

**L J UNIVERSITY**  
**L J SCHOOL OF DESIGN**  
 Syllabus for Bachelors of Design  
 Second Year I Semester 4

CODE	SUBJECT	CREDIT
10181404	Fashion Studies	2
<b>AIM</b>		
	<ul style="list-style-type: none"> <li>• To learn about Fashion Terminology.</li> <li>• Also to understand how trends and market works.</li> <li>• To have an idea about fashion associations.</li> <li>• To have wider picture of fashion cycles or fashion product cycles</li> </ul>	
<b>CONTENT:-</b>		
	<ul style="list-style-type: none"> <li>• Origin &amp; Evolution of Clothing</li> <li>• Basics of Fashion &amp; Fashion Cycle Theory</li> <li>• Fashion Psychology</li> <li>• Introduction to Fashion design</li> <li>• Subcultures</li> <li>• Fashion Connotation &amp; Associations</li> <li>• Fashion Icons &amp; Capitals</li> <li>• Indian Fashion Industry</li> <li>• Apparel Categories</li> </ul>	
<b>METHODOLOGY:-</b>		
	<ul style="list-style-type: none"> <li>• Lectures, Studios, Study tours, Measure Drawings Documentation, Presentation, Group work</li> </ul>	
<b>REFERENCE BOOK:-</b>		
	<ul style="list-style-type: none"> <li>•</li> </ul>	