

**DIPLOMA (FASHION TECHNOLOGY) – PART FIVE**

<b>PART FIVE</b>			
<b>S. No.</b>	<b>Name of Module</b>	<b>Credits</b>	<b>Total Marks</b>
1	Fashion Marketing and Promotion	5	100
2	Fashion Visualisation and Presentation	4	100
3	Advance Pattern Making and Grading	5	100
4	Drawing Materials and Techniques	4	100
5	Costume designing	4	100
<b>Total</b>		<b>22</b>	

**Module Name:** FASHION MARKETING AND PROMOTION

**UNIT 1: Know about fashion marketing and promotional targeting of different fashion customers**

*Market information:* visual eg packaging, labels, flyers, posters, advertising, press packs, press releases, web advertising; written eg articles, editorials, stories, interviews, copywriting, voiceover

*Consumers:* eg age, social class, income, gender, religion, culture, ethnicity

*Methods of research:* eg shop reports, company reports, observation, price points, merchandising, display, interviews; surveys of sales eg high street, couture, designer, supermarket, wholesalers, online, mail order, product party

*Review:* eg of findings, through discussion, presentation, debate, re-evaluation

**UNIT 2: Know about the principles and practice of marketing and promotion in relation to fashion products and services**

*Marketing mix:* 4 Ps (product, price, place, promotion); decisions; marketing; brand; target market

*Promotional mix:* advertising; sales promotion; visual merchandising; public relations; personal selling

*Fashion marketing:* eg historical development, meaning, importance; influences eg cultural, political, peer pressure, environmental, political, climate, ecological

*Scope:* impact eg care for customers, commercial success, links, social factors, design ingredients

*Advertising:* fashion brands eg magazines, newspapers, television, billboards, internet, specialist trade fairs; promotional principles eg Attention, Interest, Desire, Action (AIDA); specific consumer groups eg shock tactics, celebrity endorsements, promotional offers, point-of-sale, Unique Selling Proposition (USP)

*Fashion promotion:* eg fashion shows, charity events, 'buy one get one free', student discount, 20% off, competitions, parties, gigs, sponsorship, sporting events

*Visual merchandising:* eg stores, product, shop floor, window displays, point-of-sale

*Public relations:* media eg television, radio, newspapers, supplements, in-store magazines, press releases, 'hype', catalogues, web-based sales, targeted campaigns; brand image eg press releases, articles, charity support

### **UNIT 3: Be able to apply the principles of marketing and promotion to own fashion ideas**

*Promotional strategy:* visual eg theme, display, 2D and 3D promotional materials, layout, advertisements, posters, web pages, point of sale, photographs, leaflets, flyers, labels, packaging; written eg press releases articles, copywriting, press packs; events eg fashion shows, parties, sporting events, celebrity endorsement, guerrilla marketing, viral marketing, blogs, vlogs, social networking (Facebook, Twitter, MySpace, Bebo)

*Presentation:* methods eg display boards, commentary, animation, storyboards, PowerPoint, performance, TV advertisement, photography, illustration, portfolio, marketing report, handouts, abstracts

*Review:* eg success of campaign, fitness for purpose, comparison to similar campaigns, market appeal, application of theory and practice, results, impact, originality

#### **Recommended Readings:**

1. Sheik S — The Pocket Guide to Fashion PR (Sage, 2010) ISBN 978-0956133606
2. Tungate M — Fashion Brands: Branding Style from Armani to Zara (Kogan Page, 2006) ISBN 978-0749453053
3. Okonkwo U — Luxury Fashion Branding: Trends, Tactics, Techniques (Palgrave Macmillan, 2007) ISBN 978-0230521674
4. Blythe J— Essentials of Marketing (FT Prentice Hall, 2000) ISBN 978-0273646672
5. Costantino M — Fashion Files: Fashion Marketing and PR (Bison, 2002) ISBN 978-0713483342
6. Easey M — Fashion Marketing (Blackwell, 2003) ISBN 978-063205199
7. Hines T and Bruce M — Fashion Marketing: Contemporary Issues (Butterworth-Heinemann, 2007) ISBN 978-075062438
8. McDowell C — Fashion Today (Phaidon, 2005) ISBN 978-0714843346

9. Bohdanowicz J and Clamp L — Fashion Marketing (Thomson Learning, 1994) ISBN 978-0415059404
10. Jones R — The Apparel Industry (Wiley Blackwell, 2006) ISBN 978-1405135993
11. Rath P, Bay S, Petrizzi R and Gill P — The Why of the Buy: Consumer Behaviour and Fashion Marketing (Fairchild Books, 2008) ISBN 978-153674563

**Module Name:** FASHION VISUALISATION AND PRESENTATION

**UNIT 1: Be able to collect and record visual references to inform the development of visual solutions for fashion ideas**

