

29. FASHION STUDIES

(Code No. 053)

Preamble:

Fashion is dynamic and ever changing. It is one of the most powerful forces in our lives. It influences every facet of our lifestyle at a particular period in time e.g. the clothes we wear, the music we listen, the food we eat, where we go for holiday or the car we drive in etc.

Fashion is a big business and key driver for several industries e.g. apparel, accessories, textiles, automobiles etc.

The purpose of the course 'Fashion Studies' is to tell the students about the fundamentals of fashion design. Fashion Design as a profession includes the entire process of designing and producing fashion apparels from the fibre and yarn stage to the finished product. The course will give an overview of fashion design and elaborate on different aspects like elements of design, history of fashion, fabrics, and understanding of the body, pattern development and garment construction.

Total marks Theory: 70

COURSE STRUCTURE CLASS XI (2017-18)

Chapters	Periods	Marks
Chapter-I Overview of Fashion	30	10
Chapter-II Introduction to Fabrics	50	20
Chapter-III Design Fundamentals	80	20
Chapter-IV Elements of Garment Making	80	20
	180+60 for practical	70+30 practical = 100

Chapter-I: Overview of Fashion

10 Marks 30 Periods

Objectives of the course

- To introduce students to fashion studies and provide an overview of fashion
- To familiarize students with essential fashion terminology and fashion theories
- To know about consumer segmentation
- To clarify the roles and responsibilities of fashion professionals

Learning outcomes: After finishing the course, the students shall be able to:

- Demonstrate their knowledge of fundamental aspects of fashion
- Describe appropriate terminology and theories related to fashion
- Describe the process of fashion diffusion across consumer segments
- Demonstrate the fundamental knowledge related to the fashion industry

Course Content

- Overview of fashion- Introduction and definition

- Factors influencing fashion
- Key Concepts and Terminology - trends, collection, style, art and craft, *avant garde* and mass fashion, knock-offs limited fashion and co-branded labels, classics and fads
- Movement and Direction of fashion - Fashion forecasting, Pendulum swing, Fashion cycles
- Theories of fashion movement - trickle-down, trickle-across
- Consumer segmentation
- International trade in Fashion
- Regulatory bodies for fashion and textiles in India
- Role of fashion professionals in Design, Technology, Merchandising

Methodology of teaching: Illustrate lectures with slides and visuals

Reference Text:

Concept to consumer, by Gini Stephens Frigns

Inside Fashion Business, by v. Jeanette A. Jarrow,

Miriam Guerriero, Beatrice Judelle

Chapter-II: Introduction to Fibres, Dyeing & Printing

20 Marks

50 Periods

Objectives of the course

- To introduce students into the world of fibres
- To introduce students to yarn formation and weaving
- To introduce students to the process of dyeing & printing

Learning outcomes

After finishing the course, the students shall be able to:

- Identify different manmade and natural fibres
- Understand the conversion of fibre to fabric
- Appreciate the process of dyeing and printing of textiles

Course Content

- Fibre, classification of fibres and properties of fibres
- Yarn formation
- Weaving and basic weaves
- Dyeing of textiles
- Printing of textiles.

Teaching Methodology: Illustrate lectures with slides and visuals along with actual fabric samples. A teacher would be expected to create a library of fabrics to explain and conduct the classes.

Reference Text: 'Textiles' by Sara Kadolph & Anna Langford

Essentials of Textiles, by Marjorie Joseph

Chapter-III: Design Fundamentals**20 Marks 80 Periods****Objectives of the course**

- To introduce the students to the meaning of design
- To develop an understanding of Elements of Design and Principles of Design
- To develop and initialize a design vocabulary, an essential tool for practicing designers
- To develop skills of visualization and communication using design fundamentals

Learning outcomes

After finishing the course, the students shall be able to

- Understand and apply the Elements of Design
- Understand and apply of the Principles of Design
- Use basic design language
- Translate abstract, sensorial ideas into visual language

Course Content

- Meaning of design
- Basic Elements of Design - Dot, Line, Shape and Texture
- Colour Theory - Hue, Tint, Shade, Tone, Colour Schemes
- The language and psychology of colour
- Basic Principles of Design- Rhythm, Balance, Contrast, Emphasis

Teaching Methodology: Illustrate lectures with slides, visuals and demonstrations wherever required.

