

INDUS VALLEY SCHOOL OF ART & ARCHITECTURE

CONTINUING EDUCATION PROGRAMME

Short Course Outline

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| Course Title: | Fashion Fundamentals: Creativity, Craft & Commerce |
| Facilitator | Adnan Pardesy |
| Duration: | 32 hours/2 months/16 sessions |
| Days: | Monday, Wednesday, Friday |
| Timings: | 6pm to 8pm |

**Course Description**

This is a crash course in fashion fundamentals with three distinct yet interconnected parts – the course will begin with creating an understanding of fashion through research. After an orientation on core elements, tools and types of fashion, you will be taken through a guided research and ideation process.

Second part will focus on developing your craft and technical skills – practice session on four key patterns needed for garment construction. The third part will focus on design elements including how to go about illustration, fabric selection, volume, frills and trims keeping in view the body proportions and intended purpose of a collection or design. This could will have a balance of conceptual and studio-based inputs and practice. Alongside, you will be introduced to the science of knowing your target clientele, merchandising and the scope of fashion and textile industry.

**Expected Learning Outcomes**

By the end of the course, the participants are expected to

* Develop in-depth knowledge and skills of the core elements of fashion
* Gain hands-on practical experience of apparel design and construction
* Orient with the background work – mood boarding, research and analysis, required for successful design and apparel creation
* Provide exposure to fashion industry, emerging trends and trade
* Support in exploring the niche/creative expression in the respective type/line of fashion chosen.
* Learn about the market dynamics, range of products and ways to create a brand in the specific line of fashion chosen/to be pursued

**Course Structure:**

Owing ro Ramzan starting in the first week of April, the course structure is changed to wrap up the classes before Ramzan. Consequently, there will be 3 classes a week on Monday, Wednesday and Friday over 5 weeks.

Basic Bodice back

**Course Content**

Following is the week wise breakup of the content/topics to be covered in this short course on fashion fundamentals. This is an indicative list since the pace of the course and what can be covered in each session will primarily depend on how quickly the course participants grasp the concepts. Considering that no prior education or experience is required in fashion or design, it is expected that the group participants will be diverse with varying exposure, skills-set and interest levels. Without creating any undue pressure or stress, each participant will be encouraged to cover the full course content. At the same time, their individual learning pace will be taken into consideration and altering their learning path.

**First week**

Monday

 Introduction to Fashion, Illustrations, mood Board, Research Board

Wednesday

Body Measurements

Pattern Drawing on Box Board

Basic Full sleeve Pattern

Friday

Basic Full sleeve Pattern

**Week 2**

Monday

Finalization of Theme

Rough Sketches

Wednesday

Skirt Pattern

Friday

Skirt Pattern

**Week 3**

Monday

Illustration rendering using different color mediums

Wednesday

Basic Bodice Front

Friday

Basic Bodice back

**Week 4**

Monday

Finalising of portfolio

Wednesday

Basic Sleeve Cutting + Stitiching

Friday

Basic Bodice Cutting + Stitching

**Week 4**

Monday

Making a Basic dress pattern

Wednesday

Making a basic dress pattern

Friday

Cutting of Basic Dress on Fabric

**Week 5**

Monday

Stitching of basic dress

Wednesday

Stitching of Basic Dress

Friday

Trims and Alterations

Ways to Improve & Designs for Clientele

Final submission of Basic Dress and Portfolio

**Assessment**

Throughput the course, participants will be assessed on the basis of their work produced during the class and as part of the home assignments. The pace of course will be determined accordingly. All the illustrations, garment construction and presentation, and incorporation of instructor’s feedback will become the basis of successful completion of the course.

**Who should attend the course?**

Anyone above age 15 and interested in fashion can enroll in the course. The course will be particularly beneficial for those who:

* Spend a lot of time wondering about clothes others wear, follow designer collections and fashion weeks, what one wants to wear and how to make them stand out
* Want to initiate own label/clothing business
* Have a small business/e-presence and take orders from friends and family, it will help them grow and excel
* Plan to study fashion, here in Pakistan or abroad
* Struggle with production and marketing of the clothes created or are unable to sell clothes

**Course Facilitator’s Profile**

Adnan Pardesy is no stranger to Pakistan’s fashion industry. With over 15 years of experience, he is known for his classic cuts, structure of apparel and creative edge. Making his debut in 2007 and showcasing his first collection in 2008 at the Pakistan Fashion Week, Adnan took the industry by storm through sheer creativity and courage to deviate from what was “in demand.” He went on to represent Pakistan in various regional and international platforms in India, Spain, UAE to name a few countries.

By virtue of his familial roots in textile business, Andan is one of the very few designers who are well-versed with industrial scale production process, the kind of material and proportions used to create a type of fabric, and running a whole business. Though initially Paredesy’s approach was more geared towards showcasing his talent and creativity, he has matured with time. He now believes in a full amalgamation of creativity, craft and commerce, making full use of his technical training in fashion apparel and design along with the insights into running textile business.

He is currently developing his Spring 2023 collection while teaching courses in fashion programmers including that of IVS and AIFD, his alma mater.

**List of Materials Required for the Course**

* Sketchbook
* French Curve
* Japanese ruler
* Meter Ruler
* Clutch Pencil 0.5mm
* Set Squares
* Compass
* Butter paper
* A3 sheets
* Eraser
* Blue and Red Ball point
* Measuring Tape
* Tailors Chalk
* Tracing Paper A3 sheets
* Cartridge Sheet full size
* UHU Stick
* Paper Tape
* Scotch Tape
* Carbon Paper blue or Red

The instructor will inform the participants about the material required for each class at the start of the week. For the first class, only sketchbook is required.