

Title of the Practice:

“Fashion Gala”, Designer Contest – a platform to showcase the creative talents.

The Context:

Fashion is by its very nature, an ever changing art. Our course is aimed to bring out the creativity of aspiring fashion designers and illustrators with an interest in the fascinating world of style. By way of conducting Fashion Gala (Designer Contest), we unravel the mystique surrounding fashion. Designs are created through a systematic process of research and development and they make use of a range of illustration techniques to express their unique view of the world.

The Objectives:

- To engage the students in activities beyond their curriculum
- To identify and support those activities that contribute most directly to student’s learning
- To enable the budding designers to have real experience and confidence that can only come from designing and developing new products

The Practice:

The first and foremost step towards Designer Contest is to make the students identify and research a source of inspiration and teach them how to apply this inspiration in designing. Inspiration for design themes can be found everywhere. With an inquiring mind, almost anything can trigger a creative spark. The trick is that it should enable the designers to select the best route to follow. A budding designer should always have a finger on the pulse of the time. Although nothing dates more quickly than fashion, looking to the past for inspiration often produces great results. Pattern and styles based on ethnic ideas can be recycled again. The internet is a great source of information that can be accessed by the students from the college or home. The opportunities for exploring the themes are unlimited.

A strong Portfolio is a key step to employment as a fashion designer. A portfolio displays the sampling of work done by the designer. Having a great Portfolio is very important for starting a career. Creation of mind map will provide a focus for further development of research. A mood board is a mixed media collage of visually appealing images that are meant to invoke creativity. Flat sketches can be drawn by hand or either sketched using computer software. A good color board should contain the latest pantone number and name. Further fabric board and accessory board bring in the collection of materials and accessories needed to complete a designer garment. Creation of an effective story board gives an opportunity to produce a fully original collection that reflects the research material in a unique way. The designer will learn how to target their designs towards a customer profile and to work within the constraints of the season and budget. Then finally garments are constructed according to the model’s body measurements and with a little bit of practice on the

Ramp, the designer will be ready to rock the show. Finally a photographic board helps to reflect the style of work done by a designer and reach their vision in fashion industry.

Obstacles faced / Problems encountered:

- The student's issues are mostly related to time management. This becomes a critical issue for the students involved in a competition. As deadlines approach, a tendency for many students is to let their class work slip and force too much of their effort on the competition.
- Good advising and proper planning can be a long way to avoid this problem. But sometimes it is extremely difficult to keep the students focused on class work when the adrenaline of the competitions is so much more compelling.
- Technical issues as well relate to the availability of resources. Students have difficulties in sourcing of raw materials such as fabric, accessories, identification of models, forecasting the current trend in market, suitability to the target customers etc.,
- Lack of creative intelligence and passion is a stumbling block. The faculty advisor has to motivate the students in a positive manner towards the successful outcome of the project.
- Financial limitations may sometime limit their creativity. The advisor can seek institutional methods to support the students.
- Sometimes students lack flexibility to incorporate changes in the design cycle during the product development process which may arise conflicts between the advisor and the students which has to be dealt in an amicable manner.
- Failure at competition may cause the students to get frustrated and disappointed. It lies in the hands of the advisor to make them reassured of their confidence levels and motivate them for a successful career ahead.

Evidence of Success:

- The practice offers the faculty to have a close involvement with students in an informal setting and thereby improves the faculty's ability to understand the student as a whole.
- To enable the students to reach forward into their curriculum for analysis and design aspects during their task of accomplishing the project.
- Competitions provide opportunities for the emerging professionals to be recognized by the industry recruiters for their fresh ideas and acts as a platform to showcase their work
- Students get a first hand sense in the importance of the following:
 - ❖ Following a schedule
 - ❖ Communication and Coordination
 - ❖ Designing to a budget
 - ❖ Knowledge about products

- ❖ Creation of innovative products
- ❖ Academic improvement
- ❖ Market research
- ❖ Competency
- ❖ Team work and motivation

Resources required:

- Well trained faculty
- Dynamic and enthusiastic students
- Easy accessibility to network communications
- Relevant text books and journals
- Financial assistance
- Infrastructural facilities

Contact details:

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Title of the Practice:

TELESHOWS BASED TRAINING

The Context

The students has got many opportunities to take part in quiz competitions in the inter collegiate meets and other quiz events outside the college through the departments of the students to which they belong. Whatever may be the training given orally, the students would be able to follow it when they are in lively learning environment. Thus, this practice has got emerged in such a way to show the students how to behave and to stay active in a quiz competitions as a participant, as well as a quiz master.

The Objectives

The main objective of the practice is to make the students to get a lively training by watching the teleshows videos and to make them as an active participant and as a host.

The Practice

This practice is carried out by showing the videos of Teleshows on various themes. The videos are selectively downloaded from the web source by the coordinators and office bearers. They are shown in bilingual form (both in Tamil as well as in English). The quiz videos in Tamil are included, since it might help the students from rural backdrop to well understand regarding the process. Varieties of videos are shown and all the doubts of the students are cleared with necessary clarifications. Through this practice they are not only allowed watch the quiz videos but an interest would be generated in quizzing. Also, they are encouraged to follow such quiz programmes in television channels and in net source. More than the level of training, interest generation is much more important. This is ensured using this practice.

Obstacles faced / Problems encountered

NIL

Evidence of Success

The practice helps the students to get a lively training related to quiz and has shown them a right way to act as an active participant and as well as a host. This practice creates a good impact among the students with their winning abilities, since this is not carried out in a

regular lecture pattern. Thus, the members feel interested to attend this kind of training sessions.

Resources Required

Systems with Internet for downloading videos, LCD Laptop, Audio speakers and Projector.

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