UNIVERSITI TEKNOLOGI MARA

FES166: FASHION ILLUSTRATION: PERCEPTION

Course Name (English)	FASHION ILLUSTRATION: PERCEPTION `APPROVED`
Course Code	FES166

MQF Credit	2

Course Description	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.

Transferable Skills	Knowledge Practical Skills Values

Teaching Methodologies	Lectures, Studio, Demonstrations, Supervision

CLO	CLO1	Identify the fundamental element of art and design in the character drawing of fashion illustration. (C1)
	CLO2	Present the basic knowledge of drawing skills in order to produce 2 dimensional drawing techniques in fashion illustration. (P1)
	CLO3	Organize the process of producing work and creating individual style in media experimentation. (A2)

Pre-Requisite Courses	No course recommendations

Topics
1. 1. Fashion Figure – Character 1.1) 1.1 Line and Shape (Silhouette) - Quality of line 1.2) 1.2 Pose - Selecting pose and body motion 1.3) 1.3 Stylization & Exaggeration
2. 2. Folds and Draping 2.1) 2.1. Garments and Detailing – Fabric characteristic 2.2) 2.2. Light and Shadow 2.3) 2.3. Texture and Color
3. 3. Exploring Media – Techniques 3.1) 3.1. Dry Media 3.2) 3.2. Wet Media 3.3) 3.3. Mix Media

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Individual Project	Project 2 - Fold and Drape	30%	CLO2
	Individual Project	Project 1 - Character	30%	CLO1
	Individual Project	Project 3 – Exploring Media	40%	CLO3

Reading List	Reference Book Resources	• Hagen, K. 2005, *Fashion Illustration for Designers*, Pearson Prentice Hall. New Jersey
Article/Paper List	This Course does not have any article/paper resources	
Other References	• n/a Bryant, M. Wesen 2011, *Fashion Drawing – Illustration Technique for Fashion Designer* , Laurence King Publishing, London	