

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086
BACHELOR OF VISUAL ARTS - B.V.A. DEGREE
BRANCH X –VISUAL ARTS

SYLLABUS
(Effective from the academic year 2015 -2016)

FASHION CONCEPTS, MANUFACTURE AND RETAIL

CODE: 15FA/UI/FC23

CREDITS: 3

OBJECTIVE OF THE COURSE

- To provide an awareness of the fashion industry, fashion manufacture and retail

Unit 1

Introduction to Fashion

- 1.1 Fashion development
- 1.2 Influences on fashion marketing and consumer demand
- 1.3 Fashion change and consumer acceptance
- 1.4 Fashion resources

Unit 2

International Fashion Centres

Unit 3

Apparel Production

- 3.1 Costing a garment
- 3.2 Pattern making, production scheduling, spreading and cutting
- 3.3 Production scheduling
- 3.4 Garment assembly and preparation for despatch

Unit 4

Fashion Accessories

- 4.1 Footwear, bags, belts, gloves and hosiery
- 4.2 Jewellery and watches

Unit 5

Fashion Retailing

- 5.1 Retail strategies
- 5.2 Store-based retail and retail organisations
- 5.3 Non-store retail

PATTERN OF EVALUATION

End Semester Examination:

Total Marks: 100

Duration: 3 hours

Section A – 4 x 10 = 40 marks (4 out of 6 questions)

Section B – 3 x 20 = 60 marks (3 out of 4 questions)

BOOK FOR STUDY

Frings, Gini Stephen. *Fashion: From Concept to Consumer*. New Delhi: Dorling Kindersley, 2009.

BOOKS FOR REFERENCE

Baugh, Gail. *The Fashion Designer's Textile Directory: The Creative Use of Fabrics in Design*. London: Thames and Hudson, 2011.

Diamond, Jay and Ellen Diamond. *Fashion Apparel, Accessories and Home Furnishings*. New Delhi: Dorling Kindersley, 2008.

Fogg, Marnie. *The Fashion Design Directory*. London: Thames and Hudson, 2011.

Frings, Gini Susan. *Fashion: From Concept to Consumer*. New Delhi: Dorling Kindersley, 2008.

Gale, Colin and Jasbir Kaur. *Fashion and Textiles*. Oxford: Berg, 2004.

Gardiner, Wendy. *The Encyclopedia of Sewing Techniques*. Kent: Search, 2004.

Ireland, Patrick John. *Encyclopedia of Fashion Details*. London: B T Batsford, 1996.

San Martin, Marcarena. *How to be a Fashion Designer*. Singapore: Paco Asensio, 2009.

Worsley, Harriet. *100 Ideas that Changed Fashion*. London: Laurence King, 2011.

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HISTORY OF GRAPHIC DESIGN

CODE: 15FA/UI/GD23

CREDITS: 3

OBJECTIVE OF THE COURSE

- To provide an overview of the history of graphic design

Unit 1

Introduction to Graphic Design

- 1.1 Invention of writing
- 1.2 Alphabets
- 1.3 Illuminated manuscripts

Unit 2

Graphic Renaissance

- 2.1 Renaissance graphic design
- 2.2 Epoch of typographic genius

Unit 3

Industrial Revolution

- 3.1 Typography for an industrial age
- 3.2 Photography – the new communication tool
- 3.3 Arts and Crafts movement

Unit 4

Modernist Era

- 4.1 Genesis of twentieth century design
- 4.2 Influence of Modern art
- 4.3 Bauhaus and new typography

Unit 5

Age of Information

- 5.1 International typographic style
- 5.2 Corporate identity and visual systems
- 5.3 Postmodern design
- 5.4 Digital revolution

PATTERN OF EVALUATION

End Semester Examination:

Total Marks: 100

Duration: 3 hours

Section A – 4 x 10 = 40 marks (4 out of 6 questions)

Section B – 3 x 20 = 60 marks (3 out of 4 questions)

BOOK FOR STUDY

Meggs, B. Philip. *A History of Graphic Design*. New York: John Wiley, 1998.

BOOKS FOR REFERENCE

Blakesley, Rosalind P. *The Arts and Crafts Movement*. London: Phaidon, 2011.

Conway, Hazel. *Design History: a Students' Handbook*. London: Routledge, 1997.

Eskilson, Stephen J. *Graphic Design A History*. 2nd ed. London: Laurence King, 2007.

Fallan, Kjetil. *Design History: Understanding Theory and Method*. New York: Berg, 2010.

Lees-Maffei, Grace, and Rebecca Houze. *The Design History Reader*. New York: Berg, 2010.