

# 1 YEAR FOUNDATION PROGRAM IN FASHION DESIGN

## **KIDS WEAR :-**

PROJECT-KNOCK OFF / ANTHROPOMETRY / BRAND STYLIZATION

- Creating replica through construction techniques
- Study of proportion
- Ranges / Collection extension

## **WOMEN'S WEAR :-**

PROJECT – ESSENTIAL WARDOBE (CLASSIC)

- Anthropology of fashion
- Fashion consumer behavior
- Product development

## **FASHION FOUNDATION:**

- Elements of design
- The Principles of Design
- Practical exercises – elements of Design
- Creativity and the design process
- Colour theory and composition

## **TEXTILE FUNDAMENTALS IN APPAREL:**

- Introduction, fiber theory, properties and classification
- Natural fibers, Man made fibers
- Burning characteristics of fibers
- Yarns
- Definition of weaving
- Leather science
- Collection of swatches and maintaining a swatch file

## **ELEMENTARY TAILORING TECHNIQUES:**

- Work terms and definitions
- How to take body measurements
- Drafting child's bodice block
- Drafting of sleeves, sundress ,frocks ,jump suit, dungaree
- Pockets and plackets
- Dart and suppression theory
- Pattern making of the garments to be constructed

## **FASHION FIGURE DRAWING:**

- **KIDS/WOMEN** Different color medium & presentation of illustration
- Figure proportion
- Heads and hats
- Women templates
- Multiple poses
- Facial proportions
- Features – drawing
- Stylization

## **INDIAN ART & COSTUME APPRECIATION:**

- Ancient India civilizations
- Mauryan and sunga periods, Satavahana period
- Medieval period, mughal period

## **EMBROIDERY & SURFACE ORNAMENTATION:**

- Transferring and tracing designs
- thread embroidery 12-15
- White work
- Smocking
- Batik
- Stencil, screen and block printing

# 2 YEAR

# ADVANCE PROGRAM IN FASHION DESIGN

## First Year :-

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# **Second Year :-**

## **MEN'S WEAR:-**

### PROJECT – FLIP SIDE

- Technical fashion sketches
- Reversal of design process
- Collection development inspired from existent designer garment

## **WORKING OF THE INDUSTRY:**

### PROJECT – MASS MANUFACTURE PROCESS / HAUTE COUTURE

- Study of apparel manufacturing process
- Learning steps of the production process
- Prototyping
- Costing and pre- costing
- Advance sewing techniques
- Understanding working & production of high fashion

## **STUDY OF APPAREL MARKETING & MANUFACTURING PROCESS:**

- Marketing management
- Advertising
- Salesmanship
- Structure of clothing industry
- Merchandise pricing
- Basic work measurement
- Principles of quality control
- Inspection systems

## **TECHNICAL FASHION SKETCHING:**

- Drawing the figure of male
- Drawing from templates

- Accessories – shoes
- Draw up fashion detail & presentation techniques
- Stylization
- Prints and texture
- Examples of different types of uniforms
- Examples of different types of jackets, coats, overcoats etc.

### **PATTERN MAKING, GRADING & DRAPING:**

- Men's garment.- shirt, Trousers, Nehru kurta, jacket
- Women's garment- introduction to gown
- Industry – from design to dispatch

### **ADVANCE SEWING TECHNIQUES:**

- Garment detailing
- Shirt, trousers
- Nehru kurta, pyjama, Nehru jacket
- Project stitching
- Line garment collection

### **TRADITIONAL TEXTILE & EMBROIDERY:**

- Indian states Embroideries
- Study of printed and painted textiles of India
- Tie & dye work of rajasthan and Gujarat



# 3 YEAR

# SPECIALIZATION PROGRAM

# IN FASHION DESIGN

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# **Third Year Specialization:-**

## **PROJECT – APPAREL COLLECTION FOR SPECIAL OCCASSIONS**

- Couture tailoring
- Creative embroidery
- Decorative fabrics and materials
- Fashion concept and Design development
- Export management and International marketing

