

GUJARAT TECHNOLOGICAL UNIVERSITY

Diploma in Computer Aided Costume Design and Dress Making

SEMESTER: V

Subject Name: **Fashion Art**

Sr. No.	Course Content
1.	Fashion, Its Terminology and History of Fashion. 1.1 Definition of fashion 1.2 Fashion Terminology 1.2.1 Campus fashion 1.2.2 High fashion – Haute Couture 1.2.3 Couture 1.2.4 Couturier 1.2.5 Classics 1.2.6 Fad 1.2.7 Custom 1.2.8 Taste 1.3 History of fashion 1.4 Principles of fashion 1.5 The intangible of fashion
2.	Fashion Cycle and Fashion Leadership and Sources of Fashion. 2.1 Fashion Cycle 2.1.1 Stages of fashion cycle (Introduction, Rise culmination, Decline, obsolescence) 2.1.2 Lengths of fashion cycle 2.1.3 Breaks in the cycle 2.1.4 Long run and short run fashions 2.1.5 Consumer buying and the fashion cycle 2.1.6 Factors influencing fashion movement (Accelerating factors, Retarding factors) 2.1.7 Fashion leadership 2.1.8 Sources of fashion 2.1.9 Predicting the movement of fashion
3.	Sources and Creator of Fashion Inspiration and Promotion of Fashion from Designer to Closet: 3.1 Creator of fashion inspiration. Promotion of fashion from designer to closet.
4.	Fashion Adaptation Theories: 4.1 Trickle down theory 4.2 Bottom – up theory. 4.3 Trickle across theory.

5.	Factors Influencing Fashion:
6.	Requirements of Working Sketch: 6.1. Selection of age group 6.2. Selection of suitable average size measurement chart for the particularly 6.3. Selected age-group. 6.4. Selection of work-sheet material 6.5. Selection of design 6.6. Selection of texture 6.7. Selection of colour 6.8. Selection of styles like applied design or structural design whatever is to be used in the working sketch 6.9. Assigning the code number to the working sketch Uses of working sketch.
7.	Requirement of Boutique and Fashion Studio: 7.1 Requirement of boutique 7.2 Approximate cost required in setting up a boutique. 7.3 Requirements of a fashion studio. 7.4 Approximate cost required in setting up a fashion studio.
8.	Knowledge of National and International Fashion Designers: 8.1 Types of designers (High fashion designer, stylist designer, freelance artist designer) 8.2 Knowledge of names of national fashion designers and their area of work. 8.3 Knowledge of names of international fashion designers and their area of work. 8.4 Knowledge of important fashion designers of Gujarat.

References Books:

1. Individuality
2. Visual Design in Dress
3. Fashion Design Illustration : Men By Patrick John Ireland
4. Fashion Design Illustration : Women By Patrick John Ireland
5. Fashion Design Illustration : Child By Patrick John Ireland
6. Fashion Merchandising By Elaine Stone
7. Magazines (Clothes line, Apparel, stree (à)) etc. Vogue.)