



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Engineering

Level: Diploma

Branch: Computer Aided Costume Design & Dress Making

Course / Subject Code: DI03051021

Course / Subject Name: Fashion Dynamics

<b>w. e. f. Academic Year:</b>	2024-25
<b>Semester:</b>	3 <sup>rd</sup>
<b>Category of the Course:</b>	PCC

<b>Prerequisite:</b>	NA
<b>Rationale:</b>	This course helps in understanding concept of fashion and its terminologies. It enables the students to familiarize with the factors that affect fashion. Understanding of the fashion trends is must for garment designers to make their designs acceptable in market. It will also aware learners about top fashion capitals of the world as well as fashion designers of the world as well as national fashion designers. It provides a comprehensive understanding of the global and local fashion industry, offering valuable insights into design principles, trends, and business practices. It's important for aspiring designers, industry professionals, and fashion enthusiasts to grasp the significance of both. Thus, this is very important course for students of CACDDM program.

### Course Outcome:

After Completion of the Course, Student will able to:

No.	Course Outcomes	RBT Level
01	Explain fashion, style and trends along with fashion terminologies.	R
02	Summarize fashion theories, fashion cycle, fashion capitals as well as fashion designers.	U
03	Apply different elements of fashion on garments.	A
04	Interpret factors affecting fashion.	U
05	Choose the clothing / fashion to suit the occasion	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(M)	PA(I)	ESE (V)	
4	0	0	4	70	30	00	00	100



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## Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1	<b>Unit – I Introduction to fashion</b> 1.1 What is fashion 1.2 Principles of fashion 1.3 Intangibles of fashion 1.4 Trends in fashion 1.5 Styles in fashion 1.6 Fashion terminologies- fashion, style, trend, Avant-garde, Bespoke, Brand, Bridge fashion, Classic, Couture, Couturier, Diffusion line, Ensemble, Fad, Fashion capital, Fashion follower, Fashion Label, Fashion leader. 1.7 Creator and sources of fashion	14	23
2.	<b>Unit – II Fashion Theory</b> 2.1 <b>Veblen’s theory of leisure class</b> 2.2 <b>Fashion adoption theories</b> Trickle up, Trickle down and Trickle across theory 2.3 <b>Fashion cycle / Bell curve.</b> Stages of fashion cycle, Changes in fashion cycle and Lengths and breaks in fashion cycle 2.4 <b>Capitals of fashion</b> Introduction to various fashion capitals of the world, Cultural and fashion climate, Street fashion observed, Fashion weeks and trade shows 2.5 <b>National and international fashion designer</b> National and international Prominent designer, their signature style, evolution and current collections.	22	37
3	<b>Unit– III Elements of Fashion</b> 3.1 Fabric: fabric quality, weave, texture, ornamentation etc. 3.2 Colour 3.3 Fit 3.4 Fall 3.5 Shapes and Proportions	8	14
4	<b>Unit– IV Factors Affecting Fashion</b> 4.1 Factors affecting fashion -Accelerating factors and Retarding factors 4.2 The factor of age and gender 4.3 The factor of geography	6	10



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	4.4 The factor of culture 4.5 The factor of economy and class 4.6 The factor of technology 4.7 The factor of 'icon' 4.8 The factor of popularity (fashion leaders and fashion followers) 4.9 The factor of taste 4.10 Time period		
5	<b>Unit– V Apparel Categorization</b> 5.1 Street wear 5.2 Formal wear (business formals) 5.3 Business casuals 5.4 Ethnic wear 5.5 Bridal wear (Western, Indian) 5.6 Kids wear 5.7 Denim wear 5.8 Lounge wear 5.9 Resort wear 5.10 Beach wear 5.11 Sports wear 5.12 Active sports wear	10	16
	<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
20	50	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:

1. Fashion Design Essentials:100 Principles of Fashion Design, Jay Calderin, Rockport publication-2012 ISBN 13 – 9781592538270
2. The culture of Fashion, Christopher Breward, Manchester university press-1995 ISBN 13- 9780719041259
3. Fashion and Modernity, Christopher Breward, Berg publication-2005 ISBN 13- 9781845200282
4. Fashionology: An Introduction to Fashion Studies, Yuniya Kawamura, Berg publication-2005 ISBN 13 -9781859738146



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5. Fashion and Its Social Agendas: Class, Gender & Identity in Clothing, Diana Crane, University of Chicago press-2001, ISBN 13 -9780226117997
6. Fashion Cultures: Theories, Explorations and Analysis, Stella Buzzi, Routledge -2013 ISBN 13- 9780415680066
7. Fashion from Concept to consumer, Gini Stephens Pearson, Prentice Hall- 2007 ISBN-13- 9780131590335
8. The Dynamics of Fashion, Elaine Stone, Fairchild Publication-2008 ISBN-13 2901563676863
9. Fashion Source Book, Kathryn McKelvey, Blackwell Publishing New Delhi- 1996 ISBN-13- 978-0632039937
10. Individuality in clothing, Kafgen Mary, Houghton Mifflin Company-1971 ISBN-13 -978-0023621901
11. Elements of Fashion and Apparel Design, Sumathi, G.J, New Age International Publishers, New Delhi-2002, ISBN-13 - 978-8122413717

