AN ISO 9001 : 2015 CERTIFIED COMPANY

Fashion Technology Handbook

FREE SAMPLE: contents and introduction of the 216-page book
Price: Rs 595 | US$ 75

Order the full book >

AN ISO 9001 : 2015 CERTIFIED COMPANY

Author: Meenakshi Narang
Format: paperback
Code: NI42
Pages: 216
Price: Rs 595 | US$ 75
Publisher: NIIR PROJECT CONSULTANCY SERVICES
Shipping: 5 days

About the Book

Fashion Technology Handbook (2nd Revised Edition)

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

Get the full book
This sample shows only the contents and introduction. The full book has every chapter.
Price: Rs 595 | US$ 75
Delivery: Shipped within 5 working days of payment
Order online: niir.org/books/fashion-technology-handbook/ **WhatsApp:** +91 9097-075-054

NIIR PROJECT CONSULTANCY SERVICES (NPCS) is a reliable name in the industrial world for offering integrated technical consultancy services. NPCS is manned by engineers, planners, specialists, financial experts, economic analysts and design specialists with extensive experience in the related industries.

Our various services are: Detailed Project Report, Business Plan for Manufacturing Plant, Start-up Ideas, Business Ideas for Entrepreneurs, Market Research, Manufacturing Process, Machinery, Raw Materials, Project Feasibility, Investment Opportunities, Technical Consultancy and Startup Help.

NPCS also publishes process technology books, technical books, startup books, directory, business database, detailed project reports and market research reports.

Our Detailed Project Report aims at providing all the critical data required by entrepreneurs for starting new business ventures.

NIIR PROJECT CONSULTANCY SERVICES
106-E, Kamla Nagar, New Delhi-110007, India

Email: npcs.india@gmail.com **Website:** https://www.niir.org/

Scan to order the full book on niir.org