

Minor Track – Fashion Technology

Minor Track Objective & Outcomes: Minor track is incorporated into curriculum design to enable students more choice in their learning. It provides a flexible learning environment. A flexible framework allows for student-centered learning, whereby courses are able to harness the potential of each student in terms of multi-dimensional learning. The minor track subject provides interdisciplinary and progressive knowledge of that field along with a focused understanding of an area of specialization suited to the professional area.

School of Fashion Design & Technology offers 'Fashion Technology' as its minor track subject to other disciplines of the University. It has been structured with 18 credits to be covered in six semesters.

Its objective is to provide thorough understanding of technical, managerial and design fundamentals along with a strong exposure to real life situations so that they are able to experience how the creative and other skills acquired could be adopted to benefit the user, society and industry. It will offer ample opportunity to develop innovative and exploratory thinking, necessary technical skills and the ability to locate individual design approaches within the appropriate professional context.

Job Opportunities: The Minor track subject is incorporated into the curriculum with the aim to enrich the major area of specialization. The growing demand for fashion products makes the Indian fashion market both interesting and lucrative. The Indian fashion retail market has witnessed several fascinating changes and challenges in recent years, which are indicators of the country's evolving fashion retail market. There are opportunities for work with the various sectors dealing with fashion & textiles. The opportunities for jobs exist in many sectors like Export houses dealing with garments, cloth materials, hand-loom exports, home-textiles, accessories of Apparel and Home.

Sl. No.	Minor Track Course Code	Course Title	Lecture (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credits
1	FST2106	Fashion Orientation				3
2	FST2201	Fashion Illustration & Model Drawings				3
3	FST2508	Fashion Forecasting				3
4	FST2307	Design Development				3
5	FST2601	Fashion Promotion & Retailing				3
6	FST2408	Visual Merchandising				3
Total						18

Minor Track Course 1

Course Title:	FASHION ORIENTATION						
Course Code:	FST2106					Credits:	3
Program:						Semester:	1
Brief Course Description:							
Learning Outcome:	To provide a broad foundation to acquire the knowledge of fashion theory and its growth which develop the students' potential for professional activities that demand considerable independence or for fashion research work.						
Course Contents:							
Module	Content						
Module 1	Fashion Terminology. The Language of Fashion – Introduction to Fashion concept; Fashion - Definitions and meaning, Style, Change, Acceptance, Taste, Fashion Look, Fashion trends, Fashion season; Classification of Fashion.						
Module 2	Fashion Cycles & Fashion Motivation -Consumer Identification – Fashion leaders, Fashion Innovators, Fashion motivators or Role models, Fashion victims, Fashion followers; Consumer Buying Motivation; Methods of Fashion Selection – Aesthetic Appeal, Color, Texture, Style, Price, Fit, Comfort, Appropriateness, Brand or Designer Label, Fabric performance and care, Quality, Convenience						
Module 3	Study of International Fashion Centers. France, Italy, England, Germany, Canada, United States						
Module 4	Fashion Theories and consumer adoption process, factors affecting fashion. Fashion Design Process						
Course Evaluation:	Internal Assessment					EE	Total
	CT	H	V	Q	P		
% Weightage						70%	100%

Text & References:

- By Phyllis Tortora, The Fairchild's Dictionary of Fashion
- By S. A Hussain, Variety- Fashion for Freedom
- By Sandra J. Keiser & Myrna B. Garner, Beyond Design, Fairchild publication.
- By G. J Sumathi, Elements of Fashion & Apparel Design.
- By Solomon, Consumer Behavior: In Fashion, Pearson Education India.

List of Magazines

Apparel online, Fiber 2 Fashion, Cosmopolitan. Marie Claire, Elle, Vogue, Harper's Bazaar, In Style, Glamour, Lucky, Allure, W Magazine.

Minor Track Course 2

Course Title:	Fashion Illustration & Model Drawings						
Course Code:	FST2201					Credits:	3
Program:						Semester:	2
Brief Course Description:							
Learning Outcome:	The study of this course develops the student"s ability to visualize the ideas and putting them in concepts for fashion garments. It gives an understanding to different illustration techniques and explores other media for creating concepts through practical assignments. Whereas Model Drawing is introduced with the concept of drawing normal figures in movement and different postures						
Course Contents:							
Module	Content						
Module 1	Sketching of Block and Flesh Figures, Introduction to Garment Drawing, Hairstyles and poses						
Module 2	Rendering of Prints into flat illustration						
Module 3	Draping of Garments						
Module 4	Use of different color medium and Backdrop drawing						
Course Evaluation:	Internal Assessment					EE	Total
	CT	H	V	Q	P		
% Weightage						70%	100%