Reference Text: 'Grafix' by Wolfganghageney

Repeat pattern-Peter Phillips, Gillian Bunce

Design Elements 2 -Richard Hora

Chapter-IV: Elements of Garment Making**20 Marks 80 periods****Objectives of the course**

- To introduce the students to the skills of garment making
- To make them familiar with sewing machine & its various parts
- To make them familiar with the use of other sewing aids
- To teach them basic hand and machine stitches and their applications
- To teach them various simple sewing machine operations

Learning outcomes

After finishing the course, the students shall be able to

- Work with proficiency on the sewing machine
- Rectify simple problems of the machine faced while stitching

- Stitch different kinds of seams using the sewing machine
- Finish garment edges with hand stitches
- Gathers, pleats and tucks on the fabric

Course Content

- Introduction to sewing machine, its various parts and functions along with other sewing aids.
- Common sewing machine problems and their solutions.
- Develop proficiency in: straight and curved seams
- Basic hand stitches - basting, hemming, back stitch, running stitch etc. with their end use.
- Basic machine seams used for stitching or finishing various parts of the garments like plain seam, french seam, flat fell etc.
- Fabric manipulation like gathers, pleats and tucks

Teaching Methodology: Illustrate lectures with slides, visuals and demonstrations where ever required.

Reference Text: Encyclopaedia of Dressmaking, by Marshall Cavendish

Readers Digest book of Sewing, Encyclopedia of Sewing.

Class - XI Practicals

30 Marks 60 periods

Chapter-I : Overview of Fashion

1. Relating Fashion Cycle theories to contemporary fashion.
2. Explaining the Pendulum Swing theory for fashion forecasting.
3. Referencing of historical costumes as inspiration for Indian apparel design.
4. Use of print media as a source of information for fashion trends.

Chapter-II : Introduction to Fibers, Dyeing and Printing

5. Identification and distinguishing between the different fibres through burning test.
6. Identification of basic weaves in fabrics.
7. Identification of different printing techniques on fabric.
8. Applications and end uses of different textile structures.

Chapter-III : Design Fundamentals

9. Analysis of the relationship between form / shape and function / use and to develop sensitivity towards colour, shape and texture.
10. Analysis of varied textures in nature and man-made environment.
11. Conversion of verbal language into design development.
12. Use of Balance / Symmetry, Emphasis and Contrast in designing products and spaces.

Chapter-IV: Elements of Garment Making

13. Develop familiarity with the machine.
14. Prepare samples of seams.
15. Prepare samples of seam finishes.
16. Prepare samples of gathers, pleats and tucks.

QUESTION PAPER DESIGN
FASHION STUDIES (Code 053) CLASS - XI (2017-18)

Time: 3 Hours

Max. Marks : 70

S.No	Typology of Questions	Very Short Answer (VSA) (1 mark)	Short Answer-I (SA-I) (2 marks)	Short Answer-II (SA-II) (3 marks)	Long Answer (L.A) (5 marks)	Total Marks	% Weightage
01	Knowledge based	1	1	2	---	9	13%
02	Conceptual understanding	1	1	2	1	14	20%
03	Application based and inferential type	---	1	3	2	21	30%
04	Reasoning	3	3	1	---	12	17%
05	Skill Based	2	2	1	1	14	20%
	Total	7×1=7	8×2=16	9×3=27	4×5=20	70(28)	100%

Prescribed Books:

1. Fashion Studies : Learning Resource Textbook (Class XI) - Published by CBSE
2. Fashion Studies : Practical Manual (Class XI) - Published by CBSE