


**DIPLOMA IN APPAREL DESIGN AND FABRICATION TECHNOLOGY
FIRST SEMESTER**

	Course Title: FASHION FUNDAMENTALS		
	Credits (L:T:P) : 4:0:0	Total Contact Hours: 52	Course Code: 15FT13T
	Type of Course: Lectures, Self Study & Quiz	Credit :04 SEE- 100 Marks CIE- 25 Marks	Core/ Elective: Core

Prerequisites: Knowledge of basic Apparel Construction

COURSE OBJECTIVES

- 1 To understand eight heads theory**
- 2 To apply designing principles and use of elements in design**
- 3 To analyze the costumes of various states**
- 4 To understand the present trends.**

At the end of the course the students should be able to:

Course Outcomes	
CO1	To Analyze human anatomy and Apply to Silhouette
CO2	Ability to identify National and International Fashion trends
CO3	To evaluate and apply elements of design
CO4	To create fashion from ideas of designers and design Indian clothing
CO5	Differentiate various state costumes
CO6	To understand and identify the different fashion medias

At the end of the course the students should be able to:

Course Outcomes		CL	Linked PO	Teaching hrs
CO1	To Analyze human anatomy and Apply to Silhouette	U/A	1,2,5,9	6
CO2	Ability to identify National and International Fashion trends	U/R/A	1,2,3 ,4,8	10
CO3	To evaluate and apply elements of design	U/R/A	1,4,5,9,10	8
CO4	To create fashion from ideas of designers and design Indian clothing	U/R/A	1,4,5,9,10	10
CO5	Differentiate various state costumes	U/R/A	3,6,7,10	6
CO6	To understand and identify the different fashion medias	U/R/A	1,2,8,9,10	12
				52

COURSE-PO ATTAINMENT MATRIX

Course	Programme Outcomes									
	1	2	3	4	5	6	7	8	9	10
FASHION FUNDAMENTALS	3	2	1	3	3	1	1	2	3	3

Level 3- Highly Addressed, Level 2-Moderately Addressed, Level 1-Low Addressed.

Method is to relate the level of PO with the number of hours devoted to the COs which address the given PO.

If $\geq 40\%$ of classroom sessions addressing a particular PO, it is considered that PO is addressed at Level 3

If 25 to 40% of classroom sessions addressing a particular PO, it is considered that PO is addressed at Level 2

If 5 to 25% of classroom sessions addressing a particular PO, it is considered that PO is addressed at Level 1

If $< 5\%$ of classroom sessions addressing a particular PO, it is considered that PO is considered not-addressed.

COURSE CONTENT AND BLUE PRINT OF MARKS FOR SEE

Unit No	Unit Name	Hour	Questions to be set for (5marks) PART - A			Questions to be set for (10marks) PART - B			Marks weightage (%)
			R	U	A	R	U	A	
1	HUMAN ANATOMY	6	-	-	1	-	-	1	11.53
2	PRINCIPLES AND ELEMENTS	10	1	-	1	-	1	1	19.23
3	INTRODUCTION TO FASHION	8	-	1	1	1	-	1	15.38
4	FAHSION INDUSTRY	10	-	1	1	1	-	1	19.23
5	FASHION PROMOTION	6	1	-	-	-	1	-	11.53
6	COSTUMES	12	-	1	-	1	-	1	23.07
			09(45marks)			10(100 marks)			100
	TOTAL	52							

Legend: R; Remember, U: Understand A: Application

CONTENT

Unit	Major Topics	Hours Allotted
1	HUMAN ANATOMY	6
2	PRINCIPLES AND ELEMENTS	10
3	INTRODUCTION TO FASHION	8
4	FAHSION INDUSTRY	10
5	FASHION PROMOTION	6
6	COSTUMES	12
	TOTAL	52

UNIT – I

HUMAN ANATOMY:

6hrs

1.1 Knowledge of Eight head theory

1.2 Division of human figure according to eight head, its importance and uses.

1.3 Study of human figures – proportionate figure, abnormal figure, tall and thin figure, short and stout figure, corpulent figure, semi corpulent figure, erect figure.

