

**Bachelors in Arts with Community Science as non-Major
Category-III**

**DISCIPLINE SPECIFIC CORE COURSE – DSC-1-HSC:
UNDERSTANDING FASHION**

CREDIT DISTRIBUTION, ELIGIBILITY, PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Understanding Fashion	4	3	0	1	Class XII	NIL

Learning Objectives

- To provide an understanding of key fashion and concepts terminology
- To enable students to apply design principles in styling garments according to different body shapes.
- To provide an overview of the structure and functioning of the garment industry, the role of a fashion designer and major global fashion centres.
- To develop basic skills in fashion illustration, style reading through flat sketches and garment analysis.

Learning Outcomes

The students would be able to:

- Define key terminology related to fashion concepts and explain and interpret the functions, and theories of origin of clothing, as well as theories of fashion adoption.
- Apply elements and principles of design in selecting appropriate garment silhouettes for different body shapes.
- Analyse the fashion cycle, consumer categories and factors influencing the spread of fashion using relevant examples.
- Demonstrate basic fashion illustration skills through flat sketches of garment components and their variations.
- Assess the structure and functioning of the garment manufacturing departments and fashion designers.
- Identify and compare major global fashion centres and their leading designers/brands in terms of influence and contribution.
- Create appropriate styling solutions for different body shapes

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

UNIT I: Terms and Concepts related to Fashion

15 Hours

This unit introduces key concepts that are used in Fashion design.

- Fashion terms: Fashion, Fad, Classic, Style, Silhouette, Haute-couture, Prêt-a-porter, Mass fashion, Fashion Label, Knockoff, Accessory, Atelier, Boutique, Avant Garde, Empire line, Slow and Fast Fashion, Season, Fashion Forecasting

- Fashion cycle and 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 – Print and electronic media, internet resources, historic and traditional costumes, travel and cultural exposure, textile materials, nature, art and popular culture, technological developments, street style, architecture, personal intuition and creative insight.

UNIT II: Clothing - Function and Meaning

10 Hours

This unit studies clothing as a form of social communication while examining key theories about its origin, functions, and basic terminology.

- Social aspects of Fashion – Communication through clothing
- Theories of origin and functions of clothing
- Clothing Terminology
- Individuality and conformity, conspicuous consumption and emulation

UNIT III: Introduction to Design in Garments

10 Hours

This unit introduces the key elements and principles that guide effective garment design.

- Structural and Decorative design in garments
- Elements and Principles of design in clothing
- Body Shapes and their design requirements
- Selection of Clothes for Self

UNIT IV: Fashion Industry Structure and Global Fashion Centres

10 Hours

This unit introduces the structure of garment manufacturing departments, the role of a fashion designer, and major global fashion centres along with their leading designers and brands.

- Overview of the different departments of garment manufacturing and their 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 (Credit 1; Hours 30)

1. Flat sketching of different necklines (minimum 10 variations).
2. Flat sketching of different collar styles (minimum 4 variations).
3. Flat sketching of sleeve variations (minimum 6 types).
4. Flat sketching of skirt variations (minimum 6 types).
5. Flat sketching of pants variations (minimum 4 types).
6. Flat sketching of dress silhouettes (minimum 4 styles).
7. Visual analysis and style reading of selected garment images for identification of components and silhouette.
8. Preparation of styling boards for specific body shapes and occasions.
9. Identification and analysis of the use of Elements of Design in selected garments.
10. Identification and analysis of the use of Principles of Design in selected garments.

Essential Readings

UNIT I

This unit introduces key fashion concepts, the fashion cycle, consumer behaviour, and theories of fashion adoption. It also explores factors influencing fashion trends and sources of fashion research.

- **Stone E., Farnan, Sheryl A.** (2023). *The Dynamics of Fashion*. New York: Fairchild Publication.
- **Tate Sharon.** (2006), *Inside Fashion Design*, Pearson Education India
- **Sorger, R., & Udale, J.** (2017). *The Fundamentals of Fashion Design (3rd ed.)*. Bloomsbury Visual Art.

UNIT II

This unit explores clothing as a form of social communication, covering key theories on its origin and functions. It also examines the social and psychological factors that influence individual and societal fashion choices.

- **Marshall S G,** et al. (2009). *Individuality in Clothing & Personal Appearance (6th Edition)*. USA: Pearson Education
- **Iaria Caielli.** (2022). *Beyond Fashion: Inside the Fashion Business*. Hoaki

UNIT III

This unit introduces students to garment design by explaining the key elements and principles that guide the creation of functional and aesthetically pleasing clothing. It covers structural and decorative design, the application of design elements and principles, considerations for different body shapes, and the selection of clothes suited to individual needs.

- **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.

UNIT IV

This unit provides an overview of the garment industry, explaining the structure and functions of various manufacturing departments and the role of a fashion designer. It also introduces major global fashion centres, including Paris, Milan, Tokyo, New York, London, and India, highlighting their leading designers and prominent fashion labels or brands.

- **Sorger, R., & Udale, J.** (2017). *The Fundamentals of Fashion Design (3rd ed.)*. Bloomsbury Visual Art.
- **N. Gokarneshan.** (2019), *Garment Manufacturing Technology*, Abhishek Publications

Suggested Readings

- **Dieffenbacher, F.** (2018). *Portfolio Presentation for Fashion Designers (4th ed.)*. Fairchild Books.
- **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)*
- **Lee, J., & Steen, C.** (2024). *Technical Sourcebook for Designers (2nd ed.)*. Fairchild Books.

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