

5504 – ADVANCED FASHION DESIGN										
Teaching Schedule Per Week			Progressive Assessment		Examination Schedule (Marks)					
Lectures	Practical	Credit			Theory		Practical Ex.		Total	
1	4	5	25	25	-	-	100		150	
Pre-requisite		Source	Semester	Theory	Test	Total	TW	PR	Gr Total	++
4509		GAT		75	25	100	50	-	150	

**Rationale** – This course gives knowledge on Hi - Fashion illustrations, accessories, designer labels, fashion trends and colour which improves the student's fashion statements.

COURSE CONTENTS	Hrs
<b>1. HI-FASHION ILLUSTRATION</b>	2
Importance and application. Understanding the body silhouettes natural silhouettes and hourglass silhouettes. Depiction of fabric fall, fabric textures and suitable fabric's to be used for occasional wear Creating one's own styles of illustrating.	
<b>2. FASHION ACCESSORIES</b>	1
Fashionable finishes to give a complete look jewelry, scarves and stoles, hats, shoes bags, belts, ties, etc.	
<b>3. DESIGN OF SPECIALISED GARMENTS</b>	2
Styles and cuts used, materials suitable, gears complimenting casual, occasional, formal wear, sportswear, etc.	
<b>4. WINDOW DISPLAY</b>	2
Importance and factors influencing window display- Types of display-on shelves, hangars, maniguins, thematic display.	
<b>5. INDIA AND INTERNATIONAL DESIGNERS</b>	4
Getting to know names of designers both Indian and International, their styles and uniqueness and appreciation of designs.	
<b>6. FASHION FORECAST</b>	5
Fashion cycles, current fashion trends, colours, fabrics, styles and cuts. How to be in touch with latest fashion (magazines, video, fashion shows and talks, fashion exhibitions and displays). A fashion designers analytical approach.	
<b>Total</b>	16

#### PRACTICALS

The practical work shall consist of prescribed syllabus mentioned and work duly recorded in a journal.

#### REFERENCE BOOKS

1. A Professional Fashion Illustration by Julian Seaman foreword by Wendy Dagworthy, B.T. Batsford LTD, 4 Fitz Hardinge street, LONDON with Oah
2. Fashion Design On the Stand Drapes & Cuts blocks by Dawn cloake - B.T.Batsfoed LTD, 4 Fitz Hardinge Street, London, with Oah
3. Inside the Fashion Business by Jeannette A. Jaenow, Milian Gueueiro, Betrice Judette, Mac millan Publishing Co. 866 3rd Avenue, N.Y. N Y 10022
4. Clothing - Fashion Fabric Construction by Jearette Weber, Beanut & The knight Publishing Co., Peoira, Illinois.