Text & References:

Text:

1. By Kathryn McKelvey, Fashion Source book.

References:

1. Fashion Design and Illustrations
2. By Patrick John Ireland, Introduction to Fashion Design
3. By BinaAbling, Model Drawing
4. By BinaAbling, Fashion Sketch Book

Minor Track Course 3

Course Title:	FASHION FORECASTING						
Course Code:	FST2508					Credits:	3
Program:						Semester:	3
Brief Course Description:							
Learning Outcome:	The students are made to start their work with the collection of data regarding fashion forecasting, trend analysis and presentations. They are then made to forecast the fashion trend and dictate fashion in their very own way.						
Course Contents:							
Module	Content						
Module 1	Concept of fashion forecasting (Theory) Awareness of fashion fairs and fashion centers, Knowledge of creative writing, Reading of fashion forecast magazine, Sources of information, Role of Exhibitions and Fashion shows						
Module 2	Fashion Forecasting Process (Theory) Market Research- Consumer research, Shopping, Sales records; Evaluating the collections- Similar Ideas indicate fashion trends, Trends for target market; Fashion services – Collection reports, Trend books, consulting, Color services, Television/Video services , Newsletter services, Web sites, Directories and reference books, Fashion Magazines and newspapers, Catalogs. Design Sources- Historic inspirations, Folk influences, Vintage clothing shops, Museums, Libraries and bookstores, Arts, Fabrics/Textiles, Travel, Form follows function, The street scene, The turn of the century, innovations and technologies.						
Module 3	Applied Learning Assignments. (Practical) Market Research - On site visits to fashion retailers and cloth markets and study the market trends and collect various cloth samples, catalogs etc. Forecasting Exploration - Students will explore a variety of sources like Magazines, News papers, Internet sites and in-site, their market research reports etc. to become familiar with apparel, textile, color, style, and general culture and consumer forecasting resources. Each student will identify and report trends found to class.						
Module 4	Preparation of story boards - Students will prepare story boards for specific target. Presentation of designs - Students will prepare fashion forecast for different seasons. Final Presentation - Each student have to submit their Research file in a standard format guided by the faculty for the final evaluation						
Course Evaluation:	Internal Assessment					EE	Total
	CT	H	V	Q	P		
% Weightage						70%	100%

Text & References:

- By Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc.
- By Tracy Diane and Tom Cassidy, Colour Forecasting
- By Kathryn Mc Kelvey, Fashion Design Process, Innovation and Practice

List of Magazines

Apparel online, Fiber 2 Fashion, Cosmopolitan. Marie Claire, Elle, Vogue, Harper's Bazaar, In Style, Glamour, Lucky, Allure, W Magazine.

Minor Track Course 4

Course Title:	Design Development						
Course Code:	FST2307					Credits:	3
Program:						Semester:	4
Brief Course Description:							
Learning Outcome:	This course focuses on developing of textile print motifs & layout plan for textile prints.						
Course Contents:							
Module	Content						
Module 1	Introduction to colour wheel, schemes, Colour grading, Saturation. Aesthetics in relation to shapes, lines and patterns, visual weight and composition.						
Module 2	Motif development <ul style="list-style-type: none">Geometric-Using line, Squares, triangles, rectangular and combinationAbstractNaturalisticStylized						
Module 3	Motif – Reduction and increase Layout- Brick, half drop Colour-ways Extraction of motifs from mood boards Design garments using the above developed motifs						
Module 4	Colour aesthetics and art, colour in films, colour psychology in marketing. Colour trend forecasting and application to motifs.						
Course Evaluation:	Internal Assessment					EE	Total
	CT	H	V	Q	P		
% Weightage						70%	100%

Text & References:

1. Wonder Weaves- The Tradition of Indian Textiles- Asha Rani Mathur
2. Design from Indian Textiles- Chintz-Kalamkari- Aparna Gwande