UNIT – II

PRINCIPLES AND ELEMENTS

10hrs

2.1 Principles of Design – proportion, Balance, rhythm, emphasis and unity

2.2 Elements of design – Line, Silhouette, Color, Textures, Patterns

2.3 Study of Colors - Introduction and classification of colors, Color Wheel, Color Hue, Values, Intensities, Shade and tints of color Color Harmonies, Psychology of Colors

2.4 Types of Silhouettes: Natural body silhouette, Slim line ,Rectangular, Wedge Silhouette, Hourglass silhouette

UNIT III

INTRODUCTION TO FASHION

8hrs

- 3.1 Introduction to Fashion, definition of fashion**
- 3.2 Evolution of fashion and Fashion cycle- Trends, Cycles, Taste, classic, Fad**
- 3.3 Types of Fashion - Street Fashion, Haute Couture, High Fashion, Mass Fashion,**
- 3.4 Factors affecting on fashion-psychological factors, Demographic factors, economic factors**
- 3.5 SOURCES OF INSPIRATION - Nature, Historical monuments, Museums, Ethnic Costumes**
- 3.6 Study of Accessories – TYPES: Headgears, Footwear, Jewelries , Bags. CLASSIFICATION of each into men, women, and the types thereon.**
- 3.7 Fashion Apparel Categories**

UNIT IV

10hrs

FASHION INDUSTRY

- 4.1 Levels of fashion Industry – Raw Material suppliers, Fashion design and Manufacturing, Fashion Retail, Fashion Promotion**
- 4.2 Boutiques-Importance of boutiques**
- 4.3 Indian and International Fashion centers**
- 4.4 Study of famous Indian and International fashion designers (5 each)**

UNIT V

FASHION PROMOTION

6 hrs

- 5.1 Fashion advertising, fashion shows, fashion journalism**
- 5.2 Fashion conference, fashion trade, fashion fairs and exhibitions**

**UNIT VI
COSTUMES**

12 hrs

6.1 History of Indian costumes from ancient to modern times

6.2 Study of Costumes of following States

Karnataka Andhra Pradesh, Tamil nadu ,Kerala, Maharashtra, Kashmir, Punjab, Rajasthan, Gujarat, West Bengal

SEMINARS

Costumes of Eastern/ western/ Southern/ Northern

COURSE ASSESSMENT AND EVALUATION

	What		To Whom	Frequency	Max. Marks	Evidence Collected	Course Outcomes
DIRECT ASSESSMENT	CIE- Continuous Internal Evaluation	I A Tests	Stu- de- nts	Three IA (Average marks of three IA tests are considered)	20	Blue Books	1 to 5
		Class room Assign- ments		Class room Assign- ments	05	Log of Activity	1&2
				TOTAL	25		
	SEE -SEMESTER END EXAMINATION	End Exam		End Of the Course	100	Answer Scripts	ALL CO's
INDIRECT ASSESSMENT	Student Feedback on course		Stu- de- nts	Middle Of The Course	Feed Back Forms		
	End of Course Survey			End Of The Course	Questionnaire	ALL CO's	

Note: I.A. test shall be conducted for 20 marks. Average marks of three tests shall be rounded off to the next higher digit.

Note to I A Verifier : The following documents to be verified by CIE verifier at the end of semester

1 Blue books

2 Student suggested activities report for 05 marks

3 student feedback on course regarding Effectiveness of Delivery of instructions and Assessment Methods.

Reference Books

Elements of Fashion --Anwani

Fashion the ultimate book of Costume and Style—

A History of Fashion -Frances Kennett

Fashion Buying-- Helen

A History of Costume—Carlkohler

• MODEL OF RUBRICS FOR ASSESSING STUDENT ACTIVITY

Dimension	Scale					Students Score				
	Unsatisfactory 1	Developing 2	Satisfactory 3	Good 4	Exemplary 5	1	2	3	4	5
1.Research & gather information	Does not collect any information relating to the topic	Collects very limited information; some relate to the topic	Collects some basic information; most refer to the topic	Collects a good information; all refer to the topic	Collects a excellent deal of information; all refer to the topic	Ex: 2				
2.Fulfil team's roles & duties	Does not collect any information relating to the topic	Collects very limited information; some relate to the topic	Collects some basic information; most refer to the topic	Collects a good information all refer to the topic	Collects a excellent deal of information; all refer to the topic	3				
3.Shares work equally	Does not collect any information relating to the topic	Collects very limited information; some relate to the topic	Collects some basic information; most refer to the topic	Collects a good information all refer to the topic	Collects a excellent deal of information; all refer to the topic	4				
4.Listen to other Team mates	Does not collect any information relating to the topic	Collects very limited information; some relate to the topic	Collects some basic information; most refer to the topic	Collects a good information; all refer to the topic	Collects a excellent deal of information; all refer to the topic	5				
Grand Average/Total=(2+3+4+5)=14/4=3.5=4						4				

Note: The above rubric is only an example. The concerned Course Coordinator may devise appropriate rubrics for the assigned activity.

