

Program Name : Diploma in Dress Designing & Garment Manufacturing

Program Code : DD

Semester : First

Course Title : Art Appreciation & Application

Course Code : 24008

1. RATIONALE

This course will enable a student to review and interrelate various art movements and adapt these for design development.

2. COMPETENCY

The aim of this course is to help the student to attain the industry identified competency through various teaching learning methods.

- **Adapt Art movements in fashion designing.**

3. COURSE OUTCOMES (COs)

The theory and practical experiences associated with this course will allow the student to demonstrate the following industry oriented COs associated with the above mentioned competency:

- Review various art movements.
- Analyse fashion Forecasts & relate it to art movements
- Prepare design development boards.
- Design a final collection.

4. TEACHING AND EXAMINATION SCHEME

Teaching Scheme			Credit (L+T+P)	Examination Scheme											
L	T	P		Theory						Practical					
				Paper Hrs.	ESE		PA		Total		ESE		PA		Total
				Max	Min	Max	Min	Max	Min	Max	Min	Max	Min	Max	Min
2	--	4	6	--	--	--	--	--	--	50@	20	50~	20	100	40

**:10 marks of theory PA is for micro-project assessment to facilitate attainment of COs and the remaining 10 marks for tests and assignments given by the teacher.*

Legends: L-Lecture; T – Tutorial/Teacher Guided Theory Practice; P - Practical; C– Credit, ESE - End Semester Examination; PA - Progressive Assessment

5. COURSE MAP (with sample COs, Learning Outcomes i.e.LOs and topics)

This course map illustrates an overview of the flow and linkages of the topics at various levels of outcomes (details in subsequent sections) to be attained by the student by the end of the course, in all domains of learning in terms of the industry/employer identified competency depicted at the centre of this map.



