

Course unit title:	<b>Fashion Design Practice I</b>				
Course unit code:	AFDI 201				
Type of course unit:	Required				
Level of course unit:	Bachelor				
Year / Semester of study:	2 (3 <sup>rd</sup> semester)				
Number of ECTS credits allocated :	5	Lectures p/w:		Labs p/w:	4
Instructor(s)					
Aim of the Course	<p><b>Aim of the course and core objectives are to:</b></p> <ol style="list-style-type: none"> <li>1. Introduce students to illustration techniques.</li> <li>2. Explain the development of drawing and design skills through sketchbook work.</li> <li>3. Discover the importance of research in creating a fashion collection.</li> <li>4. Define the importance of colour and fabric in their design decisions.</li> </ol>				
Learning outcomes of the course unit:	<ol style="list-style-type: none"> <li>1. Demonstrate the basic illustration techniques.</li> <li>2. Experiment with drawing and design through specific exercises.</li> <li>3. Apply social, political and cultural influences in their design process.</li> <li>4. Select colour schemes and fabrics appropriate for their project.</li> </ol>				
Prerequisites:	None		Co-requisites:	None	
Course contents:	<p><b>1. Introduction to illustration techniques:</b> Presenting and studying fashion illustrators and the techniques used, which then are applied to their own perception and style. With these students are encouraged to develop their own design identity.</p> <p><b>2. Explanation of the development of drawing and design skills through sketchbook work:</b> Giving great attention to the outcome they want to achieve, students are asked to experiment and develop their design ideas and hence their skills in their sketchbook before reaching their final decisions.</p> <p><b>3. Discover the importance of research in creating a fashion collection:</b> Based on the project guidelines, students are encouraged to research and</p>				

	<p>discover the importance of social, political and cultural influences and comprehend the influence that these have in design and fashion.</p> <p><b>4. Definition of importance of colour and fabric in design decisions:</b></p> <p>Students are made aware of the great importance of colour and fabric in fashion. Colour forecasting and its importance are explained. The research of various fabrics by primary research is encouraged and analysis of the correct usage is explained by images and experiments.</p>
Recommended and/or required reading:	
References:	<ol style="list-style-type: none"> <li>1. Watanabe, N. (2009) <i>Contemporary Fashion Illustration Techniques</i>. Rockport Publishers: UK. Aldrich, W. (2008)</li> <li>2. Borrell, L. (2004) <i>Fashion Illustration Now</i>. U.K.: Harry N. Abrams</li> <li>3. Dawber, M. (2005) <i>Imagemakers: Cutting Edge Fashion Illustration</i>: Mitchell Beazles Art &amp; Design: UK</li> <li>4. Hartsog, D (2006) <i>Creative Career in Fashion</i>. Institute of Technology New York: USA.</li> <li>5. Ireland, P.J. (2007) <i>New Fashion Figure Templates: Over 250 Templates</i>. Batsford Press: UK</li> </ol>
Planned learning activities and teaching methods:	Introductory lectures accompanied by practical demonstrations are delivered in all topics mentioned above. The students then proceed to implement the knowledge gained in their project work. Discussion and additional lectures are provided, with one to one assistance for students individual project work.
Assessment methods and criteria:	<p>Sketchbook Research 25%</p> <p>Finished Artwork 25%</p> <p>Portfolio of Illustrations 30%</p> <p>Class Participation 20%</p>
Language of instruction:	English
Work placement(s):	No