

Image Styling

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Image Styling	2	0	0	2	Class XII	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To strengthen the student's hands on experience in using different tools of improving the visual and non-visual appearance
- To train the students with technical and professional ways of understanding wardrobe needs and their development
- To develop skills in understanding fashion trends for planning personal shopping .

Learning Outcomes

After studying this course the student will be able to:

- Demonstrate the practical ways to strengthen physical image based on body type, face shape and personal style analysis.
- Understand the effect of elements and principles of design on visual appearance.
- Explain the fashion trends of apparel and accessories.
- Identify wardrobe elements and the processes of planning and organization.
- Plan personal shopping of apparel and accessories based on physical traits, personal style and budget.

SYLLABUS

Practical

Unit 1: Physical traits and analysis

16 hours

Learning the first step in styling by developing skills to analyze individual characteristics such as body type, proportions, face shapes etc.

Subtopics:

- Body types
- Body proportion
- Face shapes
- Personal colour analysis

Unit 2: Application of elements and principles of design for image styling **16 hours**

Understanding the basics of design by learning about the various elements and principles of design, their role in the success of a design, and their importance in personal styling.

Subtopics:

- Effects of design elements and principles on clothing and visual appearance
- Effect of garment components on visual appearance

Unit 3: Wardrobe planning **12 hours**

Learning the skills of wardrobe planning, analysis and management as per apparel and accessory needs.

Subtopics:

- Wardrobe analysis
- Wardrobe essentials
- Organization and categorization of wardrobe
- Elements of a basic wardrobe
- Optimising wardrobe and budgeting

Unit 4: The business of styling **16 hours**

Understand the working of styling business. Developing the art of styling. Analyzing the present market trends.

Subtopics:

- Dress vs Style
- Analysis of trends of apparels and accessories
- Survey of apparel and accessory stores/ brands with respect to style, size and price.
- Types of stylists: Freelance stylists, Celebrity stylists, Editorial stylists
- Marketing your business
- Forms and Contracts

Essential Readings

- Constantine, S. & Woodall, T. *The Body Shape Bible: Forget Your Size Discover Your Shape Transform Yourself*, published by Weidenfeld & Nicolson (1877), ASIN: B01K14NWB8
- Funder, D.C. 2001, *The Personality Puzzle (2nd ed)*, New York: W.W. Norton
- Phares, J.E. 1991, *Introduction to Personality (3rd ed)*, New York: Harper Collins
- Rasband, J. *Wardrobe Strategies for Women*, published by Fairchild Books; Student edition (September 18, 2001), ISBN-10: 1563672596

Suggested Readings

- Baumgartner, J. *You are What You Wear*, Da Capo Press (2012)
- Mc Call, *Sewing in Color*, Hamlyn Publishing Group 11th edition (1975)
- Romano, C. *Plan your Wardrobe*, New Holland Publishers (1998)
- Vega, L. *The Image of Success*, American Management Association (2010)

Note: Learners are advised to use the latest edition of readings.

Examination scheme and mode:

Evaluation scheme and mode will be as per the guidelines notified by the University of Delhi.