**(b) Open-source software and website:**

1. <https://meinpodcast.de/bookey-book-summary-and-review/the-theory-of-the-leisure-class-unveiling-the-socio-economic-dynamics-of-conspicuous-consumption>
2. <https://www.proprofs.com/quiz-school/story.php?title=elements-principles-design-1>
3. <https://www.femina.in/fashion/how-to/common-fashion-terms-and-their-meaning-68484.html>
4. <https://www.voguefashioninstitute.com/the-life-cycle-of-fashion/>
5. <https://fashionhistory.fitnyc.edu/how-to-research-fashion/>
6. <https://fashionhistory.fitnyc.edu/dictionary/>
7. <https://www.google.com/search?q=mind+mapping&oq=mind+mapping&aqs=chrome..69i57j0i512i3j0i20i263i512j0i512i5.7781j0j7&sourceid=chrome&ie=UTF-8>
8. <https://www.google.com/search?q=garment+design+brief+analysis+definition&oq=garment+design+brief+analysis+definition&aqs=chrome..69i57j33i671.1048j0j7&sourceid=chrome&ie=UTF-8>
9. <https://www.google.com/search?q=consumer+research+and+boards+definition&oq=&aqs=chrome.0.35i39i362l8.16715j0j7&sourceid=chrome&ie=UTF-8>
10. <https://www.google.com/search?q=concept+boards&oq=Concept+boards&aqs=chrome.0.0i273i512i650j0i512i3j0i20i263i512j0i22i30i5.1248j0j7&sourceid=chrome&ie=UTF-8>
11. <https://www.google.com/search?q=mood+board+in+fashion+designing&oq=mood+board+in+fas&aqs=chrome.1.0i273i512i650l2j69i57j0i512j0i22i30i6.15568j0j7&sourceid=chrome&ie=UTF-8>
12. <https://www.google.com/search?q=Brand+research+boards&oq=Brand+research+boards&aqs=chrome..69i57j0i22i30j0i390i512i650l4j0i512i546j0i546i649j0i751j0i512i546.6274j0j7&sourceid=chrome&ie=UTF-8>



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13. <https://www.google.com/search?q=Key+words+analysis+in+fashion+design&oq=Key+words+analysis+in+fashion+design&aqs=chrome..69i57j33i10i160.16533j0j7&sourceid=chrome&ie=UTF-8>
14. [https://en.wikipedia.org/wiki/Fashion\\_show](https://en.wikipedia.org/wiki/Fashion_show)
15. <https://www.textileinfomedia.com/trade-fairs>
16. <https://www.wikihow.com/Coordinate-a-Fashion-Show>
17. <https://www.scribd.com/presentation/329865922/Factors-Influecing-Fashion>
18. <https://www.iiad.edu.in/the-circle/effective-fashion-design-brief/>
19. <https://glamobserver.com/fashion-terms-to-know/>
20. <https://www.yourdictionary.com/articles/fashion-terms-fundamentals>
21. [https://en.wikipedia.org/wiki/Fashion\\_capital#:~:text=Called%20the%20Big%20Four%2C%20the,which%20receive%20most%20media%20coverage.](https://en.wikipedia.org/wiki/Fashion_capital#:~:text=Called%20the%20Big%20Four%2C%20the,which%20receive%20most%20media%20coverage.)
22. <https://www.google.com/search?q=top+fashion+designers+in+the+world&oq=top+fashion+designers&aqs=chrome.0i273i512i650j69i57j0i273i512i650l2j0i512l6.14928j0j7&sourceid=chrome&ie=UTF-8>
23. <https://www.google.com/search?q=top+fashion+designers+in+the+world&oq=top+fashion+designers&aqs=chrome.0i273i512i650j69i57j0i273i512i650l2j0i512l6.14928j0j7&sourceid=chrome&ie=UTF-8>
24. <https://www.google.com/search?q=apparel+catogory&oq=apparel+catogory&aqs=chrome..69i57j0i13i512l2j0i13i30l4j0i10i13i30j0i5i13i30j0i5i10i13i30.12180j0j7&sourceid=chrome&ie=UTF-8>
25. <https://textileapex.com/fashion-apparel-categories/>

### Suggested Course Practical List: If any

Pr. No.	List of Practical	Hours	% of Weightage
-----	Minimum Practical Hours	-----	---

### List of Laboratory/Learning Resources Required: NA

### Suggested Project List:

- a) Prepare presentation on various personalities (historic and contemporary) associated with fashion, music, art, film, television, politics, etc. who had a unique style that made them popular and had a lasting effect on fashion.
- b) Prepare presentation/Boards/charts on popular fashion brands/mind mapping/concept board/mood board etc.
- c) Visit fashion week/fashion shows being arranged in the town/online.
- d) Prepare presentation/Boards/charts on fashion capitals of the world.



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## **Suggested Activities for Students:**

- a) Power point presentation
- b) Internet based assignments
- c) Teacher guided self-learning activities
- d) Library/internet/lab based mini-project etc.

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