UNIVERSITI TEKNOLOGI MARA

EAD463: COMMERCIAL FASHION ILLUSTRATION

Course Name (English)	COMMERCIAL FASHION ILLUSTRATION `APPROVED`
Course Code	EAD463

MQF Credit	2

Course Description	This course is designed to construct students' awareness towards the advanced practices in fashion illustration. It also provides advanced consideration and application of coloring techniques and balanced composition used in fashion illustration.

Transferable Skills	Working towards deadlines and organising

Teaching Methodologies	Lectures, Blended Learning, Studio, Practical Classes

CLO	CLO1	Describe the process, methods and techniques involved in preparing fashion illustration works wholly.
	CLO2	Explain and imply the principles and concept of figure drawing.
	CLO3	Interpret and visualize any particular design or concept.

Pre-Requisite Courses	No course recommendations

Topics
1. Topic 1: Human Proportion & the Fashion Figure 1.1) Human Anatomy
2. Topic 1: Human Proportion & the Fashion Figure 2.1) 8 heads & 9 heads figure
3. Topic 1: Human Proportion & the Fashion Figure 3.1) Exaggerated figure
4. Topic 2: Drawing the Fashion Figure 4.1) Men Fashion Figure
5. Topic 2: Drawing the Fashion Figure 5.1) Women Fashion Figure
6. Topic 2: Drawing the Fashion Figure 6.1) Children Fashion Figure
7. Topic 3: How to Draw Fabrics 7.1) Fabrics on Body
8. Topic 3: How to Draw Fabrics 8.1) Shading of Fabrics
9. Topic 3: How to Draw Fabrics 9.1) Rendering Fabrics
10. Topic 4: Composition & Fashion Shorthand 10.1) Single or More Figures
11. Topic 4: Composition & Fashion Shorthand 11.1) Fashion Shorthand
12. Topic 4: Composition & Fashion Shorthand 12.1) Fashion Templates
13. Topic 5: Portfolio 13.1) Digital & Manual Portfolio
14. Topic 5: Portfolio 14.1) Final Presentation

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Individual Project	Students are required to commit on the classes throughout the semester and produced a sketchbook comprise of all the drawing exercise in the class.	30%	CLO2
	Portfolio/Log Book	Students will have to compile their artworks and best sketches in a form of portfolio as requested in project brief.	40%	CLO1
	Presentation	Students are required to present findings based on project description in Project brief.	30%	CLO3

Reading List	Recommended Text	• Morris, B. 2012, *Fashion Illustrator*, Portfolio London
	Reference Book Resources	• Mackrell, A. 2009, *An Illustrated History of Fashion 5*, Blackwell Publishing
		• Borrelli, L. 2008, *Fashion Illustration Now*, Thames & Hudson
		• Tatham, C., Seaman, J. 2012, *Fashion Design Drawing*, Thames & Hudson
		• McKelvey, K., Munslow, J. 2006, *Illustrating Fashion*, Blackwell Publishing
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	