

GUJARAT TECHNOLOGICAL UNIVERSITY (GTU)

Competency-focused Outcome-based Green Curriculum-2021 (COGC-2021)

Semester-II

Course Title: Elements of Fashion Designing

(Course Code: C4325903)

Diploma programme in which this course is offered	Semester in which offered
Textile Design	Second

1. RATIONALE

The purpose of this course is to familiarize student with fashion concepts and terminology used in fashion industry. This course provides the relevance of fashion forecast and multidimensional factors, influencing fashion. It provides comprehensive understanding of the development of fashion and to understand the scope of job prospects in the fashion industry in various field like- men, women, and kids. This course helps the student to become a fashion stylist. It advances not only the artistic skills but also help to know about the varying trends.

2. COMPETENCY

The purpose of this course is to help the student to attain the following industry identified competency through various teaching learning experiences.

Use basic knowledge of fashion terminology and fashion cycles in to relate in fashion industry.

3. COURSE OUTCOMES (COs)

The practical exercises, the underpinning knowledge and the relevant soft skills associated with this competency are to be developed in the student to display the following COs:

- a) Use the relevant fashion vocabulary followed by the fashion industry.
- b) Apply fashion development cycle to prepare relevant garments.
- c) Compare national, international fashion trends, brands and collections of designers
- d) Forecast fashions based on the given parameters and adapt changes according to market requirements.

4. TEACHING AND EXAMINATION SCHEME

Teaching Scheme (In Hours)			Total Credits (CI+T/2+P/2)	Examination Scheme			
L	T	P		Theory Marks		Practical Marks	
			CA	ESE	CA	ESE	
			C				

2	-	4	4	30*	70	50	50	200
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(*): Out of 30 marks under the theory CA, 10 marks are for assessment of the micro-project to facilitate integration of COs and the remaining 20 marks is the average of 2 tests to be taken during the semester for assessing the attainment of the cognitive domain UOs required for the attainment of the COs.

Legends: L-Lecture; T – Tutorial/Teacher Guided Theory Practice; P -Practical; C – Credit, CA - Continuous Assessment; ESE -End Semester Examination.

5. SUGGESTED PRACTICAL EXERCISES

The following practical outcomes (PrOs) are the sub-components of the COs. These PrOs need to be attained to achieve the Cos.

S. No.	Practical Outcomes (PrOs)	Unit No.	Approx. Hrs. required
1.	Identify and collect minimum five type of samples of High fashion	I	02
2.	Identify and collect minimum five type of samples of Mass fashion	I	02
3.	Identify and collect minimum five type of samples of Classic fashion	I	02
4.	Identify and collect minimum five type of samples of Fad fashion	I	02
5.	Identify and collect minimum five examples of Haute Couture fashion	I	02
6.	Identify and collect pictures of different accessories from any seven different Domestic Brand	I	02
7.	Identify and collect pictures of different accessories from any seven different International Brand	I	04
8.	Identify and write a brief profile of five renowned brands in Men's Wear	III	04
9.	Identify and write a brief profile of five renowned brands in Women's Wear	III	04
10.	Identify and write a brief profile of five renowned brands in Kid's Wear	III	04
11.	Identify your favorite fashion designer and analyze the exclusivity of his/her work in the field of Men's Wear	V	04
12.	Identify your favorite fashion designer and analyze the exclusivity of his/her work in the field Women's Wear	V	04
13.	Identify your favorite fashion designer and analyze the exclusivity of his/her work in the field Kid's Wear	V	04
14.	Identify and collect cutting of minimum five types of casual wear outfit's	IV	02
15.	Identify and collect cutting of minimum five types of party wear outfit's	IV	02
16.	Identify and collect cutting of minimum five types of uniform outfit's	IV	02
17.	Identify and collect cutting of minimum five types of Spring wear outfit's	IV	02
18.	Identify and collect cutting of minimum five types of summer wear outfit's	V	02

19.	Identify and collect cutting of minimum five types of winter wear outfit's	V	02
20.	Identify and collect cutting of minimum five types of rainy wear outfit's	V	02
21.	Identify and collect cutting of minimum five types of autumn wear outfit's	V	02
Total			56

Note

- i. More **Practical Exercises** can be designed and offered by the respective course teacher to develop the industry relevant skills/outcomes to match the COs. The above table is only a suggestive list.
- ii. The following are some **sample** 'Process' and 'Product' related skills (more may be added/deleted depending on the course) that occur in the above listed **Practical Exercises** of this course required which are embedded in the COs and ultimately the competency..

