

FASHION STYLING



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SYLLABUS



- ✓ Introduction to Fashion Styling
- ✓ Fashion Basics for Stylists
- ✓ Body, Color & Personal Styling
- ✓ Wardrobe Planning
- ✓ Fashion & Trend Styling
- ✓ Accessories & Styling Details
- ✓ Editorial & Commercial Styling (Advanced)
- ✓ Commercial & Brand Styling

- ✓ Mood Boards & Styling Tools
- ✓ Fashion Show Styling
- ✓ Celebrity & Media Styling
- ✓ Grooming, Makeup & Hair Coordination
- ✓ Styling Business & Career
- ✓ Styling for Digital Platforms
- ✓ Final Styling Project





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Fashion Design



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FRIST YEAR

- ✓ Introduction to Textile
- ✓ Traditional Costume of India
- ✓ Elements of Design
- ✓ Fashion Illustration
- ✓ Pattern Making & Garment Construction 1
- ✓ Surface Ornamentation Technique
- ✓ Pattern Making & Garment Construction 2
- ✓ Project Stage

SECOND YEAR

- ✓ Fashion Studies
- ✓ History of Fashion
- ✓ Fundamentals of Fashion Marketing & Merchandising
- ✓ Indian Heritage
- ✓ Machinery & Equipment
- ✓ Fashion Illustration 2
- ✓ Computer Application 1
- ✓ Garment Construction – Men's Wear & Advanced Women's Wear
- ✓ Craft Documentation Project

THIRD YEAR

- ✓ Principle of Management
- ✓ Textile (Garment Quality Analysis Assurance)
- ✓ Environment Science
- ✓ Research Project
- ✓ Visual Merchandising
- ✓ Draping
- ✓ Range Development – Men's & Women's Wear
- ✓ Internship

Softwares

- ✓ Coral Draw
- ✓ Illustrator



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Other Courses

- ✓ Basic Dress Design
- ✓ Advance Dress Design
- ✓ Basic Blouse Design
- ✓ Advance Blouse Design
- ✓ Illustration
- ✓ Digital Illustration
- ✓ Aari Work



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BUSINESS MANAGEMENT



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Module 1

Industry & Entrepreneurship

- ✓ Industry structure
- ✓ Visual Merchandising
- ✓ Entrepreneurial mindset
- ✓ Market research techniques
- ✓ Brand ideation & niche selection



Module 2: Brand Building & Merchandising

- ✓ Brand identity & positioning
- ✓ Product range planning
- ✓ Collection planning
- ✓ Pricing strategies
- ✓ Profit margin calculations



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Module 3: Marketing, Sales & Promotion

- ✓ Marketing strategies
- ✓ Digital marketing for Business
- ✓ Social media, influencer & campaign planning
- ✓ Shows, exhibitions & pop-ups
- ✓ Visual merchandising advanced
- ✓ Sales Techniques
- ✓ Sales strategy trainings

Module 4: Retail, Production & Sourcing

- ✓ **Business management systems**
- ✓ **Store layout & operations**
- ✓ **Material sourcing**
- ✓ **Vendor management**
- ✓ **Production & quality control**



Module 5: Finance, Legal & E-Commerce

- ✓ Budgeting & financial planning
- ✓ GST & taxation basics
- ✓ Business registrations
- ✓ Online selling platforms
- ✓ Fashion e-commerce fundamentals



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Module 6: Growth, Styling & Final Project

- ✓ **Fashion styling as a business**
- ✓ **Bridal & occasion wear business**
- ✓ **Client handling & contracts**
- ✓ **Scaling & expansion strategies**



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FASHION DESIGN DEGREE



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FRIST YEAR

- ✓ Illustration – Female
- ✓ History (International)
- ✓ Pattern Making
- ✓ Garment Construction 1
- ✓ Photoshop, Indesign
- ✓ Textile
- ✓ Annual Portfolio 1



Semester 1

- ✓ Foundation Art And Sketching
- ✓ Fashion Art & Drawing 1 (Female)
- ✓ Concert Of Fashion Design
- ✓ History Of Costumes – Western 1
- ✓ Draping And Pattern Making
- ✓ Basics Of Garment Stitching
- ✓ Computer Application – Photoshop

Semester 2

- ✓ Foundation Art And Drawing 2 (Female)
- ✓ Textiles – Fabric Study
- ✓ History Of Costumes – Western 2
- ✓ Pattern Making 1
- ✓ Garment Manufacturing 1
- ✓ Annual Portfolio
- ✓ Design Communication
- ✓ Computer Application Indesign

SECOND YEAR

- ✓ Illustration – Kids & Male
- ✓ Pattern Making – 2 & 3
- ✓ Garment Construction – 2 & 3
- ✓ History (Indian)
- ✓ Embroideries & Textile
- ✓ Apparel Production
- ✓ Craft Documentation
- ✓ Annual Portfolio 2

Semester 3

- ✓ Fashion Illustration (Kids)
- ✓ Design Project – 1
- ✓ Design Project – 2
- ✓ Pattern Making – 2
- ✓ Garment Manufacturing – 2
- ✓ History Of Costumes – Indian
- ✓ Indian Embroderies And Textiles

Semester 4

- ✓ Fashion Illustration (Male)
- ✓ Design Project – Digital
- ✓ Pattern Making – 3
- ✓ Garment Manufacturing – 3
- ✓ Apparel Production And Management
- ✓ Research Methods – Craft Documnetation
- ✓ Annual Portfolio – 2

THIRD YEAR

- ✓ Craft Documentation
- ✓ Fashion Marketing
- ✓ Quality Control
- ✓ HR & Enterprenurship
- ✓ Fashion Styling Basic
- ✓ Apparel Production
- ✓ Annual Portfolio 3



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Semester 5

- ✓ Live Project – Industrial
- ✓ Craft Documentation
- ✓ Fashion Marketing And Retailing
- ✓ Commercial Pattern
- ✓ History Of Costumes – Indian
- ✓ Indian Embroderies And Textiles

Semester 6

- ✓ Fashion Illustration (Male)
- ✓ Design Project – Digital
- ✓ Pattern Making – 3
- ✓ Garment Manufacturing – 3
- ✓ Apparel Production And Management
- ✓ Research Methods – Craft Documnetation
- ✓ Annual Portfolio – 2



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