### **CREATIVE EMBROIDERY:**

- Couture fashion
- Popular embellishment techniques
- Tassels and fringes
- Leather & suede
- Creative embroidery swatch file

### **DECORATIVE FABRICS & MATERIALS:**

- Fabric identification, classification & end use
- Textile ornamentation : design , motifs and repeats
- Methods of dyeing
- Methods of printing
- Surfaces and textures
- Turkish , Islamic & Persian textiles
- Italian velvet
- Indian silks

### **DESIGN CONCEPT & ART PORTFOLIO:**

- British invasion in India
- Sports/ Events and their role in the engineering social changes of society
- Effect of recent environment influences on society
- Fashion figure – project
- Organizing your portfolio

## **RETAIL MARKETING AND VISUAL MERCHANDISING:**

- The buyer's role in contemporary buying
- Product, planning and life cycle
- Branding
- Retailing
- Visual Merchandising planning

## **CARE, RENOVATION AND FINISHING TEXTILES:**

- What is a finish?
- Routine finishes
- Aesthetic finishes
- Special purpose or functional finishes

## **PROMOTIONAL PRODUCT DEVELOPMENT:**

- Promotional and its objectives
- Advantages and disadvantages of newspaper advertising
- Types of direct mail
- Practical exercise

# 2 YEAR POST GRADUATE SPECIALIZATION PROGRAM IN FASHION DESIGN

## FIRST YEAR :-

### **GARMENT CONSTRUCTION TECHNIQUES – I:**

- Introduction to technical patterns
- Basic drafts
- Dart manipulation
- Design and construct children's, women's, men's garment of recent fashion
- Corset
- Gown

### **TECHNICAL FASHION ILLUSTRATIONS:**

- Different types of lines in a garment
- Illustrate the line effects in the same silhouette
- Creating printed effects in a garment – one colour and more than one colour/Culottes & pants etc
- Portfolio of the royal costumes /Gharara/sharara & Pakistani salwar etc
- Portfolio presentation – with theme boards, mood boards, flat sketches, fabric swatches.
- Fashion show – Winter/Summer collection



## **CREATIVE SURFACES & TEXTILES:**

- Introduction to surface design in textiles
- Textile ornamentation: design, motifs & repeats
- Methods of dyeing/printing
- Popular embellishment & techniques
- Turkish, Islamic & Persian textiles
- Japanese & Chinese textiles
- Italian velvet
- Indian textile

## **WORLD COSTUMES & TEXTILES:**

- Beginning of costumes
- Costumes of Egypt, Greece and Rome
- Byzantine, French, Victorian, Costumes of Africa, American & Far-Eastern Countries-China, Japan & Thailand
- Introduction to costumes of India
- Modern Indian costumes
- Project - design & construct a blouse and a sari reflecting the royal tradition of India

## **DRAPING ART:**

- Introduction to textiles
- Fabric history and types
- Apparel Industry
- Product development
- Introduction to draping

# **SECOND YEAR :-**

## **GARMENT CONSTRUCTION TECHNIQUES – II:**

- Introduction to fine art of dressing
- Fabric form & flat pattern
- Unisex clothing
- Project on a garment made on hand loom fabric
- Maternity wear
- Lingerie
- Recycling project

## **SURFACE ORNAMENTATION TECHNIQUES:**

- Language of surfaces
- Material exploration/studies
- Changing fabric surface-dyeing
- Colour trends & forecasting
- Fashion trends & forecasting
- From an idea to implication – project work

## **MEDIA & COMMUNICATION FOR FASHION DESIGN:**

- Using techniques for research and concept development
- Communicating design ideas and intent using technology
- Using techniques to execute approved design
- Using social media to promote and market a design firm
- Project

## **TEXTILE CARE & HANDLING:**

- Clothing care & decisions
- Textiles finishes
- Stains classification
- Soaps & detergents
- Laundry & dry cleaning

## **PROJECT DISSERTATION:**

- Introduction to project & research
- Market survey
- Result & discussion & problem statement
- Design solution
- Craft documentation