UNIVERSITI TEKNOLOGI MARA

FES556: FASHION ILLUSTRATION 2

Course Name (English)	FASHION ILLUSTRATION 2 APPROVED
Course Code	FES556

MQF Credit	3

Course Description	This course is designed to create students awareness towards the designer's fashion illustration. It helps students to develop and create their own unique signature style in a more refined and polished fashion illustrations presentations. It also provides knowledge for the understanding on the application of techniques, media and concept as used in designers' fashion illustration.

Transferable Skills	Communication

Teaching Methodologies	Lectures, Blended Learning, Tutorial, Computer Aided Learning

CLO		
	CLO1	Apply the knowledge of element and principles of design in fashion illustration in developing their own personal signature style.
	CLO2	Construct well-organized illustrations that functioned as avisual communication tools in promoting fashion brand.
	CLO3	Integrate their artworks with commercial value.

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to designer's fashion illustration 1.1) Briefing on selected themes for the assignments / projects of the semester, assessments criteria, methods and techniques, required art supplies, equipment and media for the whole semester. 1.2) Personal signature will be based on personal style in drawing, exaggeration of figure, composition, colors and theme.
2. Visual Communication 2.1) Analyzing and understanding the face expressions and body movement, and how that aspects contribute in the making of the artwork 2.2) Expression through elements and principles of art and design 2.3) Visuals and emotions.
3. Character in fashion drawing - Introduction 3.1) Utilizing individual approach to develop, built and produces a fashion figure with unique characteristic.
4. Character in fashion drawing 4.1) Traditional Fashion Figure Proportion 4.2) Balancing 4.3) Turning 4.4) Posing 4.5) Adjusting
5. Character in fashion drawing - project 5.1) First project
6. Narrative Illustration - Introduction 6.1) Expressing and conveying messages or visuals in most accurate and interesting manners according to the selected theme and concept using the background as narrative to support the subject that has been illustrated.
7. Narrative Illustration - Fashion Advertising 7.1) Branding and advertising 7.2) Narrative composition
8. Narrative Illustration - Project 8.1) Second Project

9. Art Stream - Introduction
9.1) Learning to solve problems that arise while producing the fashion illustration in regards of a selected art stream to enhance product branding through the most suitable and interesting compositions, proper usage of images and visualization.

10. Art Stream - Fashion Illustration
10.1) Quick glimpse on history of fashion illustration and its connection to art stream.
10.2) Selection of art stream according to selected product / brand.

11. Art Stream - Project
11.1) Third Project

12. Final Project - Introduction
12.1) Individual approach fashion illustration of the final product / garment.

13. Final Project - Thematic Element in Illustration
13.1) Individual approach in thematic and conceptual illustration of the final product / garment.

14. Final Project - Finishing
14.1) Fourth Project

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Second Project - refer to project brief	20%	CLO2
	Assignment	Third project - refer to project brief	20%	CLO2
	Assignment	First Project - refer to project brief	30%	CLO1
	Assignment	Fourth Project - refer to project brief	30%	CLO3

Reading List	This Course does not have any book resources
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources