

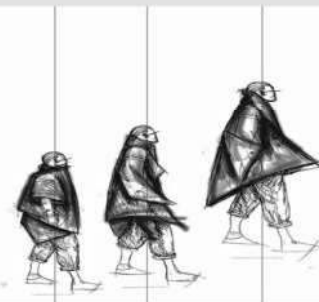
# 19TT204 FASHION THEORY

Hours Per Week :

L	T	P	C
3	-	2	4

Total Hours :

L	T	P	WA/RA	SSH/HS	CS	SA	S	BS
45	-	30	10	45	-	-	-	-



SOURCE:

ARTS THREAD

January 2019 <https://www.pinterest.com/pin/307370743296698101/>

## 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 fundamentals of fashion theory, designing and technological aspects of fashion.

## COURSE OUTCOMES:

Upon completion of the course, the student will be able to achieve the following outcomes:

COs	Course Outcomes	POs
1	Identify and discuss Theoretical aspects of fashion, design and technology with respect to various selection factors.	2
2	Review the evolution of clothing and interpretation of theories relating to fashion.	2
3	Illustrate different clothing of Indian states and civilizations.	1
4	Design and apply various fashion accessories for a specific garment style.	1,3

## 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 aesthetic and functional requirements.

**UNIT - I****L-9**

**INTRODUCTION TO FASHION DESIGN** : Definition of fashion 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 - II****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** : 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 - III****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, pocchampalli; Woven textiles brocades, jamavar, paithani, jamdani, chanderi, maheshwari, kanjivaram, kota, baluchari, dacca muslin, himrus and amrus. Printed textiles; Chintz, sanganeri; Painted textiles; Kalamkari; Shawls of kashmir.

**UNIT - IV****L-9**

**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 - V****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 pattern making 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.

**LABORATORY EXPERIMENTS****COURSE OBJECTIVES:**

The objective of this course is to develop among the students the basic creative and manipulative skills necessary for fashion design through various shading techniques.

**COURSE OUTCOMES:**

Upon completion of the course, the student will be able to achieve the following outcomes :

- sketch the various elements and principles of designing.
- examine the human body structure (anthropometry) to design clothing.

- draw fashion figures and visually communicate apparel design details.
- demonstrate an understanding of the colour theory using various colour schemes.
- illustrate different styles of garment components and reproduce them to fit on to fashion figures.
- development of mood board, color board, fabric board for fashion applications

**LIST OF EXPERIMENTS:****TOTAL HOURS: 30**

1. Lines and strokes using pencil shading techniques; lettering and numbering styles.
2. Elements of design and Principles of design.
3. Different postures of human head, hand, leg and feet and types of hair styles.
4. Sketching of lay figure using head theory.
5. Preparation of Prang's colour wheel and different colour schemes.
6. Rendering different fabric textures.
7. Designing different structural elements of design like Sleeves, cuffs, and necklines. Skirts, pockets, trousers, and skirt tops
8. Decorative surface embellishment:  
Cutwork, drawn thread work, eyelet and mirror work, shadow work, ribbon work and Kundan work.
9. Appliqué work and Patch work.
10. Fabric Painting:  
Colour theory, mixing techniques, basic paint brush strokes, Stencil painting, spray fabric paint, sponges and stamp painting
11. Development of Tie and Dye designs on fabrics
12. Development of Batik printing designs on fabrics
13. Development of leather products using leather patterns
14. Development of metal accessories like bracelet, necklace, rings, lockets
15. Development of mood board, color board and Fabric board for fashion products.

**TEXT BOOKS:**

1. G. Russel, B. Nicholas, "Traditional Indian Textiles", Thames and Hudson, London, 1991.
2. J. Peacock, "Fashion Accessories – The Complete 20<sup>th</sup> 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", 5<sup>th</sup> edition, McGraw-Hill, 1990.