

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 (2016-17)

Unit	Periods	Marks
Unit-I Introduction to Fashion Studies	30	10
Unit- II Introduction to fabrics	50	20
Unit -III Elements of Design	80	20
Unit -IV Elements of Garment Making	80	20
	180+60 for practical	70+30 practical 100

Unit-I: Introduction to Fashion Studies

10 Marks 30 Periods

Overview of Fashion

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

- Understanding 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
- Role of fashion professionals in Design, Technology, Merchandising

Methodology of teaching: Illustrated 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

Unit-II: Introduction to Fabrics

20 Marks

50 Periods

Introduction to Fibres, Dyeing & Printing

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: Illustrated 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

Unit-III: Elements of Design

**20 Marks (Theory) 80 Periods
15 Marks (Practical)**

Design Fundamentals

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

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

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

Evaluation Criteria

- Understanding of the assignment given
- Quality of the work submitted
- Daily assessment to be done after each student presents their work
- Marks would be given for level of improvement of work
- 10% marks to be given for punctuality, regularity and sincerity
- Timely completion of the project

Reference Text: 'Grafix' by Wolfganghageney

Repeat pattern-Peter Phillips, Gillian Bunce

Design Elements 2 -Richard Hora

Unit-IV: Element of Garment Making

20 Marks 80 periods

Objectives of the course

- To introduce the students to the skill 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 sufficiently with proficiency on the sewing machine
- To rectify simple problems of the machine faced while stitching
- To stitch different kinds of seams using the sewing machine
- To finish garment edges with hand stitches
- To make gathers, pleats and tucks on the fabric

Course Content

- Introduction to sewing machine, its various parts and functions along with other sewing aids.
- Understanding the maintenance of sewing machine and simple 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, lapped
- Fabric manipulation like gathers, pleats and tucks

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

Evaluation Criteria

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- Quality of the work submitted
- Daily assessment to be done after each student presents their work
- Marks would be given for level of improvement of work
- 10% marks to be given for punctuality, regularity and sincerity
- Timely completion of the project

Reference Text: Encyclopaedia of Dressmaking, by Marshall Cavendish
Readers Digest book of Sewing, Encyclopedia of Sewing.

Class - XI Practicals

Chapter 1: 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 2: 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 3: Design Fundamentals

9. Analysis of the relationship between form/shape and function/use and to develop sensitivity towards color, 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 4: 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 (2016-17)****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	8	9	4	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

FASHION STUDIES (CODE - 053)
CLASS -XII (2016-17)

Unit	Periods	Marks
Unit-I History of fashion	40	15
Unit-II Basic pattern development	80	20+15 (Theory + Practical)
Unit -III Elements of fashion	40	15
Unit IV Basics of garment marking	80	20+15 (Theory + Practical)
	180+60 for practical	70+30=100

FASHION STUDIES: Class XII

Unit-I: History of Fashion

15 Marks 40 Periods

Objectives of the course

- To provide an overview of history of costume from ancient civilization to the present
- To explain the socio-cultural factors influencing costume
- To familiarize students with terminology of costume history

Learning outcomes

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

- Express their knowledge of history of clothing and costume
- Express their understanding of the role of multiple factors influencing costume
- Use appropriate terminology related to fashion history

Course Content

- Introduction to history of fashion, sources of information
- Factors affecting clothing - protection, ritualistic, identification, adornment
- Origin and development of costume -
 - (i) Draped costume
 - (ii) War costume - armour, techniques of construction, ancient war costumes, uniforms during World Wars, Oriental and Indian war costumes
- Industrial Revolution - mechanical inventions, influence on India
- Effect of World Wars on fashion
- Evolution of 20th century Indian fashion and influence of films on fashion
- International trade
- Regulatory bodies for fashion and textiles in India

Teaching Methodology: Illustrated lectures with slides and visuals

Reference Text:

Kaleidoscope of fashion, by Mehar Castilino

Ancient Indian Costume, by Roshan Alkazi

Unit-II: Basic Pattern Development**20 Marks 80 Periods****Objectives of the course**

- To introduce students to the World of Fashion Designing through pattern development
- To explain the importance of this skill that enable the designer to convert a design sketch into a three dimensional form
- To develop basic blocks for bodice, sleeve and skirt
- To understand and implement the concept and importance of test fits and to convert paper patterns into muslin

Learning outcomes

After finishing the course, the student shall be able to

- Understand the basic skill of pattern making
- Understand and appreciate the concept of fit and balance
- Develop basic blocks from measurement charts and body measurements
- Test fit and correct the fit of the pattern
- Develop patterns for simple designs using basic blocks

Course Content

- Methods of measuring body and dress form
- Relationships of sizes and measurements
- Tools of pattern making
- Common terms used in pattern development
- Introduction to pattern Development for womenswear - how patterns are made and developed, the importance of fit and balance and methods of achieving it.
- Basic Bodice - developed from the standard measurement chart and test fitted on the dress form.
- Making the important details such as darts, seam allowance, notches gain lines etc.
- Making of garment details Armholes, Necklines - V, U round, boat, square
- Develop basic sleeve block
- Develop basic skirt block with one dart or two darts.
- Basics of collar development basic collars like peter pan & Chinese
- Dart manipulation

Final product: Student will learn to develop patterns from basic blocks for simple designs for skirts and blouses.

