

FACULTY OF FASHION & DESIGN

Ph.D Syllabus

PHD: 101 TECHNIQUES IN FASHION DESIGN

SEMESTER

MAX. LECTURE-3Hrs/Week	: I
MAX. TUTORIAL-1Hrs/Week	: 48
MAX. PRACTICAL-0Hrs/Week	: 16
DURATION	: NIL
CREDITS	: 12-16 Weeks/ Semester
MAX. MARKS	: 4
	: 20+80=100

OBJECTIVES

- To learn about principles of Fashion design in terms of research aesthetic
- To introduce the students with the process of design thinking & interpretation
- To understand and develop the use & application of Design elements
- To impart knowledge & technology about how fashion works

COURSE DETAILS

UNIT-I

About Fashion

- Fashion definition & terminology of fashion
- Four levels of Fashion (Primary level, Secondary level, the Retail level & Auxiliary level)
- Fashion Cycle- definition, stages of fashion cycle
- Fashion adaptation Theory

UNIT-II

Design Concepts

- Aesthetic Value & Principles of Aesthetic
- Structural and applied design
- Fashion Forecasting

UNIT-III

Design Thinking

- Creative Design , Line, Shape, Silhouette, Colors, Texture , Fabric Patterns
- Balance, rhythm, proportion, harmony, combination
- Basic Design Direction, Themes for Thinking, Inspiration & Reference

UNIT-IV

Product Research

- Existing designs, material, scope for intervention, place of sale/sale outlet
- Value, Inclusion, Sketching, Presenting Ideas
- Development of a sample garment and product line
- Specification sheet & cost sheet, consumer profile, target market,
Distribution channel

EVALUATION CRITERIA

Internal Exam	
Total (Assignments/Class Test/ Attendance)	- 20 Marks
Semester End Exam	
End exam	- 80 Marks
Grand Total	- 100 Marks