



HUNERKADA
College of Visual & Performing Arts

DIPLOMA COURSE

SUBJECT: - FASHION DESIGN



Objective & Benefits:

I. Course Description: This basic design course encompasses the fashion design process from inspiration through production. Focus is on terminology, design elements and principles, the creative process of inspiration documentation and design experimentation.

II. Course Overview: The purpose of this course is to aid students' knowledge of fashion design through the elements and principles of design as they pertain to fashion. Design terminology for apparel and recognition of design styles are also included as components of the course. Students will be required to demonstrate creative use of inspiration and design experimentation through various projects and a design journal. Students will also be required to learn and will be assessed on their knowledge of terminology, styles and applicability of the elements and principles. Students will be required to provide any materials required for their projects.

Duration: - Two YEAR
Class Timings: - (Four days a week)
Admission Criteria: - Throughout the year (Individual basis)

COURSE OUT LINE:-

1. Introduction:

- Introduction to the coursework

- What skills do you need?
- Your strengths and weaknesses
- Getting inspiration

2. Understanding the Fashion Cycle

- What is a fashion cycle?
- The introduction
- The rise
- The peak
- The decline and obsolete stage
- Fashion cycle importance in trends
- Trend Lifecycle

3. The history of fashion design

- Garments in ancient society
- Fashion in the 18th Century
- Fashion in the 19th Century
- Fashion in the 20th Century onwards

4. Types of fashion design

- Women's fashion
- Men's fashion
- Children's fashion

5. Design Concepts

- Color
- Color Theory
- Elements of Design
- Principals of Design

-Types of Silhouettes

-Sleeves, Skirts, Collars, Pockets, Necklines, Pants.

6. Producing Garments

Pattern making

- Basic Patterns (Bodice, Skirts, Trouser, Sleeves, Collars)

- Basic measurements

-Draping

- Experimental and Basic

- Sample making

- Sewing and assembly.

-Fabric Manipulation

- Embellishment

- Fabrication

- Techniques and Manipulations

7. Fashion Illustration

-Importance

-Free Hand Sketching

- Stick Figures

- Block Figures

- Muscle Figures

-Proportions

-Manipulation of Proportions

-Shading (Different Mediums)

-Rendering and Backgrounds

8. Virtual Design (Basic)

- Digital Fashion

- Photoshop

- Illustrator

- Coral Draw

9. Predicting trends

- Forecasting trends

- Pop culture and trends

- Other cultures

10. The Youth and Fashion

- Why is fashion so important to youth?

- What influences the youth fashion market?

11. Textile Science

- Fabric Finishing

- Printing Techniques

- Dyeing Techniques

12. Fashion drawing and Collection Collages

- The proportions

- The medium

- The painting technique

- Perspective and movement

- The collage

13. Design Work

- Where to start

- Working with trends

- Planning a collection

- Designing a garment

14. Modification of Basic patterns

- Basic Pattern modification
- Experimental and theme based modifications
- Experimental and theme based draping.

15. Fashion Marketing

- Marketing your fashion design business
- Networking

16. Understanding the Target Market

- Ready-to-Wear versus Couture.

17. Clothing design vs. Product development

- Clothing design
- Research, design, prototype/sample making
- Product development

18. Creating a collection

- Designing a collection

- Final Thesis

ASSESSMENT

The DIPLOMA COURSE students will be assessed as follows:

• Assignments (continues assessment)	60%
• Final Project	30%
• Attendance <u>10%</u>	
TOTAL	<u>100%</u>
PASSING MARKS	50%

Grades will be determined as follows:

A+ = Above 80%

A = 70-79%

B = 55-69%

C = 50-55%

Fail = Below 50%