

## Faculty of Fashion and Design

### **15010205: FASHION IMAGE & STYLING**

SEMESTER	: II
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS	: 40+60=100

#### **OBJECTIVES:**

- To know about the styling
- To understand the garment and lifestyle products according to category.
- To identify different fabric for male & female
- To learn the sense of styling.

#### **COURSE DETAIL**

##### **UNIT I**

Introduction to fashion styling  
Relation between Fashion & Styling  
Importance of styling  
Fashion trend & fashion image

##### **UNIT II**

Type of Body Shape & Face Shape  
Categories of female garments: Formal Wear, Casual wear, Party wear, traditional wear etc.  
Categories of male garments: Formal Wear, Casual wear, Party wear, traditional wear etc.

##### **UNIT III**

Identification of Fabrics, Prints & Colors according to category  
Selection of clothes for self: Personal Styling- Identify which items fits to Body and life style products/accessories suits on face according to dress.

##### **UNIT IV**

Different National & International brands for garment & lifestyle products according to category.  
Relation between fashion & personality

##### **UNIT V**

Consumer group: Fashion Leaders, Fashion followers

Consumer satisfactory level  
 Breaking fashion rules : Fashion Errors

**REFERENCE:**

- Mastering Fashion stylingby Jo Dingemans
- Secrets of Stylists: An Insider's Guide to Styling the StarsBy Sasha Charnin Morrison
- Dress Your Best: The Complete Guide to Finding the Style That's Right for Your Body Paperback – September 13, 2005by Clinton Kelly (Author), Stacy London (Author)
- Basics Fashion Design 08: StylingBy: Clare Buckley, Jacqueline McAssey
- Style Wise: A Practical Guide to Becoming a Fashion Stylist by Shannon Burns-Tra

**EVALUATION CRITERIA**

<b>Semester Sessional Exam</b>	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam	– 10+10=20 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– <b>40 Marks</b>
<b>Semester End Exam</b>	
▪ End exam	– <b>60 Marks</b>
Grand Total	– 100 Marks