



UNIVERSITI TEKNOLOGI MARA

FES108: FASHION CAD : INTRODUCTION

Course Name (English)	FASHION CAD : INTRODUCTION APPROVED
Course Code	FES108
MQF Credit	2
Course Description	This course is an introduction to the student about methods use in computer designing. The students are trained to use computer as an aided tool in drawing designing and presentation. Students will learn various techniques to expand their skills and enhance their sketches and presentations through projects. Emphasize on techniques & tools will be given to develop ideas and presentations.
Teaching Methodologies	Lectures, Lab Work
CLO	<p>CLO1 Use appropriate software programs which applicable in fashion design in order to produced designing ideas, shape, motif pattern, colors and others. (C3,P1)</p> <p>CLO2 Develop design presentations using computer as a tool in designing and presentation. (C3,A2)</p> <p>CLO3 3. Identify the function of computer software in the fashion industry and able to apply in any form of designing and presentation. (P3, A2)</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction	
<ul style="list-style-type: none"> 1.1) • Introduction to the syllabus 1.2) • Introduction to Computer Aided Design (CAD). 1.3) • Introduction to Power point 2007 or 2010 1.4) • Research: Collect information regarding fashion brand chosen (articles and pictures). 	
2. Basic Fashion CAD Presentation	
<ul style="list-style-type: none"> 2.1) • Analyze collected information. 2.2) • Prepare layout in Powerpoint Presentation (writing, picture editing). 	
3. Basic Fashion CAD Presentation (continue)	
<ul style="list-style-type: none"> 3.1) • Analyze collected information. 3.2) • Prepare layout in Powerpoint Presentation (slide, sound and animation). 	
4. Basic Fashion CAD Presentation (continue)	
<ul style="list-style-type: none"> 4.1) Finish Project 1. 4.2) • Work Presentation. 4.3) • Prepare Report (report binding). 	
5. Creative Design Layout	
<ul style="list-style-type: none"> 5.1) • Introduction to Photoshop CS3 software application 5.2) • samples. Study the layer, typo (font), colour, image, etc. 	
6. Creative Design Layout (continue)	
<ul style="list-style-type: none"> 6.1) • Familiar with basic tools of Photoshop CS3. 6.2) • Photoshop CS3 Exercise. 6.3) • Create front cover magazine 	
7. Creative Design Layout (continue)	
<ul style="list-style-type: none"> 7.1) • Insert cropped image, color, typo, masthead, etc. 7.2) • Image editing by using image adjustment tools. 7.3) 7.4) • Insert text or latest issue. 	

<p>8. Creative Design Layout (continue) 8.1) • Editing the type text 8.2) • Insert the background of folio 8.3) • Editing by using Filter tools and define pattern tools</p>
<p>9. Creative Design Layout (continue) 9.1) • Finish Project 3. 9.2) • Work Presentation. 9.3) • Prepare report (print A3 size on glossy paper/canvas).</p>
<p>10. Application Creative Design Pattern/Motif on Flat Drawing 10.1) • Introduction to Illustrator CS3 software application 10.2) • Samples. Study the layer, typo (font), colour, image, etc. 10.3) • Study : how to use pen tools fill and stroke tools</p>
<p>11. Application Creative Design Pattern/Motif on Flat Drawing (continue) 11.1) • Select design from samples 11.2) • Suggest suitable theme for selected design. 11.3) • Trace pattern/motif design</p>
<p>12. Application Creative Design Pattern/Motif on Garment (continue) 12.1) • Draw technical design using drawing tools in Illustrator CS3 12.2) • Insert colour, pattern/motif using Illustrator CS3. 12.3) • Insert concept and theme (title, type of color, type of garment) 12.4) • Insert fabric or motif by using clipping mask tools</p>
<p>13. Application Creative Design Pattern/Motif on Garment (continue) 13.1) • Draw technical design using drawing tools in Illustrator CS3 13.2) • Insert gradient colour, pattern/motif using Illustrator CS3. 13.3) • Insert concept and theme (title, type of color, type of garment) 13.4) • Insert color gradient by using color guide gradient.</p>
<p>14. Final Presentation (compilation of all project) 14.1) • Finish project 3. 14.2) • Work Presentation. 14.3) • Prepare report (print A3 size on glossy paper/canvas)</p>
<p>15. Final Assesment 15.1) Student will be assessed for final assessment with second assessor.</p>

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Students are required to produce one creative fashion cover magazine using photoshop CS5. Students can apply design techniques as likes drawing tools, lasso tools, free hand line, drop shadow and super-impose.	20%	CLO1 , CLO2
	Assignment	Students are required to produce complete technical design which include design pattern/motif on garment, propose color and theme using combination of Illustrator CS5 or Photoshop CS5. Students must apply the techniques from the tools palate	20%	CLO1 , CLO2 , CLO3
	Assignment	Students are required to produce PowerPoint Presentation of local or international fashion brands. The Information can obtain from field research, internet, magazines and books. The contents of Presentation must include background of the study, brand philosophy, the founder or owner of brand, target market, collections, lay out shop, market positioning and your own conclusion about that brand.	20%	CLO1 , CLO2 , CLO3
	Assignment	Final Presentation (compilation of all project)	40%	CLO1 , CLO2 , CLO3

Reading List	Reference Book Resources	<ul style="list-style-type: none"> • Polly Guerin 2004, <i>Creative Fashion Presentations 2nd edition</i>, Fairchild Books [ISBN: 1563672502] • Ellen Finkelstein 2006, <i>How to Do Everything with Microsoft Office PowerPoint 2007</i> , McGraw Hill Professional [ISBN: 9780072263398] • Kevin Tallon 2008, <i>Digital Fashion Illustration with Photoshop and Illustrator</i>, Anova Books [ISBN: 9780713490589] • Cally Blackman 2007, <i>100 Years of Fashion Illustration</i>, Laurence King Publishing [ISBN: 9781856694629] • M. Kathleen Colussy, Steve Greenberg 2006, <i>Rendering Fashion, Fabric, and Prints with Adobe Illustrator</i>, Prentice Hall [ISBN: 9780131737266]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	