

Unit - II

Practical Exercise 6

Objectives:

1. To enable the understanding of the effect of 'spirit of the times' on fashion.
2. To identify *Zeitgeist* across a range of current product categories.

Material Required:

1. Unlined/ blank sketchbook (A3).
2. Scissor, glue.
3. Fashion magazines.

Procedure:

1. Refer to Indian or international magazines which focus on fashion related topics like lifestyle, clothes, accessories, décor etc. which indicate the current issues of the time.
2. Discuss the commonality in themes (e.g. luxury, adventure, craft, nature, creativity within a budget etc.) in 2-3 magazines.
3. Select any one theme.
4. Identify visuals of different product categories (e.g. clothes, accessories, furniture, interiors, architecture, transportation etc.) according to the theme.
5. Analyze the theme in terms of:
 - * Colour (bright, natural, neutral, achromatic, monochromatic, analogous, triad).
 - * Material (natural, man-made).
 - * Price (luxury, moderate, shoestring budget).
 - * Look (Indian, international, luxury, country-style).
6. Cut out pictures from different magazines which indicate *zeitgeist* and paste them in a scrapbook.

Observation and Discussion:

1. What are the most widely available fashion magazines in India? What do they have in common? How are they different from each other?
2. How can the prevailing *zeitgeist* be identified from magazines?