S. No.	Sample Performance Indicators for the PrOs	Weightage in %
1	Students' understanding and mastery indifferent type of fashion requirement	20
2	Implementation of various techniques used to create unique portfolio.	20
3	Willingness and attitude to complete different assignment	10
4	Initiative regarding innovative way to complete the assignment	20
5	Overall preparedness and progress during the assignment.	30
Total		100

6. MAJOR EQUIPMENT/ INSTRUMENTS AND SOFTWARE REQUIRED

These major equipment with broad specifications for the PrOs is a guide to procure them by the administrators to usher in uniformity of practical in all institutions across the state.

S. No.	Equipment Name with Broad Specifications	PrO. No.
1	Fashion Magazine , Fashion News Paper	1 to 21
2	A3 Size drawing sheet , Scissor , Glue ,Pencil , Colour , Marker	1 to 21

7. AFFECTIVE DOMAIN OUTCOMES

The following **sample** Affective Domain Outcomes (ADOs) are embedded in many of the above mentioned COs and PrOs. More could be added to fulfil the development of this course competency.

- a) Follow safety practices.
- b) Practice good housekeeping.
- c) Demonstrate working as a leader/a team member.
- d) Maintain tools and equipment
- e) Follow ethical practices.

The ADOs are best developed through the laboratory/field based exercises. Moreover, the level of achievement of the ADOs according to Krathwohl's 'Affective Domain Taxonomy' should gradually increase as planned below:

- i. 'Valuing Level' in 1st year
- ii. 'Organization Level' in 2nd year.
- iii. 'Characterization Level' in 3rd year.

8. UNDERPINNING THEORY

The major underpinning theory is given below based on the higher level UOs of *Revised Bloom's taxonomy* that are formulated for development of the COs and competency. If required, more such UOs could be included by the course teacher to focus on attainment of COs and competency.

Unit	Unit Outcomes (UOs) (4 to 6 UOs at different levels)	Topics and Sub-topics
Unit – I Fashion Terminology	1a. Use basic fashion terminology correctly. 1b. Use basic design terminology 1c. Select proper fashion accessories as per the occasion 1d. Use basic sewing terminology	1.1 Fashion terminology- Fashion ,trend, style, couture ,haute ,boutique, atelier ,silhouette, merchandiser, stylist, fad, fashion cycle, fashion forecast ,grading ,draping, ready-to-wear ,retailer, visual ,merchandising ,pre-a-porter, trend ,motifs ,blends, ,details, toile, fashion forecasting, knock-off, bridge fashion, line, mark up or mark on , trimmings, 1.2 Design terminology- avant grade, classic, collection, 1.3 Fashion accessories terminology- Footwear , Jewelry, Gloves, hats, Belts, Scarves, Umbrellas, Hand bags, Sunglasses 1.4 Sewing terminology-Stitch, bias, fray, facing, lining, puckering ,alter, seam allowance, backing
Unit – II Fashion Development	2a Plan the garment as per fashion cycles 2b Design the garment as per the consumer groups 2c Adapt the fashion as per the consumer buying behavior. 2d Design the garment as per the different fashion categories	2.1 Introduction, Acceptance, Peak, Decline ,Obsolete 2.2 Waxing and Waning of fashion 2.3 Fashion leaders , Fashion followers 2.4 Traditional fashion adoption 2.5 Reverse adoption , Mass Dissemination 2.6 Fashion selection on the basis of styling features and practical considerations 2.7 Women's Wear ,Men's Wear, Children's Wear 2.7.1 Sportswear ,Resort Wear,Sleep Wear 2.7.2 Casual Wear ,Formal Wear

