

Fashion Technology Handbook

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About the Book

Fashion and life style exist parallel to each other. Fashion leads the world & it will continue to do so through times. Human cannot be ever segregated from fashion. Fashion keeps on changing along with the times, it can be old styled, and traditional, modern, rigid, practical, customary, experimental, trendy, sober, etc. generation have witnessed the colour and glamour that constitutes the fashion. Accessories are the extra elements of fashion which enhance the look of your garments design. They form an excellent focal point if used carefully. It helps in making you appear taller or shorter. Some of the examples of accessories are scarves, belts, jewellery, handbags, shoes etc. The Principles are concepts used to organize or arrange the structural elements of design. Again, the way in which these principles are applied affects the expressive content, or the message of the work. The principles are: balance, proportion, rhythm, emphasis and unity. The elements of design converge to create a equal distribution of visual weight within the particular composition. Balance in design principles is the design or arrangement of elements that appear to be a whole with equilibrium. The simplistic type of balance is called symmetrical balance which has a basic appeal to the viewer. Asymmetrical balance is achieved by unlike object that has equal eye attraction. Asymmetrical balance is based on: balance by value and colour, balance of shape and texture and by position and eye direction. The Indian fashion industry has experienced significant expansion in the last decade mainly driven by the growth of domestic designers, some of whom have gained international recognition in recent years. Industry growth in India is mainly driven by the growing exposure of domestic designers at international forums, but growth is also supported by other factors such as the launch of focused business education courses for emerging designers and the establishment of an industry association.

This book basically deals with history of fashion, sketching, designing principles, drawing the garments, understanding and application of silhouettes, basic principles of fashion illustrations, fashion accessories and their creative uses, designing techniques, achieving texture in pen and ink, sketching human body, drawing of hands & postures, structure of feet & postures drawing of other parts of body, contemporary western fashion style, etc.

Professional students, new entrepreneurs and designers will find valuable educational material and wider knowledge of fashion technology in the book. Comprehensive in scope, the book provides solutions that are directly applicable to the basic principles, history, designing principles, language guide of fashion industry.

Contents

1. Introduction

2. CHAPTER I
HISTORY OF FASHION

Vedic Age

The Persian Influence

Greek Influence
The Purdah System

3. CHAPTER II SKETCHING

Proportion
Elevation
Showing Curvature
Sketching Colour
Enhancing Your Image

4. CHAPTER III DESIGNING PRINCIPLES

Introduction
Use of Illustrations
Drawing the Garments
Creating Designs
Proportion Illusions
Horizontal Proportions
Vertical Style Lines
Horizontal Style Lines
Diagonal Style Lines
Curved Lines
Various Lines and their Meanings
Optical Illusions and its Application

5. CHAPTER IV THEORY OF COLOUR The Lexicon of Colours Colour Mixture

6. CHAPTER V BASIC SILHOUTTE Understanding and Application of Silhouttes Various Ways to Show Size or Accentuate different Parts of the Body Silhouttes of Garment

7. CHAPTER VI FASHION ILLUSTRATIONS Proportion of the Ideal Figure Major Muscles of the Neck Three Quarter View Changing the Angle of the Head The Third Dimension Construction in Simplified Block Form Drawing Women Drawing Men Design Development Sheets Working Drawings Illustrating Various Details



8. CHAPTER VII
 BASIC PRINCIPLES OF FASHION ILLUSTRATIONS
 Drawing Still Objects
 Perspective

9. CHAPTER VIII
 FASHION ACCESSORIES
 Fashion accessories and their Creative Uses
 Does and Don'ts

10 CHAPTER IX
 DESIGNING TECHNIQUES
 Design, Research and Sources of Ideas
 Design Techniques Materials
 Achieving Texture in Pen and Ink
 Wax-Resistant Effects
 Line Drawings
 Drawing Pens
 Figure Proportion
 Figure Proportion Table

11. CHAPTER X
 SKETCHING HUMAN BODY
 Sizes and Proportions of Different Parts of Body
 Profile of Head or Face
 Front Position of Head
 Drawing of Hands & Postures
 Structure of Feet & Postures
 Drawing of Other Parts of Body
 Illustrations

12. CHAPTER XI
 FASHION INDUSTRY LANGUAGE GUIDE

13. CHAPTER XII
 CONTEMPORARY WESTERN FASHION STYLE

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