



UNIVERSITI TEKNOLOGI MARA

FES306: FASHION ILLUSTRATION: DIPLOMA PORTFOLIO

Course Name (English)	FASHION ILLUSTRATION: DIPLOMA PORTFOLIO APPROVED
Course Code	FES306
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.
Transferable Skills	Knowledge Practical Skills Values
Teaching Methodologies	Lectures, Studio, Demonstrations, Practical Classes, Presentation
CLO	CLO1 Communicate the ideas of creativity through visual presentation. CLO2 Explore with difference styles of fashion illustration through various techniques. CLO3 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 subject 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 Exploration 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. 2.4) 2.4 Identify figure's illustration skills and media expertise.	
3. 3. Fashion Illustration Portfolio 3.1) 3.1 Visual expression and innovative layout on fashion collection through illustration. 3.2) 3.2 Visualized the concept behind a design collection. 3.3) 3.3 Emphasis all the elements – color and fabric, sensibility, styling and attitude. 3.4) 3.4 Composed final illustrations that incorporate with fashion design collection.	

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Individual Project	Project 2: Figure Exploration - (Composition) Student should demonstrate composition on fashion figure consist of different pose and posture.	10%	CLO3
	Individual Project	Project 3: Fashion Illustration Portfolio - (Layout) Students should apply layout composition and shows creativity and understanding of fashion illustration portpolio.	10%	CLO3
	Individual Project	Project 1: Visual Communication - (Inspiration) Students should identify and explore sources of inspiration and incorporate with the final projects.	20%	CLO1
	Individual Project	Project 1: Figure Exploration - (Media & Techniques) Students should experiment and demonstrate various type of media application through different illustrative styles and explore variation techniques into the fashion illustration.	20%	CLO2
	Individual Project	Project 2: Figure Exploration - (Stylization) Students should demonstrate variation sketches of fashion figure and stylized it as individual's approach. Refer to the fashion magazine for the pose and posture.	20%	CLO2
	Individual Project	Project 3: Fashion Illustration Portfolio - (Theme & Concept) Students should compose and apply final fashion illustration theme and concept that incorporate with fashion design collection. Compilation of all projects for final presentation.	20%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> • Kathryn Hagen 2005, <i>Fashion Illustration for Designers</i>, Prentice Hall [ISBN: 0130983837] • Steven Stipelman 2005, <i>Illustrating Fashion</i>, Fairchild Books New York [ISBN: 1563673711]
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Article/Paper List	This Course does not have any article/paper resources
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Other References	<ul style="list-style-type: none"> • Book Dawber, Martin 2005, <i>New Fashion Illustration</i>, Page One Publishing Private Limited, Singapore • Book Borrelli, Laird 2004, <i>Fashion Illustration Next</i>, Thames & Hudson, London • Book Riegelman, Nancy 2006, <i>Colors for modern fashion: drawing fashion with colored markers</i>, Thames & Hudson, London • Book Abling, Bina 2004, <i>Fashion Sketchbook</i>, Fairchild Publications, Inc., New York • Book Tatham, C. & Seaman, J. 2003, <i>Fashion Design Drawing Course</i>, Thames & Hudson, London • Book Hagen, K. 2005, <i>Fashion Illustration for Designers</i>, Pearson Prentice Hall, New Jersey • Book M. Kathleen Colussy, Steve Greenberg 2007, <i>Rendering fashion, fabric, & prints with Adobe Illustrator</i>, Pearson Prentice Hall, New Jersey • Book Stipelman, Steven 2005, <i>Illustrating Fashion: Concept to Creation</i>, Fairchild Publications, Inc, New York
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