Unit	Unit Outcomes (UOs) (4 to 6 UOs at different levels)	Topics and Sub-topics
Unit– III Fashion In India	3a. Know the influence of major fashion cities in India 3b. Know the successful fashion designers in India 3c. Usefulness of Fashion Weeks in promoting product 3d. Analyze the successful Fashion Brands in India	3.1 Delhi, Mumbai, Pune, Bangalore 3.2 Ritu Kumar, Manish Malhotra, Rohit Bal, J.J.Valaya, ArunTahiliani, Manish Arora, J.J. Vallaya, RituBeri,Manish Arora, Rina Dhaka, Hemant Trivedi, Rana Gill 3.3 WIFW, Lakme Fashion Week 3.4 Designers brands - Satya Paul, Sabyasachi 3.5 Corporate brands - Zodiac, Grasim, Park Avenue, Parx, Van Heusen,Allen Solly, ColorPlus, Frank Jefferson 3.6 Retail stores - Lifestyle, Pantaloons, Shoppers Stop,Raymond, Park Avenue, Color Plus, Globus, Westside,Reliance Trends, Big Bazaar
Unit – IV International Fashion	4a Identify the fashion education out of India 4b Interpret the influence of fashion capitals of the world 4c Report the successful designers established internationally 4d Recognize the importance of fashion weeks globally 4e Identify the successful fashion brands internationally	4.1 Milan- Domus Academy ,New York- Fashion Institute of Technology, London- London School of Fashion, Royal College of Art 4.2 Paris, Milan, London Germany Tokyo 4.3 Lagerfeld, Dolce & Gabbana Coco Channel, Christian Dior, Yes Saint Laurent, Ralph Lauren, Donatella Versace and Vallentino, Karl 4.4 Paris, Milan, New York, London 4.5 High fashion - Tommy Hilfiger, Christian Dior, Calvin Klein, Versace 4.6 Ready-to-wear - H&M, Ralph Lauren Polo brands, CK by Calvin Klein, DKNY, Versus by Versace 4.7 Retail stores - Marks and Spencers, Target, JC penny, Neiman Marcus, Harrods, Zara International
Unit – V Fashion Forecasting and Sustainability In Fashion Design	5a Use the effect of colour, fabric, on fashion forecasting 5b Use the effect of style, embellishment & accessories on fashion forecasting 5c Use different means to promote the fashion design and Plan activities based on fashion forecasting 5d Classify the types of opportunities in fashion field 5e Compare work of Fashion designers of National and	5.1 Fashion designers 5.2 Product Developers, 5.3 Creative Pattern Makers 5.4 Fashion Coordinators 5.5 Fashion Stylists 5.6 Design Merchandisers 5.7 Fashion Educators 5.8 Fashion Illustrators 5.9 Costume Designers

Unit	Unit Outcomes (UOs) (4 to 6 UOs at different levels)	Topics and Sub-topics
	International repute 5fReduce the wastage by using various available software and Up cycling of the different product by using garment based	

Note: The Unit Outcomes (UOs) need to be formulated at different level of Revised Bloom's Taxonomy' to accelerate the attainment of the COs and the competency.

9. SUGGESTED SPECIFICATION TABLE FOR QUESTION PAPER DESIGN

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks			
			R Level	U Level	A Level	Total Marks
I	Fashion Terminology	08	4	4	6	14
II	Fashion Development	04	4	4	4	12
III	Fashion In India	04	3	4	4	11
IV	International Fashion	04	3	4	4	11
V	Forecasting and Sustainability In Fashion Design	06	3	4	4	11
Total		28	20	24	26	70

Legends: R=Remember, U=Understand, A=Apply and above (Revised Bloom's taxonomy)

Note: This specification table provides general guidelines to assist students for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels (of R, U and A) in the question paper may slightly vary from above table.

10. SUGGESTED STUDENT ACTIVITIES

Other than the classroom and laboratory learning, following are the suggested student-related **co-curricular** activities which can be undertaken to accelerate the attainment of the various outcomes in this course: Students should perform following activities in group and

prepare reports of about 5 pages for each activity. They should also collect/record physical evidences for their (student's) portfolio which may be useful for their placement interviews:

- a) Prepare a portfolio of a fashion designer having national or international repute.
- b) Undertake micro-projects in teams.
- c) Present the collection of a fashion designer by PPT
- d) Visit any fashion exhibition to understand the core concept of fashion design

