



UNIVERSITI TEKNOLOGI MARA

FDT306: FASHION ILLUSTRATION :DIPLOMA PROJECT

Course Name (English)	FASHION ILLUSTRATION :DIPLOMA PROJECT APPROVED
Course Code	FDT306
MQF Credit	3
Course Description	This course demonstrate on composing and exploring various techniques and styles to communicate their ideas and it also emphasis on explanation of subject matters into visually sequence of fashion illustration as their part of fashion design collection. Students should show their ability to incorporate chosen concepts and theme into portfolio presentation.
Teaching Methodologies	Lectures, Studio, Demonstrations, Practical Classes
CLO	CLO1 Communicate the ideas of creativity through visual presentation CLO2 Compose the final illustration which demonstrates multiple skills proficiency of individuals CLO3 Explore with difference styles of fashion illustration through various techniques. CLO4 Demonstrate ability to incorporate concepts and theme on the final projects
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. Visual Communication - Inspiration 1.1) 1.1 Identify sources of inspiration. 1.2) 1.2 Research and explores the things that inspire the creative mind. 1.3) 1.3 Developing and compiling ideas into sketch books. 1.4) 1.4 Collecting inspirational items that incorporate with the final projects.	
2. 2. Figure and Media Experimentation 2.1) 2.1 Ability to capture the composition and stylization of fashion figure. 2.2) 2.2 Explore and understanding of the figure's stylization. 2.3) 2.3 Experimentation on media through different illustrative styles.	
3. 3. Fashion Illustration Portfolio 3.1) 1.1 Understand visual expression and innovative layout on fashion collection (illustration). 3.2) 1.2 Organize the portfolio which includes mood board, theme, fashion illustration, flats and fabric swatches.	

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Individual Project	Visual communication - Inspiration (Sketch book)	10%	CLO1
	Individual Project	Figure & Media Experimentation - Fabric rendering	10%	CLO1 , CLO2
	Individual Project	Fashion Illustration Portfolio - Composition	10%	CLO1 , CLO2 , CLO3
	Individual Project	Fashion Illustration Portfolio - Media Experimentation	10%	CLO1 , CLO2 , CLO3
	Individual Project	Fashion Illustration Portfolio - Story Board	10%	CLO1 , CLO2 , CLO3
	Individual Project	Fashion Illustration Portfolio - Layout	10%	CLO1 , CLO2 , CLO3 , CLO4

Reading List	Recommended Text
	<ul style="list-style-type: none"> Stipelman, Steven. 2005, <i>Illustrating Fashion: Concept to Creation</i>, Fairchild Publications, Inc. New York [ISBN: 978-156367080] Hagen, K., 2005, <i>Fashion Illustration for Designers</i>, Pearson Prentice Hall New Jersey [ISBN: 978-013501557]

Article/Paper List	
	This Course does not have any article/paper resources

Other References	
	<ul style="list-style-type: none"> Book Borrelli, Laird 2004, <i>Fashion Illustration Next</i>, Thames & Hudson, London Book M. Kathleen Colussy, Steve Greenberg 2007, <i>Rendering fashion, fabric, & prints with Adobe Illustrator</i>, Pearson Prentice Hall., New Jersey Book Abling, Bina 2004, <i>Fashion Sketchbook</i>, Fairchild Publications, Inc., New York Book Dawber, Martin 2005, <i>New Fashion Illustration</i>, Page One Publishing Private Limited, Singapore Book Tatham, C. & Seaman, J 2003, <i>Fashion Design Drawing Course</i>, Thames & Hudson., London