



UNIVERSITI TEKNOLOGI MARA

FES156: FASHION ILLUSTRATION : MEDIA EXPERIMENTATION

<b>Course Name (English)</b>	FASHION ILLUSTRATION : MEDIA EXPERIMENTATION <b>APPROVED</b>
<b>Course Code</b>	FES156
<b>MQF Credit</b>	3
<b>Course Description</b>	This course covers basic methods and techniques of fashion figures in various types of media. Students will be able to create and develop a character which emphasis on the individual style. Students are also required to produce experimental materials, medium and surface for fashion illustration.
<b>Teaching Methodologies</b>	Lectures, Studio, Demonstrations, Practical Classes
<b>CLO</b>	CLO1 Apply the methods and techniques in various types of media. CLO2 Demonstrate understanding of fashion textures, weight and drape on the fashion figure. CLO3 Develop and create individual style in fashion illustration.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. 1. Fashion Figure – Character</b> 1.1) 1.1 Line and Shape 1.2) 1.2 Pose and Posture 1.3) 1.3 Stylization & Exaggeration	
<b>2. 2. Folds and Draping</b> 2.1) 2.1. Garments 2.2) 2.2. Garment Details 2.3) 2.3. Light and Shadow 2.4) 2.4. Texture and Colour	
<b>3. 3. Exploring Media – Techniques</b> 3.1) 3.1. Dry Media 3.2) 3.2. Wet Media 3.3) 3.3. Mixed Media	

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Individual Project	FASHION FIGURE - CHARACTER Line Student should create a variation quality of line to suggest a gesture, movement or pose of fashion figure.	10%	CLO1
	Individual Project	FASHION FIGURE - CHARACTER Stylization and Exaggeration. Required some exercise drawing on characteristic of fashion figure. This topic covers on developing individual's stylisation and exaggeration of fashion figure character.	10%	CLO2
	Individual Project	FOLDS AND DRAPE - Garments & Detailing. Student should captures and analyzes texture and color and the characteristic of the fabric such as heavy weight, medium weight and light weight.	10%	CLO2
	Individual Project	FOLDS AND DRAPE - Light & Shadow Should be created to enhance the looks.	10%	CLO2
	Individual Project	EXPLORING MEDIA - Dry & Wet Captures and analyzes media experimentation through various techniques such as dry, wet, dry on wet and wet on wet.	10%	CLO3
	Individual Project	EXPLORING MEDIA - Mixed Media Students should explore and experimenting the distinctive of mixed media onto the project given.	10%	CLO3

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

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

Other References	
	<ul style="list-style-type: none"> <li>• Book Borrelli, Laird 2004, <i>Fashion Illustration Next</i>, Thames &amp; Hudson, London</li> <li>• Book Abling, Bina 2004, <i>Fashion Sketchbook</i>, Fairchild Publications, Inc., New York</li> <li>• Book Dawber, Martin 2005, <i>New Fashion Illustration</i>, Page One Publishing Private Limited., Singapore</li> <li>• Book Tatham, C. &amp; Seaman, J. 2003, <i>Fashion Design Drawing Course</i>, Thames &amp; Hudson., London</li> <li>• Book Riegelman, Nancy. 2006, <i>Colors for modern fashion: drawing fashion with colored markers</i>, Thames &amp; Hudson, London</li> </ul>