



# GUJARAT TECHNOLOGICAL UNIVERSITY

## Bachelor of Design Syllabus (Design)

Subject Code: 10140201

Subject Name: History of Fashion

WEF Academic Year:	2024-25
Semester:	4
Category of the Course:	PCC

### Prerequisite:

<b>Rationale:</b>	Understanding the history of clothing and its transition from ancient era and different cultures
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### Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level*
01	Expression the purpose of ancient clothing and socio-cultural context. Establishing symbolization of identity in traditional Western costumes.	U
02	learn about the origins of clothing and the cultural significance of clothing.	A
03	influence social, cultural, and economic aspects of a society.	A
04	Learn about fashion trends throughout history, such as the androgynous flapper style of the 1920s, the bohemian style of the 1960s and 1970s, and the grunge style of the 1990s.	A

\*Revised Bloom's Taxonomy (RBT)

### Teaching and Examination Scheme:

Teaching Scheme (In Hours)			Total Credits L+T+(PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial/Practical		
				ESE (E)	PA/CA(M)	ESE (V)	PA/CA (I)	
4	0	0	4	70	30	30	20	150

### Course Content:

Unit No.	Course Content	No. of Hours	% of Weightage
01	An overview of the history of fashion, costumes and design movements in reference to fashion from the study of the Tribes of the	15	20



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	world, Ancient Middle East – Mesopotamia & Egypt, Ancient Greece, Ancient Rome, and the Byzantine and Roman Catholic Church eras.		
02	Ancient Western clothing and costume. Study of art, design and costume history during different civilizations/era.	15	20
03	Costume and fashion history in context with past of archaeology and art. Causes of costume evolution from necessity – driven basics to flamboyant styles.	10	20
04	Features and characteristics of art, design and costumes and to interpret them in the contemporary context. Co-relation in art, architecture, design and costume of that period. Comparison between various features and design elements during different civilizations.	10	20
05	Detail process of fashion in different cultural contexts. Contextual study of fashion as a socio-cultural phenomenon.	10	20
	<b>Total</b>	<b>60</b>	<b>100</b>

### Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
30	40	30	-	-	-

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

### References/Suggested Learning Resources:

#### (a) Books:



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- Avril Hart, Susan North (1998) Historical Fashion in Detail: The 17th and 18th Centuries, I Edition, Published by:Rizzoli. ISBN: 9780810966086 (ISBN10: 0810966085)
  - Lucy Johnston, Marion Kite, Helen Persson, Leonie Davis (Illustrator), Richard Davis (2006),Nineteenth-Century Fashion in Detail Published by Victoria and Albert Museum ISBN: 9781851774395 (ISBN10: 1851774394)
  - Lydia Edwards (2017), How to Read a Dress: A Guide to Changing Fashion from the 16th to the 20th Century Published by : Bloomsbury Academic, ISBN: 9781474286244 (ISBN10: 1474286240)
  - Jane Ashelford (1996) The Art of Dress: Clothes and Society 1500-1914 Published by Harry N. Abrams ISBN: 9780810963177 (ISBN10: 0810963175)

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