

**Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

**B.A (Prog.) with Apparel Design and Construction (ADC)**

**GENERIC ELECTIVE COURSE – GE-3-ADC:  
UNDERSTANDING FASHION DESIGN**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical/ Practice		
Understanding Fashion Design	4	2	0	2	Class XII Pass	NIL

**Learning Objectives:**

To provide an understanding of the concepts related to Fashion and Garment Design and Development.

**Learning Outcomes:**

After completing this course, the learner will be able to:

- Define and describe fashion related basic terms and concepts.
- Illustrate and explain the stages of a fashion cycle curve.
- Identify fashion consumers belonging to different phases of the fashion cycle.
- Describe the theories of fashion adoption.
- Explain the elements and principles of design with examples drawn from garment design.
- List the major fashion centres of the world and their leading designers
- Describe the basic steps of design and development process
- Explain the role and responsibilities of a fashion designer
- Illustrate garments or components such as necklines, sleeves, tops and collars, skirts, trousers, etc.
- Illustrate select garments on a fashion croqui using basic rendering techniques.

**SYLLABUS OF GE-3-ADC**

**THEORY  
(Credits 2; Hours 30)**

## **UNIT – 1: Terms and concepts related to Fashion**

**10 Hours**

This unit introduces the learners to the various terms and concepts related to Fashion

- Fashion terms: Fashion, Fad, Classic, Style, Haute-couture, Mass fashion, Fashion Label, Prêt-a-porter, Knockoff, Accessory, Atelier, Boutique, Avant Garde, Empire line, Season, Slow and Fast Fashion, Fashion Forecasting
- Fashion Concepts:
  - Fashion cycle
  - Fashion leaders, fashion followers, fashion victims, fashion laggards
  - Theories of Fashion adoption – trickle down, trickle up, trickle across

## **UNIT – 2: Application of Design Concepts in Clothing**

**10 Hours**

This unit provides an understanding of the use of various elements and principles of design in garment designing. It also provides an understanding of the various functions of clothing and theories about its origin.

- Elements and principles of design and their use in creating well designed garments.
- Body Shapes and their design requirements
- Clothing Terminology

## **UNIT - 3: Design and Development Process**

**10 Hours**

This unit provides an overview of the steps in the Design and Development process. It also aims to apprise the learners to the various fashion centres of the world and their leading designers.

- Basic Steps in the Design and Development process: Ideation and inspiration research, Mood board/theme board development, Design Development, Flat and technical drawings, Design finalization based on feedback and improvement, Specification sheet, Fabric Sourcing, Sample development, Design approval, Production
- Role and responsibilities of a Fashion Designer
- Major fashion centers of the world and their leading designers - Paris, Milan, Tokyo, New York, London, India

### **PRACTICAL (Credits 2; 60 Hours)**

1. Development of flat sketches of various garment components, and their style variations – Necklines, Collars, Sleeves, Skirts, Pants, Dresses
2. Illustration of select garments on Fashion Croqui.
3. Collection of garment images and their Style Reading
4. Analysis of the use of elements and principles of design in garment design.

### **ESSENTIAL READINGS:**

- Frings G. (2013). *Fashion-From Concept to Consumer* (9th Edition). USA: Prentice Hall Publications.
- Stone E., Farnan, Sheryl A. (2023). *The Dynamics of Fashion*. New York: Fairchild Publication.
- Tate Sharon, (2006), *Inside Fashion Design*, Pearson Education India

**SUGGESTED READINGS:**

- Abling Bina, (2019), *Fashion Sketch Book* (7th edition), Fairchild Books
- Irina V Ivanova, (2016), *How to Draw Fashion Flats: A practical guide to fashion technical drawing (pencil and marker techniques) (Fashion Croquis)* (Volume 2)  
Art Design Project
- Marshall S G, et al. (2009). *Individuality in Clothing & Personal Appearance* (6th Edition). USA: Pearson Education

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