*Fashion illustration:* historical eg Lolita De Lempicka, Erte, Poiret, Paul Iribe, Rene Gruau, Georges Lepape, Sonia Delauney, Antonio Lopez; contemporary eg David Downton, Jackie Bisset, Julie Verhoeven, Natasha Law, Richard Grey, Philidor London, Keiji Ito, Jean Philippe Delhomme

*Art Movements:* eg Art Nouveau, Art Deco, Constructivism, Cubism, PreRaphaelites, Impressionism, Pop Art, Graffiti Art

*Fashion design:* purpose eg target market, customer, client, end product, market sector, season, style, gender, age

*Fashion designers:* sectors eg haute couture, international, high street; designers eg John Galliano, Alexander McQueen, Hussein Chalayan, Vivienne Westwood, Yohji Yamamoto, Jean Paul Gaultier, Viktor and Rolf, Manolo Blahnik

*Visual sources:* eg magazines, posters, advertising, internet, fashion photography, trend forecasting, museums, galleries, events, fashion shows, trade fairs, music events; retail outlets eg Liberty, Harvey Nicholls, Hobbs, Zara, Jigsaw, Karen Millen

*Visual aids:* figures eg poses, female, male, children, back views, profiles; garment details eg pockets, collars, sleeves, cuffs, waistbands, trouser shapes, skirt styles, seaming details

**UNIT 2: Be able to explore media, materials, techniques and processes when developing fashion ideas**

*Media:* eg pencil, fine liner pen, ink, marker, charcoal, oil and chalk pastel, gouache, watercolour, acrylic, lens-based

*Techniques and processes:* eg drawing, painting, collage, printing, 3D applications, using templates, photography, digital imagery, text and image, scanning, photocopying, life drawing; purposes eg mood boards, storyboards, design development, technical drawings, flats, specifications, illustration, advertising

*Materials:* surfaces eg papers (colours, textures, weights, patterns); nontraditional surfaces eg cardboards, acetates, plastics, textiles, handmade surfaces

*Templates:* fashion figures eg female, male, child, back views, details

*Methods:* eg layout pads, tracing, light box, enlarger, photocopy, photographic, computer generated, freehand drawing, painting

*Design considerations:* eg scale, proportion, colour, shape, composition, illustration format, text

### **UNIT 3: Be able to present ideas that communicate visual fashion solutions**

*Identified purpose:* eg fashion collection, mood boards, poster, magazine layout, specification drawings, client brief, emotive imagery, fitness for purpose

*Presentation:* eg design sheets, posters, mounted sheets, 3D display, text applications, web-based, onscreen, photographic, digitally manipulated, technical working drawings

#### **Recommended Readings:**

1. Blackman C — 100 Years of Fashion Illustration (Laurence King Publishing, 2007) ISBN 978-1856694629
2. Borelli L — Fashion Illustration Next (Chronicle Books, 2004) ISBN 978-0811845737
3. Burke S — Fashion Artist: Drawing Techniques to Portfolio Presentation (Burke, 2006) ISBN 978-09582391721
4. Fernandez A and Roig G M— Drawing for Fashion Designers (Batsford, 2008) ISBN 978-0713490756
5. Nunnally C — Encyclopedia of Fashion Illustration Techniques (Running Press, 2009) ISBN 978-0762435760
6. Watanabe N — Contemporary Fashion Illustration Techniques (Rockport Publishing, 2009) ISBN 978-592535569

#### **Module Name:** ADVANCE PATTERN MAKING AND GRADING

##### **UNIT 1: Draping**

Definition & Principles of Draping. Draping Skills, Dress Form & Types. Draping steps for Basic Bodice, Princess Shapes, Dartless Shapes. Draping Method of Skirts, Pants & Sleeves. Demonstration of Draping Method of Yokes & Midriffs. Draping Procedure of Cowls & its Variation. Draping Procedure of Dress & its Variation.

##### **UNIT 2: Grading**

Definition, Principles of Grading, Master Grades Basic Back & Front Grades. Grading of Basic Sleeve, Basic Collar, Basic Facing. Selecting a Grading System – Midi Trace Grading. Grading: Pattern

grading – Definition & general rules – grading of basic blocks. Grading patterns for shirt, trousers, skirt, and midi top. Computerized grading technology

### **UNIT 3: Different Categories of Women’s Skirts**

Basic Straightline skirt – Basic Flared skirt and Full Circle skirt and its variations. Pattern Making for Ladies: Ladies Skirt, Petticoat, Sari Blouse, Cut Choli Sari Blouse with Style Decorative Salwar Kameez, Chudidhar, Night Dress with Embroidery & other Decorative Items.

### **UNIT 4: Dart Manipulation & Alteration**

Dart Manipulation- Definition, Basic Principles of Dart Manipulation, Types of Dart Manipulation. Slash & Spread Technique & Pivotal Transfer Technique. Dart Manipulation of Single Dart Series & Two Dart Series. Displacement of Bust Dart: Waist- Side Seam, Armhole –Neck of Front Edge.

