

GUJARAT TECHNOLOGICAL UNIVERSITY, AHMEDABAD, GUJARAT

COURSE CURRICULUM

COURSE TITLE: FASHION ILLUSTRATION

(Code: 3345104)

Diploma programmes in which this course is offered	Semester in which offered
Computer Aided Costume Design and Dress Making	4 th semester

1. RATIONALE

The course on fashion illustration helps in developing skills to create illustrations of apparel and accessories for advertisements, catalogues, websites and other media. This will help in developing requisite skills to render fashion designs on paper to match the client's desired aesthetic.

2. COMPETENCY

The course content should be taught and curriculum should be implemented with the aim to develop required skills so that students are able to acquire following competencies:

- Apply the appropriate style, technique and medium for preparing range of illustrations.
- Explore various techniques in order to illustrate and render fabric qualities, surface embellishments and clothing on human form.

3. COURSE OUTCOMES :

The theory should be taught and practical should be carried out in such a manner that students are able to acquire different learning out comes in cognitive, psychomotor and affective domain to demonstrate following course outcomes.

- i. Copies the style technique and medium used by the specific fashion illustrator
- ii. Appreciates the style of drawing, rendering and body proportion adopted by prominent fashion illustrator
- iii. Represents fabric qualities in least possible time and strokes
- iv. Translates the stylistic information from a personality into an illustrated style

4. TEACHING AND EXAMINATION SCHEME

Teaching Scheme (In Hours)			Total Credits (L+T+P)	Examination Scheme				
				Theory Marks		Practical Marks		Total Marks
L	T	P	C	ESE	PA	ESE	PA	
0	0	4	4	0	0	40	60	

Legends: L-Lecture; T – Tutorial; P -Practical; C – Credit;; ESE -End Semester Examination; PA - Progressive Assessment.

5. DETAILED COURSE CONTENTS

Note: There would not be separate classes for theory as given below, and this theory would be discussed before the relevant practical.

Unit	Major Learning Outcomes (in cognitive domain)	Topics and Sub-topics
Unit- I Prominent fashion illustrators	1a. Appreciate the style of drawing, rendering and body proportion adopted by prominent fashion illustrator	1.1 Prominent fashion illustrators and their: 1.1.1 Style of drawing 1.1.2 Style of rendering 1.1.3 Manner of showing body proportions
Unit- II Style and techniques of Fashion illustrators	2a. Copy the style technique and medium used by the specific fashion illustrator	2.1 Select any well known illustrators work and copy it with the same mediums and techniques used by the illustrator
Unit- III Fashion icons	3a. Translate the stylistic information from a personality into an illustrated style	3.1 Take reference images on any one fashion icon (fashion personality) and make a range of illustrations based on his/her characteristics
Unit- IV Rendering of materials	4a. Render different fabrics on dummy	4.1 Procure garments made out of specific materials and render it while observing it on a dress foam (dummy) in unidirectional light; for example: satin, silk, denim, leather, corduroy, translucent cotton (mulmul) chiffon and georgette (use appropriate medium and technique suitable to the quality of the fabric)
Unit- V Media exploration	5a. Render surface embellishments on men, women and kids wear	5.1 Representing fabric quality, surface embellishments, prints, and details for menswear, women's wear and kids wear using different mediums like; pencil crayons, aquarelles, felt-tip pens, watercolors etc.
Unit- VI Short hand representation	6a. Represent fabric qualities in least possible time and strokes	6.1 Quick rendering of representing fabric qualities, colour, surface embellishments, and other details like light and shade. 6.2 Use methods like cross hatching, diagonal strokes, smudging, using washes etc to generate the effects.

6. SUGGESTED SPECIFICATION TABLE WITH HOURS & MARKS (THEORY)

NA

7. SUGGESTED LIST OF EXERCISES/PRACTICAL

The practical/exercises should be properly designed and implemented with an attempt to develop different types of skills (**outcomes in psychomotor and affective domain**) so that students are able to acquire the competencies/programme outcomes. Following is the list of practical exercises for guidance.

*Note: Here only outcomes in psychomotor domain are listed as practical/exercises. However, if these practical/exercises are completed appropriately, they would also lead to development of certain outcomes in affective domain which would in turn lead to development of **Course Outcomes** related to affective domain. Thus over all development of **Programme Outcomes** (as given in a common list at the beginning of curriculum document for this programme) would be assured.*

Faculty should refer to that common list and should ensure that students also acquire outcomes in affective domain which are required for overall achievement of Programme Outcomes/Course Outcomes.

