



UNIVERSITI TEKNOLOGI MARA

FES656: FASHION ILLUSTRATION : PORTFOLIO

<b>Course Name (English)</b>	FASHION ILLUSTRATION : PORTFOLIO <b>APPROVED</b>
<b>Course Code</b>	FES656
<b>MQF Credit</b>	3
<b>Course Description</b>	This course deals with preparation of a comprehensive and total fashion illustration presentation that is thematically and conceptually expressed. Student also will learn how to transform creative potential fashion line into the original idea digitally assisted by standard design software of the fashion industry. In addition, students will use the computer aided machine in the apparel industry such as digitizing, pattern grading, specification of sizing, pattern manipulating, production pattern and maker making based on industrial usage technology. The final products will be presented in a professional way, in digital portfolio, tangible illustrations and look book.
<b>Transferable Skills</b>	Time Management Written Communication Visual Articulation
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Studio, Practical Classes
<b>CLO</b>	CLO1 Conclude the process, methods and techniques involved in preparing fashion illustration works from idea to finish. CLO2 Compose a well defined concept and thematic illustration. CLO3 Justify the purpose of illustration and the needs of digitally compiled portfolio in relation to garments visualization and concept. CLO4 Convert their ideas into reality by using new Aided Design software (Adobe Illustrator, Adobe Photoshop and etc.) CLO5 Prepare the design portfolio digitally.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to the course.</b> 1.1) n/a	
<b>2. Graduate Portfolio &amp; Professional Portfolio</b> 2.1) n/a	
<b>3. Look book</b> 3.1) n/a	
<b>4. Illustration</b> 4.1) n/a	
<b>5. Computer Aided Manufacturing</b> 5.1) n/a	
<b>6. Presentation</b> 6.1) n/a	

<b>Assessment Breakdown</b>	<b>%</b>
Continuous Assessment	100.00%

<b>Details of Continuous Assessment</b>	<b>Assessment Type</b>	<b>Assessment Description</b>	<b>% of Total Mark</b>	<b>CLO</b>
	Assignment	Look Book - Refer to project brief on specification	20%	CLO4
	Assignment	Illustration - Refer to project brief on specification	20%	CLO2
	Assignment	CAM Project - Refer to project brief on specification	20%	CLO3
	Assignment	E-Portfolio (Digital) - Refer on project brief for specification	30%	CLO5
	Presentation	Video presentation	10%	CLO1

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