



## FORMAT FOR COURSE CURRICULUM

**Course Title: Fashion Art Illustration I**

**Course Level: UG**

**Credit Units: 02**

**Course Code: FASH111**

L	T	P/S	SW/FW	No. of PSDA	TOTAL CREDIT UNITS
-	-	2	2	3	02

### Course Objectives:

The study of this course develops the student's ability to visualize the ideas and putting them in concepts for fashion garments. However the course begins with the introduction to different style features that would help develop innovative and visually appealing designs. It gives an understanding to different illustration techniques and explores other media for creating concepts through lectures and practical assignments.

### Pre-requisites: Basic Drawing Skills

### Course Contents/Syllabus:

	Weightage (%)
<b>Module I: Characters of a Good Design</b>	<b>10%</b>
<b>Descriptors/Topics</b> Consideration of aesthetic, structural and functional aspects, General principles of fashion illustration, unique selling proposition, concept development, Categories of fashion apparels	
<b>Module II: Detailed Drawing of Basic styles</b>	<b>30%</b>
<b>Descriptors/Topics</b> Styles of necklines and collars; sleeves, silhouettes; skirts and trousers; yokes & waistlines and its details; tucks, frills and pleats; cuffs and construction; pockets; neckwear; seams, finishes and fastenings.	
<b>Module III: Introduction to garment drawing</b>	<b>30%</b>
<b>Descriptors/Topics</b> Drawing of basic tops, skirts, dresses, lingerie, coats and waistcoats.	
<b>Module IV: Rendering of prints into flat illustration</b>	<b>30%</b>
<b>Descriptors/Topics</b> Rendering prints with different color mediums as per the requirement	

### Course Learning Outcomes:

At the end of the course the students will develop the ability to:

- Recognize, analyse & evaluate the basic details of fashion garment apply the same in illustration of garments
- Translate & apply acquired skills into designs
- Design garment sketches with understanding of details playing with color mediums to render prints in garments.

**Pedagogy for Course Delivery:**

- Blended learning
- Informed learning
- PowerPoint presentations and lecture
- Demonstrations
- Market survey

**List of Professional Skill Development Activities (PSDA):**

- Review
- Simulation
- Group Discussion

**Lab/ Practicals details, if applicable:****List of Experiments:**

- Drawing of various fashion elements
- Drawing of garments
- Print rendering

**Assessment/ Examination Scheme:**

<b>Theory L/T (%)</b>	<b>Lab/Practical/Studio (%)</b>
	<b>100%</b>

**Theory Assessment (L&T):**

<b>Continuous Assessment/Internal Assessment (____ %)</b>					<b>End Term Examination (__ %)</b>
<b>Components (Drop down)</b>					
<b>Linkage of PSDA with Internal Assessment Component, if any</b>					
<b>Weightage (%)</b>					

**Lab/ Practical/ Studio Assessment:**

	<b>Continuous Assessment/Internal Assessment (50%)</b>					<b>End Term Examination (50%)</b>
<b>Components (Drop down)</b>	<b>P</b>	<b>CT</b>	<b>H</b>	<b>Viva Voce</b>	<b>A</b>	<b>EEE</b>
<b>Linkage of PSDA with Internal Assessment</b>	Group Discussion	Review	Simulation	Group Discussion	-	-

<b>Component, if any</b>						
<b>Weightage (%)</b>	15	10	10	10	5	50

**Mapping Continuous Evaluation components/PSDA with CLO's:**

Bloom's Level >	Remembering	Understanding	Applying	Analysing	Evaluating	Creating
Course Learning Outcomes	CLO3	CLO3	CLO2	CLO1	CLO1	CLO1
Assessment type/PSDA						
Project		✓	✓	✓	✓	✓
Class Test (Practical-based)	✓	✓	✓	✓	✓	
Home Assignment		✓	✓	✓	✓	✓
Viva Voce	✓	✓	✓	✓		
Attendance		✓	✓		✓	✓
End term Examination	✓	✓	✓	✓		✓

**Text Reading:**

- **Kelvey Kathryn Mc, Fashion Source Book**
- **Ireland Patrick John, Encyclopedia of fashion detail**

**References:**

- **Ireland Patrick John, Introduction to Fashion Design**
- **Tate Sharon Lee, Inside Fashion Design**
- **Kelvey Kathryn Mc., Illustrating Fashion**
- **Femina, Elle, FNL, Apparel views to consult**

**Additional Reading:**

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**Any other Study Material:**

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