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

Evaluation Criteria

- Understanding of the assignment given
- Quality of the work submitted
- Daily assessment to be done after each student presents their work
- Marks would be given for level of improvement of work
- 10% marks to be given for punctuality, regularity and sincerity
- Timely completion of the project.

Reference Text

Pattern making by Helen Armstrong

Pattern making for women's wear by Winifred Aldrich

Pattern making by Pamela Stringer.

Unit - III: Elements of Fashion

15 Marks

40 Periods

Elements of Fashion Clothing

Objectives of the course

- To introduce students to the basic segments in fashion clothing
- To teach students about fashion, fashion centres, categories of clothing & trims.
- To sensitize students about different items of garments in each category i.e. menswear, womens wear and childrens wear
- To teach students the difference between high fashion and mass fashion garments.
- To distinguish between custom made & ready to wear garments.

Learning outcomes

After finishing the course, the students shall be able to

- Understand the segments in fashion clothing
- Be aware of fashion terminologies
- Be aware of the fashion centres
- Know the various categories of menswear, womens wear and childrens wear
- Get the understanding of trims used in apparels
- Understand the difference between hi-fashion and mass-fashion, custom made and ready to wear garments.

Course Content

- Menswear, womenswear and kidswear
- Menswear - shirts, trousers, formal jackets, suit and sporty suit
- Womenswear - dresses, blouses, skirts, trousers, kameezes, saris & blouses

- Kids wear - garments for different age categories (between 0-15 years) jhabla, frocks, skirts, blouses, trousers, dungarees, T-shirts etc. highlighting the need of age group for which they are designed
- Trims used for the fashion apparel
- Hi-fashion, custom-made and ready to wear garments
- Mass-fashion ready to wear garments

Teaching Methodology: Illustrated lectures with slides and visuals.

Reference Text:

Concept to consumer by Gini Stephens Frings

Encyclopaedia of Fashion details

Unit - IV: Basics of Garment Making

20 Marks (Theory)

80 Periods

Objectives of the course

- To teach students to assemble a garment
- To construct a bodice using different seams
- To stitch a placket for bodice opening
- To finish a neckline using piping and facing
- To set in a sleeve in the arm hole
- To gather or pleat the skirt and finish the waistline with a waist band or a bodice

Learning outcomes

After finishing the course, the students shall be able

- To assemble various parts of the garment and stitch a complete garment
- To finish a bodice with suitable seam finishes
- To set in the sleeve in the armhole
- To assemble a skirt and finish the waistline suitably

Course content

- Understanding fabric types and selection of underlining, interfacing and inter-lining
- Making and preparing fabric for cutting
- Pattern layout and cutting of special fabrics
- Assembling of bodice using different seams and appropriate finish for side seam and shoulder seams.
- Concept of slit and seam plackets. Various plackets and placement of fasteners on different parts of garment
- Appropriate neckline finishes with piping, bias facing and shaped facing. Importance and use of stay stitching.
- Sleeve attachment to the bodice by setting in the sleeve into armhole.
- Assembling of skirt, finishing gathers and pleats into a waistband.

Final product: Constructing a skirt and blouse using pattern template.

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

Evaluation Criteria

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- 10% marks to be given for punctuality, regularity and sincerity
- Timely completion of the project.

Reference Text:

- Encyclopedia of dressmaking by Marshall Cavendish
- Readers Digest book of Sewing
- Encyclopedia of Sewing

Class - XII Practicals

Chapter 1: History of Fashion

1. Ability to identify the cultural context of body adornment and its continuation in contemporary society
2. Ability to use visual references to analyze ancient draped garments
3. Ability to analyze the impact of Industrial Revolution during the British Raj in India
4. Ability to use books, museums, archives and movies as sources of information to explain the impact and influence of war on clothing

Chapter 2: Basic Pattern Making

5. Be able to develop and test fit a basic bodice
6. Develop and test fit bodices through dart manipulation
7. Develop and test fit a basic skirt
8. Develop style variations of skirts

Chapter 3: Elements of Fashion

9. Ability to design products with self-generated prints inspired from nature
10. To demonstrate creative exploration of patterns created by using food products for dyeing process
11. Ability to develop print designs inspired from animal skin by innovative use of materials
12. Ability to use the stencil printing technique to create design patterns

Chapter 4: Basics of Garment Making

13. Stitch a sample of a continuous placket
14. Stitch a sample of a basic shirt placket
15. Stitch a sample of a basic shirt placket with facing
16. Stitch a sample each of Extended facing, Bias facing and Shaped facing.

Lab Requirement for a Batch of 30 Students

Lab size - 35ft x 20 ft. (minimum)

AC environment

Item	Nos.
Industrial sewing machines with power (costs at least Rs. 4,500/- each)	30
Pattern making tables 5 ft x 4 ft (cork top)	8 (4 students/tab)
Dress forms (half) costs Rs. 8000/- each	30 (one per student)
Steam irons @ Rs. 1000/-	4
Ironing boards @ Rs. 500/-	4
Soft boards	all around the wall
Stools	30
White board	1
Black board	1

Approximate cost will be Rs. 5,00,000/-

Selection criteria of school

School should have the ability to provide appropriate environment, space, equipment, machinery and maintenance, trained faculty, exclusive library for the course and willingness to upgrade facility and faculty.

QUESTION PAPER DESIGN

CLASS-XII (2016-17)

FASHION STUDIES (Code 053)

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