



UNIVERSITI TEKNOLOGI MARA

FES152: FASHION DESIGN : FUNDAMENTAL

<b>Course Name (English)</b>	FASHION DESIGN : FUNDAMENTAL <b>APPROVED</b>
<b>Course Code</b>	FES152
<b>MQF Credit</b>	3
<b>Course Description</b>	The aim of this course is to introduce the fundamental and principle of fashion design, generate idea development, design creativity and originality, develop skills and explore variation of ideas through research sketch book and experimentation. Students will be guided to produce a systematic idea presentation and design portfolios.
<b>Transferable Skills</b>	Knowledge Practical skill information management and lifelong learning skills
<b>Teaching Methodologies</b>	Lectures, Studio, Demonstrations, Field Trip, Tutorial, Discussion
<b>CLO</b>	CLO1 Apply the knowledge of the Elements and Principles of Art and Design to produce from 2D to prototype CLO2 Display the design ideas through the visual research activities, idea development processes and drawing skill practices CLO3 Demonstrate the fashion portfolio build-ups of Design Collection Folio and Storyboards.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction of the Elements and Principles of Art and Design into the visual research work. (Introduction to the field of Fashion)</b> 1.1) • Fashion definition 1.2) • The important and influence 1.3) • Fashion designers & portfolio 1.4) • Fashion vocabulary 1.5) • Clothing category	
<b>2. Introduction of the Elements and Principles of Art and Design into the visual research work. (Fashion Design)</b> 2.1) • Designing procedure and process 2.2) • Portfolio presentations	
<b>3. Visual research activities, idea development processes and drawing skill practices.</b> 3.1) • Elements of design in clothing (function and effect) 3.2) • Principle of design in clothing (function and effect) 3.3) • The artistic and aesthetic values in fashion design 3.4) • Croquis (fashion figure croquis) 3.5) • Types of silhouette 3.6) • Line	
<b>4. Design Prototype</b> 4.1) • Color 4.2) • Texture 4.3) • Elements of texture – hard, soft and rough 4.4) • Function of texture in clothing (elements of design) 4.5) • Function of texture in clothing (principle of design) 4.6) • Color and texture placement 4.7) • Body Covering	

## **5. Design Collection Folio and Storyboards**

5.1) • Design portfolios preparation

5.2) • Portfolio contents

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Individual Project	Design Development Presentation	30%	CLO2
	Individual Project	Portfolio Prototype Final design & 3-d body cover	40%	CLO1
	Portfolio/Log Book	Visual research	20%	CLO1
	Visual Assessment	Portfolio Presentation	10%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>• Caroline Tatham, Julian Seaman, <i>Fashion Design Drawing Course</i> [ISBN: 0-500-28436-9]</li> <li>• Sue Jenkyn Jones, <i>Fashion Design</i> [ISBN: 1-85669-245-0]</li> <li>• Gorger, Richard and Udale, Jenny 2017, <i>The Fundamentals of Fashion Design</i>, Bloomsbury Visual Arts [ISBN: 978-147427000]</li> <li>• Abling, B 2015, <i>Fashion Sketchbook</i>, Fairchild Books New York [ISBN: 978-150139535]</li> <li>• Jana Sedlackov 2017, <i>The Complete Book of Fashion History: A stylish journey through history and the ultimate guide for being fashionable in every era</i>, Flexibound</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	