S. No.	Unit No.	Practical/Exercises (outcomes in Psychomotor Domain)	Approx. Hrs. Required
1	I	Compile a visual bank incorporating visual specimens of prominent fashion illustrators work Minimum of 10 -15 Fashion illustrators works must be compiled for further referencing	9
2	II	Select well-known illustrators work and copy it with the same mediums and techniques used by the illustrator. Minimum of 5 art works on A-3 size.	9
3	III	Take reference images on any one fashion icon (fashion personality) and make a range of illustrations based on his/her characteristics Make arrangement of 5 to 6 illustrations on A-3 size sheets with medium of choice.	10
4	IV	Procure garments made out of specific materials and render it while observing it on a dress foam (dummy) in unidirectional light; for example: satin, silk, denim, leather, corduroy, translucent cotton (mulmul) chiffon and georgette (use appropriate medium and technique suitable to the quality of the fabric) One art work – A-3 size for each garment.	10
5	V	Represent fabric quality, surface embellishments, prints, and details for menswear, women's wear and kids wear using different mediums like; pencil crayons, aquarelles, felt-tip pens, watercolours etc. One artwork each on A-4 Size for the following: i. Engineered prints ii. Overall print	9

S. No.	Unit No.	Practical/Exercises (outcomes in Psychomotor Domain)	Approx. Hrs. Required
		iii. Engineered embroideries iv. Checks v. Stripes	
6	VI	Represent garments details, fabric quality and surface embellishments on One artwork each on A-3 size for the following: i. Menswear ii. Women's wear iii. Kids wear	9
Total Hrs			56

8. SUGGESTED LIST OF PROPOSED STUDENT ACTIVITIES

- i. Students will maintain a portfolio in which all the drawings must be compiled.
- ii. Students would practice for live sketching.

9. SPECIAL INSTRUCTIONAL STRATEGIES (If Any)

- i. Show to the students the work of famous fashion designers and the methods they adopt for illustrations. (This would require collection of information from internet)
- ii. Be with students while they are working on their practical/exercises and teach them right methods/techniques to be adopted while they are working.
- iii. Give students continuous feedback to improve the quality of their work and their skills.

10. SUGGESTED LEARNING RESOURCES

A. List of Books

S. No.	Title of Books	Author	Publication
1	Fashion design drawing and presentation	Patrik John Ireland	Batsford Ltd; edition 1982
2	Fashion design drawing course	Caroline Tatham, Julian Seaman	Barron's Educational Series; 2011
3	Technical Drawing for Fashion Design Vol. 2: Garment Source Book (Fashion Textiles)	Alexandra Suhner	Pepin Press 2012
4	Fashion illustration for designers	By Kathryn Hagen	2004 by Prentice Hall
5	Fashion Rendering with Color	By BinaAbling	2000 by Prentice Hall
6	Rendering Fashion, Fabrics & Prints- 2nd Edition	By M. Kathleen Collussy, Steve Greenberg	2008 by Prentice Hall

B. List of Major Equipment/ Instrument

N.A

C. List of Software/Learning websites

- i. www.rituberi.com
- ii. www.manishmalhotra.in
- iii. www.rohitbal.com
- iv. www.benetton.com
- v. www.leecooper.com
- vi. www.pantaloons.com

11. COURSE CURRICULUM DEVELOPMENT COMMITTEE

Faculty Members from Polytechnics

- **Prof. (Ms) F. V. Kugashiya**, CACDDM, Lecturer GGP, Ahmedabad
- **Prof.(Smt.) U. B. Patel**, CACDDM, Lecturer K.J. Polytechnic, Bharuch
- **Prof. (Ms.) A. R. Rathod**, CACDDM, Lecturer A.V.P.T., Rajkot.
- **Prof. (Ms.) B.T Gajjar**, CACDDM, Lecturer C.U.S.P., Surendranagar.
- **Prof .(Ms.) S. S. Bambhania**, CACDDM, Lecturer B.P.T.I., Bhavnagar

Faculty Members from NIFT Gandhinagar.

- **Prof. Ravi Joshi**, Assistant Professor, Fashion Design

Co-ordinator and Faculty Members from NITTTR Bhopal

- **Dr. Shashi Kant Gupta**, Professor and Coordinator for State of Gujarat.
- **Prof. (Mrs.) Chanchal Mehra**, Associate Professor, Department of Vocational Education and Entrepreneurship Development