CBEL Code: ELE-402

Course Name: Style & Image Development

Duration: 40 Hours

Credits: 4		
Lecture Hours	**Practical/Activity Hours**	**Mode**
8	**32**	**Blended**

Overview

This course is curated to help students comprehend the aesthetics of style and styling from both a theoretical and practical standpoint. Its goal is to instill sensitivity to various environments and traditions from both local and global perspectives. The other objective is to develop a critical mental framework that will allow the participants to understand how best to present themselves to the world. As a result, future professionals from all walks of life, irrespective of their industry, will benefit from this course by self-confidence by learning how to curate their best style personas for social or professional, formal/informal settings.

By the end of the course the students will be able to:

Understand the various aspects of personal style and image and its importance.
Understand and Explore the human body and its relationship to self-image.
Apply the planning process involved in clothing selection and Analyze trends in clothing behavior in relation to self.
Curate a compact wardrobe and Design a self-makeover towards a confident personal style.

Course Structure:

Module [Hrs]	Content
M1: Image Psychology [2]	Introduction, Definitions, Concept and various components of Fashion, Style and Image [Purpose, Values, Gender, Age, Identity, Culture, Climate, Ethnic diversity, etc].
M2: Human Body & Self [2]	Selection of Clothing based on Body Types, Sizing and Measurement Charts. Applying elements & principles of Design in Styling.
M3: Wardrobe Planning [2]	Identifying Fashion Styles and Clothing and Accessory Categories. Fashion Psychology based on Global/Local Clothing types and trends.
M4: Grooming & Style [2]	Impact of Grooming, Make-Up & Hair styling, Accessorizing. Curate a compact wardrobe and Design a self-makeover.

Suggested References:

(PPTs, E-notes & Audio-Visual materials (to be provided by the faculty/coordinator)

1. Fashion from Concept to Consumer. Gini Stephens Frings

2. Art and Fashion in Clothing Selection, M.C. Gimsely and Harriot. T., Nova State Uty. Press, New York.

3. The Art of Dress Clothes and Society, Ashelford J. ISBN 1500-1914, Amazon- com

4. Understanding Fashion, UK, Rouse E. (1989), Blackwell Science

5. Fashion Promotion: Building a Brand Through Marketing and Communication, Gwyneth Moore

6. Portfolio Presentation for fashion designers – Linda Tain, Fairchild Books, New York (2010)

ASSESSMENT SCHEME				
• Interim Formative Assessment [A1-A2-A3: 6 Hours] • Course-end Summative Assessment [A4: 26 Hours]				
Formative Assessment- X				
A	**Hrs**	**Content / Topic**	**Assessment Type**	**Marks**
1	2	Content / Topics covered in L1 & L2	Practical	20
2	2	Content / Topics covered in L1 - L4	Practical	40
3	2	Content / Topics covered in L5 – L7	Practical	40
			Total [A1 + A2 + A3]	**100**
Summative Assessment -Y				
4	26	Content / Topics covered in L1 – L8	Project	**100**

Computation of Final Score: [X + Y]
• **X :** 20% of total marks obtained out of total marks 100 in Interim Formative Assessment cumulatively (A1+A2+A3)
• **Y :** 80% of marks obtained out of total marks 100 in Course-end Summative Assessment (A4)

Gradation Scheme:
• 90 – 100 : O : Outstanding
• 80 – 89 : A : Excellent
• 70 – 79 : B : Very Good
• 60 – 69 : C : Good
• 50 - 59 : D: Pass

Eligibility for Certification:
• Attendance & active participation in class lectures/interactions [L1-L8]
• Successful completion of the campaign of all the three activities/assignments as part of Formative Assessment [A1, A2 & A3]
• Obtaining minimum Grade D as per the formula for computation of Final Score stated above

NB: A candidate must satisfy all the criteria mentioned in order to receive the course completion certificate