

**B.A (Prog.) with Apparel Design and Construction (ADC) as Non-Major  
Category-III**

**DISCIPLINE SPECIFIC CORE COURSE – DSC-8-ADC:  
INTRODUCTION TO FASHION AND GARMENT INDUSTRY**

**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		
Introduction to Fashion and Garment industry	4	3	0	1	Class XII	NIL

**Learning Objectives:**

- To provide an understanding of the concepts related to Fashion and Garment Industry.
- To introduce garment design concepts and their application
- To apprise the learners of the social aspects of clothing
- To provide an overview of the structure of Indian garment industry and to create an awareness of the various fashion centres of the world and their leading designers and brands.

**Learning Outcomes:**

After completion of the course, the students 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 various sources of fashion and design inspirations.
- Explain the elements and principles of design with examples drawn from garment design.
- Explain the various theories of origin and functions of clothing.
- List the major fashion centres of the world and their leading designers and brands.
- Describe the various factors influencing the spread of fashion
- 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 DSC-8**

**THEORY  
(Credits 3; Hours 45)**

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

**15 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
  - Consumer identification with fashion life cycle – fashion leaders, fashion followers, fashion victims, fashion laggards
  - Theories of Fashion adoption – trickle down, trickle up, trickle across
  - Factors favouring and retarding the spread of fashion
  - Sources of fashion research - printed and electronic media, web resources, historic/traditional costumes, travel, fabrics, nature, street, architecture, awareness

## **UNIT – 2: Design Concepts and Clothing**

**15 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
- Theories of origin of clothing, Functions of clothing
- Clothing Terminology

## **UNIT - 3: Fashion and Garment Industry**

**15 Hours**

This unit provides an overview of the structure of Indian garment industry. It also aims to apprise the learners to the various fashion centres of the world and their leading designers and brands.

- Structure and status of the Indian Readymade Garment Industry
- Overview of the different departments of Garment Industry and their respective functions
- Role and responsibilities of a Fashion Designer
- Major fashion centers of the world and their leading designers and fashion labels/brands - Paris, Milan, Tokyo, New York, London, India

### **PRACTICAL (Credits 1; Hours 30)**

1. Development of flat sketches and technical drawings of various garment components, and their style variations– Necklines, Collars, Sleeves, Skirts, Pants, Dresses
2. Illustration of select garments on Fashion Croqui. Basic fabric rendering techniques.
3. Collection of garment images and Style Reading to describe various garments and their parts
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.
- N. Gokarneshan, (2019), *Garment Manufacturing Technology*, Abhishek Publications
- Stone E., Farman, 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
- Ilaria Caielli, (2022), *Beyond Fashion: Inside the Fashion Business*, Hoaki

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