

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

GENERIC ELECTIVE COURSE - GE-6-ADC: FASHION STYLING

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		
Fashion Styling	4	2	0	2	Class XII Pass	NIL

LEARNING OBJECTIVES:

- To provide an understanding of the different aspects of fashion styling that suit different occasions
- To create an awareness of the body types and the art of selecting styles that improve the overall visual appeal.

LEARNING OUTCOMES:

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

- Explain the psychological and sociological influences of clothing.
- Assess the personality and personal style preferences
- Select suitable clothing based on season, body types, occasions
- Use elements and principles of design effectively in garment designing and illusion dressing.
- Prepare wardrobe plans
- Coordinate clothing with accessories

SYLLABUS OF GE-6-ADC

THEORY (Credits 2; 30 Hours)

UNIT I: Basics of Fashion and Styling

8 Hours

This unit introduces the students to role and importance of accessories and accessory designer.

- Effect of clothing on Self-Concept & Image and social response
- Introduction to fashion - Types of fashion (Haute couture, Ready-to-wear fashion, Mass market, Custom-tailored), Classics, Fads, Fashion cycles, Fashion trends
- Fashion styles: Casual/ street wear, Business casual, Office formal, Chic, Bohemian, Ethnic/traditional, Vintage, Artsy, Gothic, Professional, Sporty, Classic, Feminine, Modest and Minimalist.

UNIT II: Concepts of Garment Design and Accessories

14 Hours

This unit introduces the learner to various styles of garments and accessories and familiarises them with the application of elements and principles of design for dressing up an individual.

- Garment style terminology - women's and men's wear.
- Elements and Principles of Design and their application in garment designing.
- Dressing up according to season and occasion
- Characteristic features and design requirements of various body types.
- Accessory styles – Handbags, Footwear, Scarves; Accessory coordination with clothing

UNIT III: Wardrobe Planning

8 Hours

This unit helps in understanding the various aspects of wardrobe planning and execution

- Factors influencing wardrobe planning
- Wardrobe evaluation, organization and categorization
- Capsule wardrobe – Importance, types and planning for self

PRACTICAL (Credits 2; 60 Hours)

1. Analysis of self-image, personality and fashion style for self
2. Development of a Fashion and accessory style board for an individual, for different occasions based on body types
3. Presentation of a wardrobe plan for self/ an individual
4. Analysis of the use of elements and principles of design in any garment

ESSENTIAL READINGS:

- Stone, E., (2023), *The Dynamics of Fashion*, Fairchild Books
- Brown, P., & Janett, R. (1998), *Ready to Wear Apparel Analysis*. Prentice Hall, New Jersey.
- Frings, Stephens, G., 2007, *Fashion: From Concept to Consumer*, 9th edition, Pearson Education, India.
- Stall-meadows, C. (2003), *Know your Fashion Accessories*, Bloomsbury Publishing.
- Rasband, J. (2001), *Wardrobe Strategies for Women*, Fairchild Books, Bloomsbury Publishing.
- Romano, C. (2002), *Plan your Wardrobe*, New Holland Publishers.

SUGGESTED READINGS:

- Baumgartner, J. (2012), *You are What You Wear*, Da Capo Press.
- Constantine, S. & Woodall, T. (2007), *The Body Shape Bible: Forget Your Size Discover Your Shape Transform Yourself*, Weidenfeld & Nicolson
- Lewis S.D. etal. (1956), *Clothing Construction & Wardrobe Planning*, Macmillan Co. New York.
- Sumathi, G. J., (2002), *Elements of Fashion and Apparel Design*, New Age International Publishers, New Delhi.
- Aneta G. (2011), *Accessory Design*, Fairchild Publications, 1st edition
- Jane S., & Sue S. (2012), *Fashion Design Course: Accessories: Design Practice and Processes for Creating Hats, Bags, Shoes, and More*, Barron's Educational Series

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