Minor Track Course 5

Course Title:	FASHION PROMOTION & RETAILING		
Course Code:	FST2601	Credits:	3
Program:		Semester:	5
Brief Course Description:			
Learning Outcome:	This course describes various types of fashion promotion with procedures and its relation to store needs and target customers.		
Course Contents:			
Module	Content		
Module 1	Fashion Retailing -Definition, Concept, Importance, Functions – Indian Retails vs. Global Scenario, Retail Location - Factors affecting location decision, Site Selection. Retail Directions -Value directed retailing; Service oriented retailing, Unique Merchandising, Shopping as entertainment, Street retailing, Global expansion of retailing; Types of Retail operations – (1) Specialty stores- Single brand or Private label retailers, Secondary spin-offs, (2) Department stores, (3) Mass Merchants – Discounters, Off-Price retailers, Outlet stores, Warehouse clubs, (4) Promotional stores, (5) Non store retailing - Mail order merchants, Party plan retailing, Electronic retailing, Television shopping, Online shopping.		
Module 2	Fashion Retail Functions & Organizations. Retailing Functions – Merchandising, Store operations, Marketing, Sales Promotion, Finance, Real estate or Store planning, Human resources. Organizations – (1) Shopping Centers – Traditional Malls, Diversified Malls, Value centers, Outlet Malls, Transportation centers, Recreational Malls, Town center malls; (2) The small stores, (3) The large stores, (4) Store with in a store – In store designer boutiques, Leased departments; (5) Multiple -unit stores – Chain stores, Department store groups, corporate ownerships. Retail Buying – Buyer’s role, Duties & responsibilities of a retail buyer		
Module 3	Fashion- Sales Promotion. Sales promotion – Objectives, Fast sales boost, Encourage Trial, Encourage repeat purchases, Simulate purchase of large stocks, Gain distribution and shelf space. Promotion Techniques- Consumer Promotion - Money off, Bonus packs, Premiums, Free samples, Coupons, Competitions, Draws; Trade Promotions – Price discounts, Free goods, Competitions, Allowances. Evaluating sales promotion – Pretesting research, Post testing research. Promotional Aids – Personal appearances, Designer Trunk shows, In-store clinics, Merchandise representatives, Videos, Image books, Display fixtures, Radio scripts and TV commercials, Glossy photographs, Hangtags. Fashions promote associations, Fashion awards.		

Module 4	Fashion -Advertising. Define advertising objectives –Position the offering, Create awareness, Stimulate trail, Remind the rain force, Provide support for sales force, correcting misconceptions. Advertising Strategy – Identify and understand the target audience, Establish advertising spend, Massage decisions. Advertising Media – The term „Media“, Print Media - Types, Methods of advertising, advantages and disadvantages; Electronic Media - Types, Methods of advertising, advantages and disadvantages. Kinds of advertising- Image advertising, Item advertising, Promotional advertising. Advertising Department – Art, Copy, Production, traffic. Advertising Agencies.						
Course Evaluation:	Internal Assessment					EE	Total
	CT	H	V	Q	P		
% Weightage						70%	100%

Text & References:

- 1.By Jay Diamond, Ellen Diamond, Fashion Advertising and Promotion, Fairchild Books, 1999
2. By Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc.
3. By Kotler Philip & Armstrong, Gary, Marketing: An Introduction, Pearson Education.
4. By Stanton, William J. et al, Fundamentals of Marketing, McGraw-Hill Publishing Co. Ltd
- 5.By Diamond, Fashion Retailing: A Multi-Channel Approach , Pearson Education India, 2007
6. By Rosemar Varley, Retail Product Management: Buying And Merchandising, Routledge, 2006

Minor Track Course 6

Course Title:	Visual Merchandising						
Course Code:	FST2408					Credits:	3
Program:	Fashion Technology					Semester:	6
Brief Course Description:							
Learning Outcome:	The aim of the course is to provide an integrated curriculum frame work within which students are able to acquire a range of knowledge and transferable skills relevant to employment in retail industry						
Course Contents:							
Module	Content						
Module 1	Introduction to Visual Merchandising. Visual Merchandising - Definition, Concept, Importance; Store Planning – Store Image, Target customers, Seasonal Visual merchandising, Store Design – (1) Windows – Special event windows, Fashion message windows, Direct-sell windows; (2) Interiors - Apparel fixtures, Folding and stacking, Accessories display						
Module 2	Managing Visual Merchandising. Elements - Mannequins, Standards Manuals, Presentation packages, Tele communications, Designer / Brand in-store shops, Store Administration - Floor space management, Managing store inventories and displays.						
Module 3	Designing a window for a brand- Ethnic or International fashion brand.						
Course Evaluation:	Internal Assessment					EE	Total
	CT	H	V	Q	P		
% Weightage						70%	100%

Text &References:

- 1.By Jay Diamond, Ellen Diamond, Contemporary Visual Merchandising, Prentice Hall PTR, 2010
- 2.By Swati Bhalla & Anuraag S., Visual Merchandising, Tata McGraw-Hill Education, 2010