

FACULTY OF FASHION AND DESIGN

FASHION IMAGE & STYLING

SEMESTER	: IV
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-1Hr. /Week	: 16
MAX. PRACTICAL-1Hr. / Week	: 16
DURATION	:12-16 Weeks/Semester
CREDITS	: 2
MAXIMAUM MARKS	: 20+30 =50

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.

Imparting Transferable and life Skills about fashion styling, current trends, fabric details and personal styling for practicing as a fashion stylist or as a personal interest or as a fashion entrepreneur.

COURSE DETAIL

UNIT I

Introduction to fashion styling, fashion trend & fashion image.

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 II

Identification of Fabrics, Prints & Colors according to category

Personal Styling: Identify which items fits to Body and life style products/accessories suits on face according to dress.

UNIT III Different National & International brands for garment & lifestyle products according to category.

Relation between fashion & personality

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

Semester Sessional Exam	
▪ Attendance	– 5 Marks
▪ Assignments/ Presentation/ etc.	– 5 Marks
▪ Sessional Exam	– 5+5=10 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 20 Marks
Semester End Exam	
▪ End exam	– 30 Marks
Grand Total	– 50 Marks