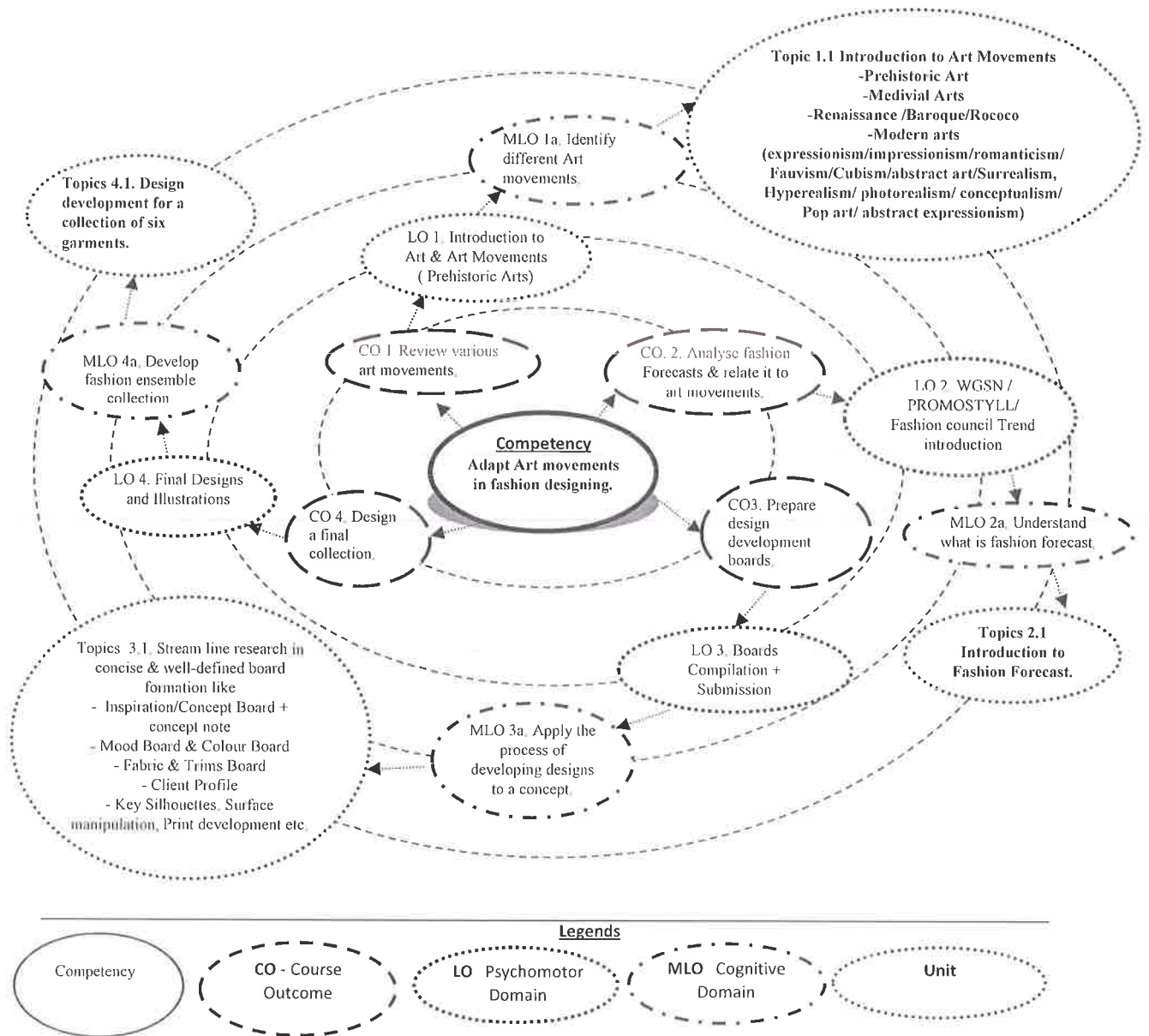


Figure 1 - Course Map

6. SUGGESTED PRACTICALS / EXERCISES

The practical/exercises/tutorials in this section are psychomotor domain LOs (i.e.sub-components of the COs) are to be developed and assessed in the student to lead to the attainment of the competency.

S. No.	Practical Exercises (Learning Outcomes in Psychomotor Domain)	Unit No.	Approx. Hrs. Required
1	Introduction to Art & Art Movements (Prehistoric Arts)	I	2hrs.
2	Introduction to Art Movements (Medieval Arts)	I	2hrs.
3	Introduction to Art Movements (Renaissance / baroque /rococo	I	2hrs.



4	Introduction to Art Movements (Modern arts :expressionism / impressionism /romanticism)	I	2hrs.
5	Introduction to Art Movements (Modern arts : Fauvism, Cubism, abstract art)	1	2hrs.
6	Introduction to Art Movements (Modern arts : Surrealism, Hyperealism, photorealism, conceptualism)	1	2hrs.
7	Introduction to Art Movements (Modern arts : pop art , abstract expressionism)	1	2hrs.
8	Analysis of Art Movements & Submission of Research manual on shortlisted ART MOVEMENT : Its impact, influences, evolution, key features, main artists & Fashion (designer, editorial, hair and makeup, styling, campaign) interpretation	II	2hrs.
9	Analysis of Art Movements & Submission of Research manual on shortlisted ART MOVEMENT : Its impact, influences, evolution, key features, main artists & Fashion (designer, editorial, hair and makeup, styling, campaign) interpretation	II	2hrs.
10	Analysis of Art Movements & Submission of Research manual on shortlisted ART MOVEMENT: Its impact, influences, evolution, key features, main artists & Fashion (designer, editorial, hair and makeup, styling, campaign) interpretation.	II	2hrs.
11	Compile the above research inform of a) Inspiration / concept board + concept note	III	2hrs.
12	Compile the above research inform of b) Mood & Colour Board	III	2hrs.
13	Compile the above research inform of c) Fabric & trimming board	III	2hrs.
14	Target audience : Client Profile Board	III	2hrs.
15	WGSN / PROMOSTYLL/ Fashion council Trend introduction	II	2hrs.
16	WGSN / PROMOSTYLL/ Fashion council Trend application	II	2hrs.
17	Compile the above research inform of d) Trend + Art movement Analysis : mood brain storming	II & III	2hrs.
18	Compile the above research inform of e) Trend+ Art movement Analysis: Fabrics & material brain storming	II & III	2hrs.
19	Compile the above research inform of f) Trend+ Art movement Analysis: Key silhouettes Brain storming	II & III	2hrs.
20	Compile the above research inform of g) Trend + Art movement Analysis: Fabrics & material brain storming	II & III	2hrs.
21	Compile the above research inform of h) Trend + Art movement Analysis: Surface manipulation + details brainstorming	II & III	2hrs.
22	Compile the above research inform of i) Trend + Art movement Analysis: Surface manipulation + details brainstorming	II & III	2hrs.
23	Compile the above research inform of	II & III	2hrs.



