** BFD451 Fashion Art & Design-II, BFD 456 Minor Project, BFD 551 Portfolio Development  
BFD 651 Graduation Design Collection

**Course Objectives:**

1. To explain in detail the importance of concept of fashion forecast
2. To give knowledge of fashion elements that help in creating fashion forecast.
3. To give an overview of different fashion terminology
4. To explain what different factors that affects fashion forecast and how fashion forecasting is done.
5. To give complete knowledge of importance of creative writing
6. To provide knowledge of fashion magazines, sources of design

**Detailed Syllabus:**

<b>Unit I: Concept of fashion forecasting</b>
<b>Elements of fashion forecasting:</b> Definition, Factors affecting fashion forecasting, Awareness of fashion trends, fairs and international centers, Sources of fashion forecast
<b>Fashion elements:</b> Types of silhouettes, Type of body shapes, Clothing categories for women, men's and children
<b>Unit II: Fashion theories:</b>
Fashion cycle, and theories, terms related to fashion
<b>Study of fashion trends:</b> Source of design, sources of forecasting fashion trends
<b>Fashion forecast magazines:</b> International and Indian fashion magazines
<b>Knowledge of creative writing</b>
<b>Unit III: Interpretation of fashion trends and forecast</b>
<b>Unit IV: Steps in fashion forecasting</b>

  
Registrar  
Invertis University  
Bareilly

Dean  
Faculty of Science  
Invertis University, Bareilly (U.P.)

**Course Outcomes:**


After completing the course, the student shall be able to:

1. To remember the importance of fashion forecasting for designers, manufacturers, retailers and consumers.
2. To understand the source of design creation and method of fashion forecasting.
3. To apply about the various International and Indian magazine that support relevant data forecasting.
4. To analyze the importance of silhouette, body shapes and creativity writing in the field of fashion.
5. To evaluate the difference between the clothing categories of women, men and kids.
6. To create how fashion forecasting is done by forecasters like designers, blogger, models, fashion leaders, celebrities.

**Suggested Readings**

- McKelvey, K., "Fashion Source Book", 1996, 1st edition, Wiley-Blackwell.
- Brannon, E. L., "Fashion Forecasting", 2002.
- Phaidon Editors., "The Fashion Book". 2016. Phaidon Press.
- Ireland, P. J. and Ireland, P., "Introduction to fashion design", 2003, Batsford.
- Scully, K., and Cobb, D. J. Color Forecasting for Fashion., 2012., Thames & Hudson.
- Tate, S. L., "Inside fashion design", 1998., 4 th Edition, Longman Pub Group.

Note: Latest edition of readings may be used

  
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