### **UNIT 5: Garment Making**

Fundamentals of torso foundation. Basic dress foundations – Fitted, semi-fitted and box-fitted silhouettes. Princess line dresses – A line princess-classic princess styleline-arm hole princess styleline. Patterns for empire line dresses – low waist dresses, high waist dresses, classic empire style line-empire with shirred midriff. Construction Procedure: Piping, Binding & Facing. Garment Component Making Any Five: Neckline, Collar, Pocket, Sleeves, Placket & Fasteners. Pattern Making for Girls: Flared Coat, Culottes, Gather Frock with Puff Sleeve.

### **Recommended Readings:**

1. Garment Construction by Manmeets Sodhia Kalyani Publisher
2. Garment Construction Skill by Manmeets Sodhia Kalyani Publisher
3. Garment Technology for Fashion Designer by Gerry Cooklin Willy-Blackwell Publisher
4. Advanced Drafting & Draping by Manmeets Sodhia Kalyani Publisher
5. Patternmaking for Fashion Design by Helen Joseph-Armstrong Pearson Publisher
6. The Art of Fashion Draping by Connie Amaden- Cawford Fairchild Publisher
7. Patternmaking for Fashion Design by Helen Joseph-Armstrong Pearson Publisher

### **Module Name: DRAWING MATERIALS AND TECHNIQUES**

#### **UNIT 1: Be able to use mark-making skills using drawing materials and techniques**

*Mark-making processes:* eg wet, dry, collage, montage

*Drawing materials:* working characteristics eg dry (pencils, graphic pens, pastels, charcoal, Conté), wet (paints, marker pens, inks); papers eg cartridge, sugar, tissue, tracing, card

*Drawing techniques:* eg frottage, hatching, crosshatching, blending, impressing, sgraffito, pen, wash, wax resist, photocopy, drawing, collage, mixed media; creating effects eg textures, tone, pattern

*Health and safety:* responsible studio practice; safe use of equipment; adherence to COSHH guidelines

**UNIT 2: Be able to use observational drawing skills when working from primary and secondary sources**

*Drawing devices:* eg mark-making, negative space, one-point perspective, asymmetry, simple measuring, viewfinders, space frames, enlarging, formal elements

*Primary sources:* eg observation, natural forms, landscapes, built environment, human form, man-made structures, artefacts, objects, own photos, own drawings, sketches

*Secondary sources:* visual references eg books, magazines, postcards, photos, photocopies, videos, internet, exhibitions, museums

**UNIT 3: Be able to use formal elements when working from primary and secondary sources**

*2D formal elements:* eg line, shape, tone, colour, pattern, texture, scale, proportion, symmetry, asymmetry, balance, focal point, composition, perspective

*Visual references:* primary sources; secondary sources

*Approaches:* eg realistic, abstract, progressive, experimental

**UNIT 4: Be able to explore expressive drawing techniques**

*Expressive drawing techniques:* response to stimuli eg music, smell, touch; ways of seeing eg viewpoints, angles, close-ups, distance, use of space frames, altering scale; formal elements eg line, shape, tone, colour, pattern, texture, scale, proportion, perspective

*Exploration:* eg drawing materials, mixed media, techniques

*Recording processes:* eg annotations, discussions, appropriate language, terminology, responses, approaches

**Recommended Readings:**

1. Edwards B — The New Drawing on the Right Side of the Brain (Harper Collins, 2001) ISBN 978-0007116454
2. Edwards B — The New Drawing on the Right Side of the Brain Workbook: Guided Practice in the 5 Basic Skills of Drawing (Souvenir Press, 2003) ISBN 978-0285636644
3. Kaupelis R — Experimental Drawing Techniques (Watson-Guption Publications, 1992) ISBN 978-0823018226
4. Kaupelis R — Learning to Draw: A Creative Approach to Drawing (Watson-Guption Publications, 1989) ISBN 978-0823026760
5. Nicolaidis K — The Natural Way to Draw (Andre Deutsch, 1972) ISBN 978-0233963440

6. Simpson I — Encyclopaedia of Drawing Techniques (Headline, 1987) ISBN 978-0747200513
7. Simpson I — Drawing, Seeing and Observation (A & C Black, 1982) ISBN 978-0713622113
8. Stanyer P and Rosenberg T — A Foundation Course in Drawing (Watson-Guptill Publications, 2003) ISBN 978-0823018687
9. Wright M — DK Art School: Introduction to Mixed Media (Dorling Kindersley, 1999) ISBN 978-0789443021

**Module Name:** COSTUME DESIGNING

**Theory:** Methods of costume designing, draping, drafting, flat pattern, and Principles of Designing, rules of dart making.

**Practical:** Dart manipulation – Pivoting and slash method, draping of basic bodice and making yokes