11. SUGGESTED SPECIAL INSTRUCTIONAL STRATEGIES (if any)

These are sample strategies, which the teacher can use to accelerate the attainment of the various outcomes in this course:

- a) Massive open online courses (**MOOCs**) may be used to teach various topics/sub topics.
- b) Guide student(s) to take micro-projects.
- c) Blend the basic concepts with more specialized instruction
- d) Visualization, Cooperative Learning, inquiry based instruction, differentiation, effective use of technology, think-pair and share etc pedagogies can be implemented as per the enlisted course outcomes.
- e) Give at least 10 competitive problems for each course outcomes of this course
- f) Practice, practice and practice - expose students to wide range of problems
- g) About **20% of the topics/sub-topics** which are relatively simpler or descriptive in nature is to be given to the students for **self-learning**, but to be assessed using different assessment methods.
- h) With respect to **section No.10**, teachers need to ensure to create opportunities and provisions for **co-curricular activities**.
- i) Guide students on how to address issues on environment and sustainability using the knowledge of this course

12. SUGGESTED MICRO-PROJECTS

Only one micro-project is planned to be undertaken by a student that needs to be assigned to him/her in the beginning of the semester. In the first four semesters, the micro-project are group-based (group of 3 to 5). However, **in the fifth and sixth semesters**, the number of students in the group should **not exceed three**.

The micro-project could be industry application based, internet-based, workshop-based, laboratory-based or field-based. Each micro-project should encompass two or more COs which are in fact, an integration of PrOs, UOs and ADOs. Each student will have to maintain dated work diary consisting of individual contribution in the project work and give a seminar presentation of it before submission. The duration of the microproject should be about **14-16 (fourteen to sixteen) student engagement hours** during the course. The students ought to submit micro-project by the end of the semester to develop the industry-oriented COs.

A suggestive list of micro-projects is given here. This has to match the competency and the COs. Similar micro-projects could be added by the concerned course teacher:

Suggested List of Micro-Project.

- Interact with boutique shop owners and fashion designers
- Analyze how to conduct the fashion shows
- Forecast the upcoming fashions
- Interact with the field persons like merchandisers
- Prepare your own trimming and decoration for your garments.

13. SUGGESTED LEARNING RESOURCES

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Fashion From Costumes to Consumer	Gini Stephens Frings	Pearson/Prentice Hall, 2005 ISBN:9780131173385
2	The Complete Book of Fashion Design	Tate, S.L. and Edwards, M.S.,	Harper & Row Publication, ISBN: 1560101822
3	Dictionary of Fashion	Tortora, P. & Calasibetta, C.M.,	Laurence King Pub, 2003 ISBN:9781856693448
4	Fashion Forecasting	Brannon, E. L.,	Fairchild Publication, 2010 ISBN:9781563678202
5	Dictionary of Fashion & fashion Designers	Georgina O'Hara Callan , Cat Glover	Thames & Hudson Publication, 2008 , ISBN: 9780500203996
6	Textiles and Fashion	Rose Sinclair	Woodhead Publishing Limited ,2015 , ISBN 978-1-84569-931-4

14. SUGGESTED LEARNING WEBSITES

- a) www.fashioncenter.com
- b) www.fgi.com
- c) www.vogue.com
- d) <http://www.allure.com/>
- e) <http://www.grazia.it/>

15. PO-COMPETENCY-CO MAPPING

Semester I	Elements of Fashion Designing (Course Code: C4325902)								
	POs								
Competency & Course Outcomes	PO 1 Basic & Discipline specific knowledge	PO 2 Problem Analysis	PO 3 Design/development of solutions	PO 4 Engineering Tools, Experimentation & Testing	PO 5 Engineering practices for society, sustainability & environment	PO 6 Project Management	PO 7 Life-long learning	PSO 1	PSO 2
Competency	Use basic knowledge of fashion to relate terminology and fashion cycles in fashion industry.								

Course Outcomes CO a)	3	-	-	-	-	-	3	1	1
CO b)	3	2	3	-	2	-	3	1	1
CO c)	3	3	-	-	-	-	3	1	1
CO d)	3	3	3	-	3	3	3	1	2

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

16. COURSE CURRICULUM DEVELOPMENT COMMITTEE

GTU Resource Persons

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