



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Engineering

Level: Diploma

Branch: Textile Design

Course / Subject Code : DI01C59021(Only for C to D Students)

Course / Subject Name : Introduction to Fashion Design

w. e. f. Academic Year:	2024-2025
Semester:	1 st
Category of the Course:	PCC-01

Prerequisite:	Basic drawing skills, a keen interest in fashion and design, creative thinking and have a willingness to explore various fashion trends and historical influences.
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.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Use the relevant fashion vocabulary followed by the fashion industry.	A
02	Apply fashion development cycle to prepare relevant garments.	A
03	Compare national, international fashion trends, brands and collections of designers	N
04	Forecast fashions based on the given parameters and adapt changes according to market requirements	N

*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)	PA/CA (I)	ESE (V)	
2	0	4	4	70	30	50	50	200



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Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Fashion 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 1.5 Wear terminology - Women's Wear ,Men's Wear, Children's Wear , Sportswear ,Resort Wear, Sleep Wear , Casual Wear ,Formal Wear	06	21 %
2.	Fashion Development 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	06	21 %
3	Fashion In India 3.1 Delhi, Mumbai, Pune, Bangalore 3.2 Ritual Kumar, Manish Malhotra, Rohit Bal, Tarun Tahiliani, Manish Arora, Ritu Beri, 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, Color Plus, Frank Jefferson 3.6 Retail stores - Lifestyle, Pantaloons, Shoppers Stop, Raymond, Park Avenue , Color Plus, Globus, Westside, Reliance Trends	06	21 %
4.	International Fashion 4.1 Milan Fashion Week, New York Fashion Week ,London Fashion , Paris Fashion Week	06	21 %



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	4.2 Lagerfeld, Dolce & Gabbana , Coco Chanel, Christian Dior, Yes Saint Laurent, Ralph Lauren, Donatella Versace and Vallentino, Karl 4.3 High fashion - Tommy Hilfiger, Christian Dior, Calvin Klein, Versace 4.4 Ready-to-wear - H&M, Ralph Lauren -Polo brands, CK by Calvin Klein, DKNY, Versus by Versace 4.5 Retail stores - Marks and Spencers, Target, JC penny, Neiman Marcus, Harrods, Zara International		
5.	Scope of Fashion Design 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 5.10 Garment Technologist	06	16 %
Total		30	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
20 %	40 %	20 %	20 %	-	-

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



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References/Suggested Learning Resources:

(a) Books:

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

(b) Open source software and website:

1. www.fashioncenter.com
2. www.fgi.com
3. www.vogue.com
4. <http://www.allure.com/>
5. <http://www.grazia.it/>

Sr. No.	Practical Outcomes (PrOs)	Unit No.	Approx. Hrs. required
1.	Identify and collect minimum five type of samples of High fashion	I	04
2.	Identify and collect minimum five type of samples of Mass fashion	I	04
3.	Identify and collect minimum five type of samples of Classic fashion	I	04
4.	Identify and collect minimum five type of samples of Fad fashion	I	04
5.	Identify and collect pictures of different accessories from any seven different International / Domestic Brand	III	04
6.	Identify and write a brief profile of five renowned brands in Men's Wear/ Women's Wear /Kid's Wear	III	04



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7.	Identify your favorite fashion designer and analyze the exclusivity of his/her work in the field of Men's Wear/ Women's Wear /Kid's Wear	III	04
8.	Identify and collect cutting of five types of casual wear outfit's	IV	04
9.	Identify and collect cutting of five types of party wear outfit's	IV	05
10.	Identify and collect cutting of five types of uniform outfit's	IV	05
11.	Identify and collect cutting of five types of summer wear outfit's	V	05
12.	Identify and collect cutting of five types of winter wear outfit's	V	04
13.	Identify and collect cutting of five types of rainy wear outfit's	V	05
14.	Identify and collect cutting of five types of autumn wear outfit's	V	04
Total			60

List of Laboratory/Learning Resources Required:

Suggested Project List:

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

Suggested Activities for Students:

1. Prepare a portfolio of a fashion designer having national or international repute.
2. Undertake micro-projects in teams.
3. Present the collection of a fashion designer by PPT
4. Visit any fashion exhibition to understand the core concept of fashion design

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