	J) Trend + Art movement Analysis: Print brainstorming	III	
24	Boards Compilation + Research Manual Review	III	2hrs.
25	Boards compilation + Research Manual Review	III	2hrs.
26	Boards Compilation + Submission	III	2hrs.
27	Design Developments	IV	2hrs.
28	Design Developments Contd.	IV	2hrs.
29	Design Developments Contd.	IV	2hrs.
30	Final Designs and Illustrations	IV	2hrs.
31	Final Designs and Illustrations Contd.	IV	2hrs.
32	Final Submission	IV	2hrs.
Total			64 hrs

Note: To attain the COs and competency, a judicious mix from the above listed LOs need to be performed to achieve up to the 'Precision Level' of Dave's 'Psychomotor Domain Taxonomy'. Assessment of the 'Process' and 'Product' related skills in the laboratory/workshop/field work should be done as per suggested sample below:

S No.	Performance Indicators	Weightage in %
1	Research and collection of data.	20
2	Interpreting Art form for Design Development	20
3	Preparation of various boards.	20
4	Presentation skills.	20
5	Timely submission and Compilation.	20
Total		100

Additionally, the following affective domain Los (social skills/attitudes), are also important constituents of the competency which can be best developed through the above mentioned laboratory/field based experiences:

- a. Follow safety practices.
- b. Practice good housekeeping.
- c. Demonstrate working as a leader/a team member.
- d. Maintain tools and equipment.
- e. Follow ethical Practices.

The development of the attitude related Los of Krathwohl's 'Affective Domain Taxonomy', the achievement level may reach:

- 'Valuing Level' in 1st year
- 'Organising Level' in 2nd year
- 'Characterising Level' in 3rd year.

7. MAJOR EQUIPMENT/ INSTRUMENTS REQUIRED

The major equipment with broad specification mentioned here will usher in uniformity in conduct of experiments, as well as aid to procure equipment by authorities concerned.



S. No.	Equipment/Instruments/Other resources name with Broad Specifications	Experiment S.No.
1.	Computers with latest version.	All
2.	LCD Projector & Screen.	All
3.	Photoshop and Illustrator software's.	All
4.	Stationery items like papers, material required for drawing, painting and presentations.	All
5.	Fashion forecast website (Paid)	All
6.	Internet Facility	All

8. UNDERPINNING THEORY COMPONENTS

The following topics/subtopics should be taught and assessed in order to develop LOs in cognitive domain for achieving the COs to attain the identified competency.

