

**AIMS**

1. To develop basic knowledge regarding fashion.
2. To develop knowledge of design.
3. To familiarize with fashion accessories.
4. To acquire knowledge in fashion drawing.
5. To develop skill, knowledge and market promotion of apparels.

**SHORT DESCRIPTION:**

Basic concept of fashion style and accessories; Product and design development; Fashion merchandising and market promotion; Fashion drawing from life; Fabric representation; Fashion illustration.

**Theory:****1. Understand the style and fashion.**

1. History of fashion.
2. State the importance of style and fashion in human life.
3. Mention the classification of fashion.
4. State the importance of hair style to fashion.
5. State the importance of make-up to fashion.
6. State the importance of costume to fashion.
7. State the importance of body fitness to fashion.
8. State the importance of contact lance to fashion.
9. State the importance of jewelry to fashion.
10. State the importance of footwear to fashion.
11. Define the term style and fashion.
  - 1.12 National & religion festival to fashion.

**2.0 Understand the international fashion centers.**

1. Name the well known international fashion creators.
2. Explain the reasons for French fashion leadership.
3. Discuss the growth and importance of the pret-a-porter.
4. List the reasons for the importance of New York as a fashion centers.
5. Discuss the role of international and domestic fashion centers.

**3. Understand the product and design development.**

1. Describe line development by item or by group.
2. Explain the important elements and principles of design and their application to development.

3. Describe the process of creation a sample garment.
4. **Understand the fashion accessory and fur manufacturing.**
  1. Discuss the unique design considerations of various accessories.
  2. List the fashion accessories.
  3. Describe production methods for the major accessories.
  4. Explain accessory design and production centers.
  5. Discuss the marketing aspects for accessories.
  6. Explain fur garment production.
- 4.7 Explain the threads, elastic, interfacing, narrow fabrics, zippes, button, belt are produced and used
- 5.0 **Understand the wholesale markets, sales promotion and distribution.**
  1. List the major international markets of apparel.
  2. Discuss collection openings, line releases and market weeks.
  3. Describe distribution polices.
  4. Discuss various aids to selling.
  5. Mention the forms of sales promotion.
  6. Explain the use of EDI in distribution.
- 6.0 **Understand the retail stores.**
  1. Explain Today's retail situation and trends.
  2. Discuss the various types of retail store.
  3. Explain the organizational differences between single-unit and multiple-unit stores.
  4. Mention the major international stores and famous shopping areas.
  5. Distinguish between the organizational structure of small store with that of a large store.
  6. Explain the growing importance of non-store retailing.
  7. Explain store's fashion image is conveyed to consumer groups and manifested in store policies.
7. **Understand the drawing from life.**
  1. Mension proportion-natural, elongated figures (men's and women's).
  2. Mension women's, men's and children's poses.
  3. Mension children's, women's and men's heads.
  4. Mension proportion-heads, hands and feet.
  5. Mension women's and men's hands.
  6. Mension children's hands and feet
  7. Mension women's and men's feet.
  8. Mension women's men's, children's and babies boots and shoes.

## **8.0 Understand the fabric representation.**

1. Describe depth and shine.
2. Describe faux fur and wool and lace.
3. Describe wool and faux fur.
4. Describe folds and fringing.
5. Describe highlights and pleats.
6. Describe lace and embroidery.

## **9.0 Understand the sketch book.**

- 9.1 Describe Ideas and concept of sketch look.
- 9.2 State Shop or reports.
- 9.3 Describe design development.

## **10.0 Understand the fashion illustration.**

- 10.1 State composition of fashion illustration.
- 10.2 Describe stylization.
- 10.3 Describe drawing for promotion.
- 10.3 Describe drawing children.
- 10.5 Describe children as cartoons.
- 10.6 Describe children's wear.

## **11.0 Understand the drawing for manufacture.**

- 11.1 List the basic equipment of drawing.
- 11.2 Describe the drawing from the dress stand.
- 11.3 Describe developing the template.
- 11.4 Describe developing the stencil.
- 11.5 Describe design with a template of stencil.
- 11.6 Explain the garment construction.

## **12.0 Understand the specialist areas.**

1. Describe active sportswear.
2. Describe drawing accessories.

### **Practical:**

#### **Fashion drawing**

##### **Demonstrate from life.**

1. Draw proportion-natural, elongated figures (men's and women's).
2. Draw women's poses.
3. Draw children's poses.
4. Draw women's heads.
5. Draw proportion-heads, hands and feet.
6. Draw women's hands.

7. Draw children's hands and feet
8. Draw women's feet.
9. Draw women's boots and shoes.

**Show skill of fabric representation.**

10. Identify depth and shine.
11. Identify wool and faux fur.
12. Identify folds and fringing.
13. Identify highlights and pleats.
14. Make embroidery.

**Show skill in sketch book.**

15. Ideas and concept.

**Show skill in fashion illustration.**

16. Show children as cartoons.
17. Illustration garments and detail.

**Drawing for manufacture.**

18. Draw the dress stand.
19. Develop the template.
20. Develop a stencil.

**Specialist areas.**

21. Active sportswear/Prepare.
22. Identify drawing accessories.

**References Book**

1. Fashion From concept of consumer.-----By Gini Stephens Frings.
2. Fashion Accessories  
The complete 20<sup>th</sup> century sourcebook  
with 2000 full- colour illustrations ----- By. John peacok
3. Fashion illustration now ----- By. Laird Borrelli
4. Illustrating fashion By----- Kathryn Mc kelvey and janine Munslow.