

**SYLLABUS
BA IN FASHION MARKETING AND PROMOTION
SEMESTER – I**

DESIGN EXPLORATION IN FASHION

Sub. Code: BFMP 104

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Elements of Design

Line; Types of Lines; Effect of Lines; Direction of Line; Types of Silhouettes; Textures in Fabrics; Color Value; Complexion and Skin; Color Harmony and Color Combination; Form and Shape.

Unit 2: Principles of Design

Proportion; Balance; Unity; Rhythm; Emphasis; Illusions with clothes.

Unit 3: Garment Details

Types of Necklines; Types of Collars; Types of Sleeves; Types of Cuffs; Types of Pleats; Types of Waistbands.

Unit 4: Various Silhouettes

Types of Skirts; Types of Pants; Types of Silhouettes

Suggested Readings:

1. Specification and Design Methodology for Real-time Embedded Systems, Randall S. Janka, Addison Wesley Longman Publication.
2. Contemporary Fashion, Richard Harrison Martin, Richard Martin, Universe Books.
3. Fashion Cultures: Theories, Explorations, and Analysis, Stella Bruzzi, Pamela Church Gibson