



UNIVERSITI TEKNOLOGI MARA

FES666: FASHION ILLUSTRATION: PROFESSIONAL PORTFOLIO

Course Name (English)	FASHION ILLUSTRATION: PROFESSIONAL PORTFOLIO APPROVED
Course Code	FES666
MQF Credit	4
Course Description	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.
Transferable Skills	Time Management, Work Ethic, Communication Skills
Teaching Methodologies	Lectures, Studio, Presentation
CLO	CLO1 Attend to the completion of the thematic fashion illustrations. CLO2 Demonstrate well defined concept of a collection in a series of promotional material. CLO3 Prepare a digitally compiled portfolio in relation to garments visualization and concept.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to the course 1.1) Definition of CAD, CAM and Illustration Portfolio 1.2) Objectives and project requirements	
2. Graduate Portfolio 2.1) Purpose and target audience 2.2) Visual and images; a series of well compiled and thematic portfolio ranging from the storyboard, to the design folio layout and total look (photography).	
3. Professional Portfolio 3.1) Purpose and target audience 3.2) Visual abd images; personal branding; logo / resume / business card / look book.	
4. Look book 4.1) Conceptualization of a look book in regards to its branding purpose. 4.2) Layout 4.3) Test print and preview 4.4) Compilation	
5. Illustration 5.1) Conceptualization the mood / vibe / ambiance of the design into fashion illustration 5.2) Media; innovative / new technique 5.3) Thumbnails; doodles and sketches	
6. Computer Aided Manufacturing 6.1) Digitizing 6.2) Manipulating and grading 6.3) Pattern layout marker making	

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Illustration projects	20%	CLO1
	Individual Project	Look book	20%	CLO2
	Portfolio/Log Book	Digitized artwork	15%	CLO1
	Portfolio/Log Book	Digitized design specifications	15%	CLO2
	Portfolio/Log Book	Digital Portfolio	30%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> Tatham, C., Seaman, J. 2010, <i>Fashion Design Drawing</i>, Thames and Hudson United Kingdom
	Reference Book Resources	<ul style="list-style-type: none"> Borrelli, L. 2015, <i>Fashion Illustration Now</i>, Thames and Hudson London Mackrell, A. 2016, <i>An Illustrated History of Fashion - 500 Years of Fashion Illustration</i>, B.T. Batsford Ltd London McKelvey, K., Munslow, J. 2015, <i>Illustrating Fashion</i>, Blackwell Publishing United Kingdom

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