

5503 - FASHION PROMOTION										
Teaching Schedule Per Week			Progressive Assessment	Examination Schedule (Marks)						
Lectures	Practical	Credit		Theory			Practical Ex.		Total	
	6	6	150	-	-	-	-	-	150	
Pre-requisite		Source	Semester	Theory	Test	Total	TW	PR	Gr Total	++
Nil		GAT		-	-	-	150	-	150	

Rationale - The course aims at familiarizing students with the conception, production and presentation of a fashion show thus developing in a student the ability to produce and manage a fashion show.

COURSE CONTENTS	Hrs
<b>1. THEME &amp; DESIGN</b> Class discussion on themes and invitation card. Fixing suitable venue based on them to be carried out.	10
<b>2. BUDGETING</b> A fashion show and collection. Expenses involved sponsors, brochure funding, etc	8
<b>3. PRODUCTION</b> Measurements of individual models will be taken. Drafting, cutting and tailoring of the design selected to be carried out as per model measurements. (Each student must complete at list six ensembles).	32
<b>4. TRIALS &amp; FITTINGS</b> Trial and fittings to be carried out on the models (at least 2 trials) all adjustments and correction to be finalized by the 2nd trial.	10
<b>5. ACCESSORIES</b> Assembling and fabrication of accessories.	10
<b>6. FASHION PROMOTION</b> Invitation card design, setting, printing, press note, garment sale, venue and pricing.	10
<b>7. CHEOROGRAPHY</b> All matters related to the stage - sitting, ramp, lights, music, sound, set green room arrangements - Ramp walking of models as per sequence and cues. Rehearsals to be to be conducted before presentation on stage.	10
<b>8. PRESENTATION</b> Completed garments along with accessories will be presented in a fashion show.	6
<b>Total</b>	<b>96</b>

#### REFERENCE BOOKS

1. Catwalk