

**SWAMI VIVEKANAND UNIVERSITY, SIRONJA,
SAGAR (M.P.)**



SYLLABUS

For
Certificate in
Fashion Designing
Course Code : CFD
Department of Fashion Designing
Faculty of Fashion Design

Duration of Course	:	6 Month
Examination Mode	:	Yearly
Examination System	:	Non Grading

Swami Vivekanand University, Sironja Sagar (M.P.)
2014-2015



**SYLLABUS FOR
CERTIFICATE IN FASHION DESIGNING**

CFD-101 HISTROY OF CONTEMPORY FASHION

By the end of this module students will have grasped an overview of the evolution of fashion from the Second World War to today through its main designers, fashion houses, trends, fabrics, and also general social changes and birth of the consumer society.

CFD-102 FASHION CULTURE

This module is a first step into the world of fashion. Students will discover how fashion influences economics, politics, culture, and society across the world today, especially manifestations through high art, popular culture and materialism.

CFD-103 INTRODUCTION TO FASHION DESIGN

This module introduces the management of fashion products from inception to realization. Students will overview the development cycle, consumer attributes and the steps to creating marketing plans focusing on the design, sourcing and positioning of a fashion product.

CFD-104 MARKETING COMMUNICATION

This module will build on knowledge gained in the Communication and Marketing modules during the first year, by focusing on the marketing communication mix including direct marketing, fairs & exhibitions, packaging and merchandising, among others, to create comprehensive action plans.

CFD-105 TEXTILE

Students will discover the full range of textiles, the dierent printing and finishing techniques, and how they are applied to a variety of different fabrics in an industrial setting.

CFD-106 TRENDS

This module introduces students to the dynamics behind the trend- setting mechanism and forecast. Students will learn the trend stage process from birth, spread, expansion and conclusion.