



UNIVERSITI TEKNOLOGI MARA

FES456: FASHION ILLUSTRATION 1

Course Name (English)	FASHION ILLUSTRATION 1 APPROVED
Course Code	FES456
MQF Credit	2
Course Description	This course is designed to construct students' awareness towards the fundamental of fashion illustration. It is at the intermediate level of the Fashion Illustration class, delivering in-depth professional skill of different styles of fashion illustration, enhancing the actual illustrating skill of students and therefore help to inspire creativeness.
Transferable Skills	Communication
Teaching Methodologies	Lectures, Blended Learning, Studio
CLO	<p>CLO1 Apply the principles and concept of figure drawing in order to develop form and its effects.</p> <p>CLO2 Explains fashion illustration presentations with concept that responds to the need of global market.</p> <p>CLO3 Construct illustration using appropriate technique and presentation skill.</p>
Pre-Requisite Courses	No course recommendations
Topics	
<p>1. Thematic Presentation Techniques</p> <p>1.1) Styling board 1.2) Fabric presentation 1.3) Creative textile presentation 1.4) Image manipulation 1.5) Mood and presentation</p>	
<p>2. Design drawing</p> <p>2.1) Fashion figure (women / men / children) ; croquis / flats</p>	
<p>3. Rendering</p> <p>3.1) Media ; graphic markers / pencil colors / oil pastel / soft pastel 3.2) Technique ; marker rendering / collage / mixed media 3.3) Texture and fabric rendering ; pattern, matte, transparent, shiny, wool, fur etc</p>	
<p>4. Design development sketches</p> <p>4.1) Working drawing / flats / technical drawings 4.2) Production drawings in various garment style 4.3) Production drawings with size specification ; specification drawing</p>	
<p>5. Design presentation</p> <p>5.1) Illustrated design 5.2) Detailed working drawings 5.3) Fabric swatches 5.4) Color story / palette 5.5) Trims used 5.6) Photographic images 5.7) Design layout 5.8) Computer generated presentation</p>	

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Portfolio	30%	CLO1
	Individual Project	Progressive evaluation	15%	CLO2
	Individual Project	Progressive evaluation	15%	CLO3
	Individual Project	Completion of project	20%	CLO2
	Individual Project	Completion of project	20%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> • Morris, B 2012, <i>Fashion Illustrator</i>, Portfolio London
	Reference Book Resources	<ul style="list-style-type: none"> • Mackrell, A. 2009, <i>An Illustrated History of Fashion 5</i>, B.T. Batsford Ltd. • Borrelli, L. 2008, <i>Fashion Illustration Now</i>, Thames & Hudson • Tatham, C., Seaman, J. 2010, <i>Fashion Design Drawing</i>, Thames & Hudson • McKelvey, K., Munslow, J. 2006, <i>Illustrating Fashion</i>, Blackwell Publishing
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	