

Faculty of Design

Bachelor of Design (Fashion Design)

(Semester-II)
With Effect from-2026-27

Branch Name:	Faculty of Design
Program Code:	FD102
Course Name:	Fashion Concept
Course Code:	2FD1020204
Pre-requisite Course:	

Course Objectives:

- Understand the meaning, scope, and significance of fashion concepts.
- Examine the cultural, social, psychological, and economic influences on fashion.
- Analyze fashion trends, consumer behavior, and market dynamics.
- Understand the principles of concept development and fashion communication.
- Develop critical thinking skills related to fashion theory and design practice.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
2	-	-	2	09	25	09	25	-	-	-	-	50

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Introduction to Fashion and Fashion Concepts Understanding Fashion • Definition and meaning of fashion • Fashion versus style • Functions of clothing and fashion • Evolution and significance of fashion Nature of Fashion Concepts • What is a fashion concept? • Concept-based fashion design • Fashion as visual communication • Fashion as an expression of identity and culture	6	25%
2	Factors Influencing Fashion • Social influences • Cultural influences • Economic influences • Political influences • Technological influences • Environmental influences Fashion Cycles and Diffusion • Fashion cycle stages • Fashion adoption process • Fashion diffusion theories ○ Trickle-down theory ○ Trickle-up theory ○ Trickle-across theory	6	25%

3	Understanding Fashion Trends • Trend versus fad • Micro and macro trends • Seasonal fashion trends • Global fashion influences Fashion Forecasting • Purpose of forecasting • Sources of fashion information • Trend research methods • Role of forecasting agencies	6	25%
4	Consumer Behaviour in Fashion • Consumer decision-making process • Lifestyle and fashion consumption • Demographic and psychographic factors • Consumer motivations Fashion Markets and Segmentation • Haute couture • Ready-to-wear • Mass fashion • Luxury fashion • Fast fashion • Sustainable fashion markets	6	25%

Reference Books:

Sr. No.	Books
1	Elements of Fashion and Apparel Design – Sumathi G. J., New Age International Publishers, 2022
2	Fashion Illustration and Design – Rohit Manglik, EduGorilla Publication, 2024.
3	The Indian Fashion Designs – K. Prakash, English Edition Publishers & Distributors, 2004.

Course Learning Outcomes (CLO): On completion of this course ,the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the fundamentals of fashion concept development including inspiration, theme building, and design narratives.	1 Remembering
CLO2	Analyze fashion trends, cultural influences, and market insights to generate relevant design concepts.	2 Understanding
CLO3	Develop mood boards, concept boards, and inspiration boards to communicate design ideas effectively.	3 Applying
CLO4	Apply research and creative thinking skills to translate concepts into coherent fashion design directions.	4,5 Evaluate, Analyse
CLO5	Evaluate fashion concepts based on aesthetics, originality, functionality, and market relevance.	6, Creative
CLO6	Create comprehensive fashion concepts and design directions for collection development and presentation	3, Applying

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Mapping of CLOs with Pos & PSOs

Course	Program Outcomes(POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1		M			L						M	
CLO2	M			H		H						M
CLO3	M		M				L				H	
CLO4		H				H		M				M
CLO5			H		M			H		M	M	
CLO6	M			H		H	M					M

H:High, M:Medium, L:Low