Unit	Unit Outcomes (UOs) (in cognitive domain)	Topics and Sub - topics
Unit – I Study of various Art Movements.	1a. Identify different Art movements. 1b. Identify the techniques and silhouettes used in different eras and art movements 1c. Apply knowledge of the selected art form to derive a concept.	1.1. Introduction to Art Movements -Prehistoric Art -Medieval Arts -Renaissance /Baroque/Rococo -Modern arts (expressionism/impressionism/romanticism/ Fauvism/Cubism/abstract art/Surrealism, Hyperealism/ photorealism/ conceptualism/ Pop art/ abstract expressionism) 1.2. Analyse various design elements 1.3. In depth study of any one art movement in detail
Unit – II Analyse Trend Forecast & its application.	2a. Understand what is fashion forecast. 2b. Analyse trends on forecast sites 2c. Develop a link between concept and forecasted trends	2.1 Introduction to Fashion Forecast. 2.2 Introduction to fashion forecast sites like WGSN/PROMOSTYLL. Fashion Council Trends Etc. 2.3 Analysing contemporary trends & establishing links between research process & forecasted Trends
Unit – III Design Process Development.	3a. Apply the process of developing designs to a concept.	3.1 Stream line research in concise & well-defined board formation like - Inspiration/Concept Board + concept note - Mood Board & Colour Board - Fabric & Trims Board



		<ul style="list-style-type: none"> - Client Profile - Key Silhouettes. Surface manipulation, Print development etc.
Unit – IV Final design collection.	4a. Develop fashion ensemble collection.	4.1 Design development for a collection of six garments.

9. SUGGESTED STUDENT ACTIVITIES

- a. Collection of data and visuals should be done using library books, internet, museum visits, exhibitions, designers boutiques, etc.
- b. Students should refer to fashion forecast websites for their reference work.
- c. Apply knowledge of photoshop and Illustrator for development of boards.
- d. Enhance Illustration and rendering skills.

10. SUGGESTED SPECIAL INSTRUCTIONAL STRATEGIES

These are sample strategies, which the teacher can use to accelerate the attainment of the various outcomes in this course:

- a. Massive open online courses (MOOCs) may be used to teach various topics/ sub topics.
- b. Different types of teaching methods and media that are to be employed to develop the outcomes.
- c. About 15 – 20 % of the topics/sub- topics which is relatively simpler or descriptive in nature is to be given to the students for self-directed learning and assess the development of the Cos through classroom presentations (see implementation guideline for details).
- d. Teachers need to ensure to create opportunities and provisions for co – curricular activities.
- e. Guide students in undertaking micro-projects.
- f. Guide students for reviewing and analysing data and provide them state of art computer lab.

12. SUGGESTED MICRO PROJECTS

Research on various art movements as per the below mentioned topics.

- a. Collect data and pictures from various resources.
- b. Visit to museums and exhibitions for reference work and write a report of the learning.
- c. Create presentations using flash/animation on the research.

Mini Project:

1. Prepare a scrap book of various era silhouettes pictures.
2. Prepare a scrap book for different categories of fashion.



13. SUGGESTED LEARNING RESOURCES :

Sr. No.	Title of Book	Author	Publication
1	Fashion Design - Process, Innovation And Practice	Mckelvey, Kathryn Munslow, Janine	Oxford, Blackwell Publishing Ltd.,2003
2	Research And Design : The Systematic Investigation Into And Study Of Materials And Sources	Seivewright, Simon	Switzerland, Ava Publishing Sa, 2007
3	Inside Fashion Design	Tate, Sharon Lee	Delhi, Pearson Education Singapore Pte. Ltd., 2004
4	Fashion Source Book	Mckelvey, Kathryn	New Delhi, OmBook Service,2001
5	Fashion 150 : 150 Years / 150 Designers	Piazza, Arianna - Ed.	London, Laurence King Publishing Ltd.,2016
6	Developing a collection	Colin Renfrew, Elinor Renfrew	Ava Publishing, SA Switzerland
7	Research and Design	Simon Seivewright	Ava Publishing, SA Switzerland
8	Drawing for Fashion Designers	Angel Fernandez & Gabriel Martin Roig	Page one Publishing Pvt., Singapore

14. SUGGESTED SOFTWARE / LEARNING WEBSITES:

- a. <http://technology.tki.org.nz>
- b. <https://blog.udemy.com>
- c. <https://www.fashion-era.com>
- d. <https://www.designersnexus.com>
- e. <https://www.fibre2fashion.com>
- f. <https://www.identifythisart.com/timeline-of-art-history/>



