

16TF204 FASHION, ART, DESIGN AND ACCESSORIES

Hours Per Week :

L	T	P	C
3	-	-	3

Total Hours :

L	T	P	WA/RA	SSH/HSB	CS	SA	S	BS
45	-	-	-	10	-	10	5	5



Course Description and Objectives:

This course offers introduction to fashion, art and design, consists of basic definition of fashion, classification and its type, types of design, elements of designing, traditional textiles of India and role of garment accessories. The objective of this course is to provide insights into fashion designing and technology.

Course Outcomes:

The student will be able to:

- define and discuss fashion, art and design related terms.
- understand the classification and types of fashion.
- describe different types of traditional textiles of India.
- explain the aesthetic and functional purpose of commonly used garment accessories.
- discuss key factors in the design of typical leather and ornamental fashion accessories.

SKILLS:

- ✓ *Trace origin of any clothing and costume.*
- ✓ *Identify the nature of fashion for the leading fashion brands.*
- ✓ *Give the styling techniques and material requirement for the traditional costume.*
- ✓ *Identify the different textile techniques of traditional India.*
- ✓ *Select material for garment accessories based on aesthetic and functional requirements.*
- ✓ *Select material for leather accessories based on aesthetic and functional requirements.*

ACTIVITIES:

- *Making of mood board for particular theme.*
- *Selection of design and color from mood board.*
- *Design of clothing based on mood board.*
- *Accessories designing using ribbons, braids, laces, appliqués, buttons, zippers, snap fasteners etc.*
- *Showcase of ornamental accessories as per specific theme.*

UNIT - 1**L-10**

INTRODUCTION TO FASHION, ART AND DESIGN : Definition of fashion, art, design, Costume and clothing, Origin and history ; Importance of clothing, Factors to be considered in the selection of clothing; Evolution of dress from paintings, Cuttings, Sculpture and wood carvings.

Classification and Types of Fashion - Factors effecting fashion, Business of fashion, Theories of fashion; Study of leading fashion designers – French, Italian, American, Indian and English.

UNIT - 2**L-9**

DEFINITION OF FASHION DESIGNING : Concepts of design, Types of design, Elements of design, Principle of designing, Role of fashion designers.

COSTUMES OF ANCIENT CIVILIZATIONS: History of Indian costumes – Mughal and post-Mughal periods; Traditional costumes of different states of India; Costumes of ancient civilizations - Egypt, Greek, Roman, English, French empires during Renaissance 1500 –1600 AD; Overview of costumes of Pakistan, Sri Lanka, Burma, China, Japan and Africa.

UNIT - 3**L-9**

TRADITIONAL TEXTILES OF INDIA : History of embroidered, hand-woven, dyed, printed and painted textiles of India; Floor coverings: Carpets and durries; Colored textiles – Bandhani, Patola, Ikkat, Pochampalli; Woven textiles Brocades, Jamavar, Paithani, Jamdani, Chanderi, Maheshwari, Kanjivaram, Kota, Baluchari, Dacca Muslin, Himrus and Amrus; Printed textiles – Chintz, Sanganer; Painted textiles – Kalamkari; Shawls of Kashmir.

UNIT - 4**L-8**

GARMENT ACCESSORIES : Introduction to fashion accessories – classification of various accessories; Selection of materials, Design, Functional and aesthetic performance and their advantages; Ribbons, Braids, Laces, Appliqués, Buttons, Zippers, Snap fasteners, Hooks and eyes, Hook and loop tape; Eyelets, Neck tie, Scarves, Stoles, Umbrella, Socks, Stockings, Veils.

UNIT - 5**L-9**

LEATHER ACCESSORIES : Selection of materials, Design, Functional and aesthetic performance and their advantages; Various styles of footwear, Belts, Gloves, Hand bags, Hats, Wallets, and other personal leather goods; Concepts of patternmaking techniques and the production process of these accessories.

ORNAMENTAL ACCESSORIES : Selection of materials, Design, Functional and aesthetic performance and their advantages; The various styles: Pendants, Waist bands, Wrist bands, Necklaces, Head bands, Bows, Sunglass, Wrist watches, Rings, Ear rings, Bangles, Bracelets and anklets.

TEXT BOOKS:

1. G.Russel, B.Nicholas, "Traditional Indian Textiles", Thames and Hudson, London, 1991.
2. J. Peacock, "Fashion Accessories – The Complete 20th Century Source Book", Thames and Hudson Publication, 2000.

REFERENCE BOOKS:

1. G.S Churye, "Indian Costume", Prakashan Pvt. Ltd., Bombay, 1995.
2. R. Bhargav, "Design Ideas and Accessories" Jain Publications Pvt. Ltd., 2005.
3. P. Tortora, "Encyclopedia of Fashion Accessories", Om Books Publication, 2003.
4. Elaine Stone, "Fashion Merchandising – An Introduction", 5th edition, McGraw-Hill, 1990.