

INTERNATIONAL DIPLOMA IN FASHION DESIGNING

Course Modules :

Certification in “Fashion Illustration”

Sketching Block Figure/ Fleshing & Stylization of Stick Figure/ Body Detailing Through Drawing / Draping of Garments/ Croquis Drawing/ Medium Explorations/ Fabric Rendering/ Embellishment and Prints/ Flat Drawings for Enhancing Technical Skills/ Portfolio. The course aims to develop basic drawing skills in illustrations with croquis and live model. Students learn how to define a silhouette and illustrate various Items of clothing as well as how to render their concepts in diverse mediums and surface explorations together with technical drawing enhancing their personal style while building a portfolio.

Certification in “ Fashion Draping”

Introduction to Basics of Draping/ Preparation of Muslin for Draping/ Study of Dress Form/ Study of Basic Bodice Block and Skirt Block/ Skirt Variation/ Collar Variation/ Yokes/ Designing and construction of garments/ Documentation and Presentation of Work/ Portfolio. In this Module learners will explore the two and three dimensional parameters of pattern cutting and garment production using creative designs and working drawings as a starting point. It includes modeling, developing ideas and creating new silhouettes besides flat pattern making. Learners will be able to apply the pattern construction methods to suit their individual needs.

Certification in PATTERN MAKING & GARMENT CONSTRUCTION

CONTINENTAL WEAR – This module will cover pattern making, drafting and garment construction techniques of Indian wear (Blouse, Kurta, Salwar etc) followed by documentation of the work and portfolio.

WESTERN WEAR – This module will cover pattern making, drafting and garment construction techniques of Western wear (Skirt, Evening Wear etc) followed by documentation of the work and portfolio.

MEN’S WEAR – This module will cover pattern making, drafting and garment construction techniques of Men’s wear (Shirt, Kurta, Waist coat, Trouser etc) followed by documentation of the work and portfolio. Student will learn basics of pattern making and how to interpret a

fashion sketch, working drawing, specification sheet and manipulate blocks to create a range of different styles via construction techniques. Basic design and design ideas / Sketching Block figure/ Fleshing & Stylization of stick figure/ /body detailing through drawing / Understanding fashion poses through croquis and picture galleries / Fabric Rendering with different medium /Rendering of draped garments /exploring texture and details on fabric / Flat Drawings for enhancing technical skills/ fashion storyboard on a design brief / Fashion Theory/ Textile theory & practical/ Print Design/ Design Project/ Portfolio. The course aims to develop basic drawing skills in illustrations with croquis and live model. Students learn how to define a silhouette and illustrate various items of clothing as well as how to render their concepts in diverse mediums and surface explorations together with technical drawing enhancing their personal style while building a portfolio. Students will be encouraged to look at other ways of translating their ideas into fashion illustration styles.

MARKETING IN FASHION AND MERCHANDISING

This course provides a foundation in fashion marketing strategy within a global context. Students learn marketing terminology and concepts through analysis of target markets, of the global marketplace, of branding communication, and of the development of integrated marketing programs within the fashion industry. Students investigate the theoretical and practical underpinnings of marketing design and learn to build profitable customer relationships. The class examines the process of product planning, pricing, promotion, and distribution, with a focus on global resources, opportunities, and challenges. Students examine the role of marketing in a global business organization, learn the components of a formal marketing plan, and gain a strategic skill set related to marketing management, financial analysis, developing markets, and innovative problem solving.

FASHION MERCHANDISING consists of fundamentals of merchandising: market research, planning and control, product development, promotion, and presentation. Analyze case studies outlining strategies used by manufacturers and retailers. Study the impact of consumer behavior, its relationship to forecasting, and the importance of global merchandising.

DIPLOMA CERTIFICATE IN FASHION DESIGN - (Combination of all modules mentioned above)

Diploma consist of all the above modules together along with the Foundation Skills / Basic design and design idea/ Basic & Advance Fashion Illustration/ Fashion Theory/ Textile Appreciation (Batik, Block printing, Tie & Dye etc)/ Garment Construction Techniques – Machine and Hand/ Pattern Making (Women wear/ kids wear)/ Garment Construction (Women Wear)/ Fashion Merchandising/ History of Fashion/ Computer Aided Design. The course covers in-depth understanding of apparel industry, fiber to fabric knowledge, pattern making, fundamentals of technology for garment industry, garment machinery and equipment, spreading and cutting of garments and garment construction and fashion illustration, surface ornamentation, draping, quality control and assurance in garment industry and costing.