

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 Guerrero, 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

FASHION STUDIES (CODE - 053)
CLASS - XII (2017-18)

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

FASHION STUDIES: Class XII

Chapter-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 completion of the unit, the students shall be able to:

- Explain the significance of studying fashion History as a source of research for developing new collections.
- Express their knowledge of History of clothing and Costume
- Illustrate their understanding of the role of multiple factors influencing costume.
- Express their understanding of the effect of Industrial Revolution on clothing
- 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

Teaching Methodology: Illustrated lecture with slides and visuals

Reference Text:

Kaleidoscope of fashion, by Mehar Castilino

Ancient Indian Costume, by Roshan Alkazi

Chapter-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 skills for converting 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 completion of the unit, the students shall be able to:

- demonstrate understanding the basic skills of Pattern Making.
- demonstrate understanding of 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 - How to develop it from the standard measurement chart and test fitted on the dress form.
- Details such as darts, seam allowance, notches grain lines etc.
- Details like Armholes, Necklines - V, U round, square etc.
- How to develop basic sleeve block.
- How to develop basic skirt block with one dart or two darts, A line and flared skirt
- Basics of collar development - basic collars like peter pan & Chinese
- Dart manipulation

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

Reference Text

Pattern making by Helen Armstrong

Pattern making for women's wear by Winifred Aldrich

Pattern making by Pamela Stringer.

Chapter-III: Elements of Fashion

15 Marks 40 Periods

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 completion of the unit, the students shall be able to:

- Demonstrate Understanding the segments in Fashion Clothing.
- Demonstrate understanding and use of appropriate fashion terminologies.
- Exhibit Knowledge about Fashion Centers.
- Demonstrate understanding of various categories of menswear, women's wear and children wear.
- Demonstrate understanding of trims used in Apparels.
- Demonstrate understanding of difference between High Fashion, Mass Fashion and Custom made Clothing.

Course Content

- Understanding Fashion definition and overview
- Haute couture, High Fashion, Ready to Wear, Mass produced garments
- Fashion Capitals
- Menswear - Introduction, Categories, Elements of Design, Shirts, Pants and Shorts, Suits
- Womenswear - dresses, blouses, skirts, trousers, kameezes, saris & blouses
- Introduction, Indian Womenswear, Elements of design and categories, in womenswear dresses, blouses./ skirts, trousers, kameezes, saris & blouses.
- Kids wear - Introduction, garments for different ages - New born, Infants Toddlers, Pre teens and Teens, dungarees
- Trims used for the fashion apparel

Teaching Methodology: Illustrated lectures with slides and visuals.

Reference Text:

Concept to consumer by Gini Stephens Frings

Encyclopaedia of Fashion details

Chapter-IV: Basics of Garment Making

20 Marks 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 a sleeve in the arm hole

Learning outcomes

After completion of the unit, the students shall be able to:

- assemble various parts of the garments.
- finish a bodice with suitable seam finishes.
- attach the sleeves to the armhole.
- assemble of cuffs
- make samples of different garment components - sleeve cuffs, neckless finishes, plackets.

Course content

- Understanding fabric types and selection of underlining, interfacing and inter-lining
- Pattern methods, fabric for cutting
- Pattern layout and cutting of special fabrics
- Assembly of bodice using different seams and appropriate finish for side seam and shoulder seams
- Types of plackets
- Appropriate neckline finishes with piping, bias facing and shaped facing of stay stitching
- Sleeve attachment to the bodice by setting in the sleeve into armhole
- Assembly of cuffs.

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

Reference Text:

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

Class - XII Practicals

Chapter-I : History of Fashion

1. To identify the cultural context of body adornment and its continuation in contemporary society.
2. To use visual references to analyze ancient draped garments.
3. To analyze the impact of Industrial Revolution during the British Raj in India

4. Refer books, visit museums and archives, and view war movies as sources of information to make projects on war clothing.

Chapter-II : Basic Pattern Development

5. 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-III : Elements of Fashion

9. 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. Develop print designs inspired from animal skin by innovative use of materials.
12. Stencil printing technique to create design patterns / motifs.

Chapter-IV : 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.
17. Stitch a sample of a cuff.

QUESTION PAPER DESIGN
CLASS - XII (2017-18)

FASHION STUDIES (Code 053)

Time 3 Hours

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 : Textbook (Class XII) - Published by CBSE
2. Fashion Studies : Practical Manual (Class XII) - Published by CBSE