



Unit Title	ELECTIVE Option 1: Illustration for Fashion
FHEQ Level	Level 5
Unit Code	EFAS182
Credit Value	15
Unit Type	Elective

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	20	Independent Study	47.5
Supervised access to resources	17.5	Preparation for Assessment	30
		Unsupervised Access to Resources	40
Total			150

Unit Description

This unit will introduce students to fashion illustration as a means of visual communication and presentation. Students will explore and experience at first hand key skills required to communicate and interpret fashion research, design development, current trends, customer and brand profiling.

During the course of this unit key fundamental skills and practices related to fashion illustration such as figure drawing, proportion, drawing garments and details, appropriating colour and fabric, applying fabric and textile design will be closely examined together with character creation and storytelling.

Students will apply traditional artisanal techniques and digital technologies, and will be asked to synthesise varied media solutions to develop a personal drawing style and explore the potential of applying fashion illustration within branding, editorial platforms and advertising.

In line with the opportunity for broadening awareness of opportunities outside your area of immediate interest, students will have the opportunity for self-diagnosis, evaluating their own interests, hard and soft skills, strengths, weaknesses and career ambitions. You will evaluate your own personal brand and develop organisational skills as well as personal presentation skills through taking part in workshops Personal Progress Reviews. Students will create personal promotional materials using a variety of media to help secure a work placement that is relevant to your career.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.

2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

Fashion Drawing

Figure and Proportion

Garment drawing, details and drape

Applying colour in various media

Representing fabric and textiles within fashion illustrations applying varied media and techniques

Fashion Drawing: Applying and combining artisanal and Digital technology

Adobe illustrator and photoshop

Character creation and storytelling

Apply Fashion illustration to a client brief

Page / Graphic layout and presentation

Verbal and vocal communication skills

Effective CVs

Assertiveness and Negotiation skills

Online personal profiling

Unit Aims

To introduce varied methodologies and techniques for figure drawing.

To introduce and encourage students to apply a combination of traditional and digital skills in view to unlocking potential for development of a personal signature.

To investigate cultural and historic influences and market factors relevant to contemporary fashion illustration.

To introduce the application of colour and characteristics of fabric surface and textile print / drape.

To develop and apply relevant skills in order to edit, refine select and create coherent illustrations for a subject specialism.

To explore the potential of applying fashion illustration within branding, editorial platforms and advertising.

Unit Learning Outcomes

LO 1 Research/Inspiration

Analyse and interpret information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 5 Presentation /Storytelling For Influence

Select and employ effective methods of presentation and communication of projects in considering the audience/client and the purpose of the work, whether in visual, oral or written form.

Related Principle: ADVOCATE

LO 7 Employability

Demonstrate professional transferable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively.

Related Principle: CULTIVATE

Learning and Teaching Methods

This unit will be delivered using a combination of:

Briefings

Lectures

Project work

Workshops

Tutorials

Online Activity

Individual Presentations and Critiques

Self Directed Independent Study

Assessment methods and tasks

Brief description of assessment methods

Formative Assessment.

Summative Assessment to include Presentation and Critique

Assessment tasks	Weighting (100% of the unit)
Portfolio of evidence to include:	This unit is assessed holistically (pass/fail)
Research Journal and illustration Development	
Life fashion drawing exercises	
Portfolio of evidence: Digital Fashion Illustration exercises	
Presentation: Application of fashion illustration/s relevant to subject specialism	

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

1. Application of research methodologies (LO1)
2. Application of various media and technical skills in rendering fashion illustration (LO5)
3. Application of knowledge and understanding of effective visual communication (LO5)
4. Understanding of end user, audience and relevant consumer typologies (LO5)
5. Demonstration of application of professional engagement/collaborative working (LO7,)
- 6.
7. Application of technical skills to present personal branding and identity (LO7)

Essential Reading list

1. Dawber, Martin. (2011). *Great Big Book of Fashion Illustration*. Batsford Ltd.
2. Hopkins, John. (2009) *Basics Fashion Design: Fashion Drawing*. Ava Publishing
3. Kilroy, Richard. (2015). *Menswear Illustration*. Thames and Hudson Ltd
4. Mckenzie, Stuart. (2014). *Creative Fashion Illustration: How to Develop your own Style*. Bloomsbury Visual Arts.
5. Tallon, Kevin. (2008). *Digital Fashion Illustration*. Batsford Ltd.
6. Tallon, Kevin. (2013). *Creative Fashion Design with Illustrator*. Batsford Ltd.

Fashion Illustrators

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Julie Verhoeven	www.julieverhoeven.com
David Downton	www.daviddownton.com
Stephen Doherty	@stephen.doherty

Websites:

SHOWstudio	www.showstudio.com
Fashion Illustration Gallery	www.fashionillustrationgallery.com