MODEL QUESTION PAPER (CIE)

Test/Date and Time	Semester/year	Course/Course Code	Max Marks				
Ex: I test/6 th week of sem 10-11 a m	I SEM	FASHION FUNDAMENTALS	20				
	Year: 2015-16	Course code:15FT13T					
Name of Course coordinator :			Units:1,2 Co: 1,2				
Note: Answer all questions							
Question no	Question				CL	CO	PO
1	Explain eight head theory				A	1	1,2
2	Describe the divisions of eight head theory				U	1	1,2
3	Write the properties of normal figures OR Explain the importance of balance in designing				A	2	1,2
4	Describe psychology of colors OR What is fashion and explain				R	2	1,2

FASHION FUNDAMENTALS

MODEL QUESTION PAPER

PART-A

ANSWER ANY SIX QUESTIONS.EACH QUESTION CARRIES FIVE MARKS

1. Explain Eight heads theory
2. How do you divide human figure according to eight heads theory? Explain
3. Write the properties of normal figures
4. Write the properties of abnormal figures
5. Describe the importance of rhythm in designing
6. Explain the importance of balance in designing
7. Classify the colors and explain
8. Describe psychology of colors
9. What is fashion and explain

PART-B

ANSWER ANY SEVEN QUESTIONS.EACH QUESTION CARRIES TEN MARKS

- 1. How do you divide human figure according to eight heads theory? Explain**
- 2. Write the properties of normal figures**
- 3. Write the properties of abnormal figures**
- 4. Describe the importance of rhythm in designing**
- 5. Explain the importance of balance in designing**
- 6. Classify the colors and explain**
- 7. Describe psychology of colors**
- 8. What is fashion and explain**
- 9. Explain classic with neat sketch**

MODEL QUESTION BANK

FASHION FUNDAMENTALS

EACH QUESTION CARRIES FIVE MARKS

REMEMBER

- 01. Explain Eight heads theory**
- 02. How do you divide human figure according to eight heads theory? Explain**
- 03. Write the properties of normal figures**
- 04. Write the properties of abnormal figures**
- 05. Describe the importance of rhythm in designing**
- 06. Explain the importance of balance in designing**
- 07. Classify the colors and explain**
- 08. Describe psychology of colors**
- 09. What is fashion and explain**
- 10. Explain classic with neat sketch**

UNDERSTAND

- 11 . What is Fad Explain in detail**
- 12 .Describe Street fashion**
- 13 .What is mass fashion**
- 14 .Define Houte couture explain**
- 15 .Describe Apparel categories**
- 16. Explain head gears**
- 17. Describe the importance of Raw material in Fashion industry**
- 18. What is meant fashion retailing?**
- 19. Explain the importance of Boutiques**

20. Explain Fashion journalism

APPLICATION

- 21. Explain Fashion Shows**
- 22. What is the importance of Fashion Fairs and exhibitions?**
- 23. Describe the male costumes of Maharashtra**
- 24. Describe the female costumes of Maharashtra**
- 25. Describe the male costumes of Karnataka**
- 26. Describe the Female costumes of Karnataka**
- 27. Describe the male costumes of Kerala**
- 28. Describe the Female costumes of Kerala**
- 29. Describe the male costumes of Gujarat**
- 30. Describe the female costumes of Gujarat**
- 31. Describe the male costumes of Rajasthan**
- 32. Describe the Female costumes of Rajasthan**
- 33. Describe the male costumes of West Bengal**
- 34. Describe the Female costumes of West Bengal**

EACH QUESTION CARRIES TEN MARKS

REMEMBER

- 1. Classify the Human figures and Explain**
- 2. Differentiate between normal figures and abnormal figures**
- 3. Describe the Principles of design**
- 4. Describe the elements of Design**
- 5. Explain the color Wheel with neat sketch**
- 6. Explain primary, secondary, and intermediate colors**
- 7. Define Silhouettes and explain Natural body Silhouette**
- 8. Explain hour glass silhouette**
- 9. Explain Fashion Cycle with neat Sketch**
- 10. Describe different types of Fashion**

APPLICATION

- 11. What are the psychological factors affect on fashion**
- 12. Explain the sources of Fashion inspiration**
- 13. Describe the different types of Fashion accessories**
- 14. Explain levels of fashion industry**

- 15. What is fashion promotion Explain**
- 16. Describe Indian and international fashion centers**
- 17. Explain any five Indian Fashion designers**
- 18. Explain any five international fashion designers**
- 19. Write the history of Indian costumes**
- 20. Explain the different types of male and female Fashion accessories.**