

Course unit title:	Fashion Illustration Techniques I				
Course unit code:	AFDI207				
Type of course unit:	Art and Design Elective				
Level of course unit:	Bachelor 2nd Cycle				
Year / Semester of study:	2 (1st semester)				
Number of ECTS credits allocated :	6	Lectures p/w:	-	Labs p/w:	3
Instructor(s)	Hourig Torrossian				
Aim of the Course	<p>Aim of the course and core objectives are:</p> <p>Ability to develop and explore fashion illustration techniques within a broad range of media.</p> <p>Gain a broad understanding of the cultural influences and theoretical concerns in the history of fashion illustration.</p> <p>Promote the creative process of experimentation and research work demonstrating innovative approaches in the field of fashion illustration.</p> <p>Develop students' creative potential and ability to use a diverse range of materials and techniques in their drawing practice.</p>				
Learning outcomes of the course unit:	<p>Students should be able to:</p> <p>Show an understanding of diverse approaches in media applications using both technological and traditional means.</p> <p>Support visual work proposed with relevant information concerning theory and practice.</p> <p>Design for specific audiences with particular reference to cultural backgrounds, age groups and gender.</p> <p>Utilize technical, aesthetic and conceptual knowledge to formulate creative processes based on art and design principals.</p>				
Prerequisites:	None		Co-requisites:	None	
Course contents:	Development of individual design features and representation of ideas initially through an extensive use of sketchbook and research input.				

	<p>Study of the human body with emphasis given on depicting form, correct proportions and various qualities of drawing according to the requirements of the project.</p> <p>Production of a body of visual work that conveys the figurative or object based work: (accessories, props, design details and other features) in an appropriate mood and design context.</p>						
<p>Recommended and/or required reading:</p>							
<p>Textbooks:</p>	<p>Illustrating Fashion by Kathryn Mckelvey and Janine Munslow, first published 1997 by Blackwell Publishing.</p> <p>Fashion Illustration: A Manual by Hoenderken published 2013 by Arnoldsche.</p> <p>Fashion illustration: Inspiration and Technique by Anna Kiper.</p> <p>Big Book of Fashion illustration. A sourcebook of contemporary illustration by Dawber Martin published 2014 by Datsford publishers.</p> <p>Contemporary Fashion Illustration Techniques by Naoki Watanbe, Rockport publications.</p> <p>Masters of Fashion Illustration by David Downton.</p> <p>Advanced Fashion drawing: Lifestyle Illustration by Bill Donovan, published 2010 by Laurenceking.</p>						
<p>References:</p>	<p>Fashion magazines, related art and artists - fashion trends/ markets/ museums/ exhibitions.</p>						
<p>Planned learning activities and teaching methods:</p>	<p>Extended project briefings and visual presentations on historical and contemporary concerns within the field of fashion illustration.</p> <p>Practical workshops and exercises on illustration techniques and application.</p> <p>Individual and group discussions and tutorials throughout the semester.</p> <p>Methods of research, experimentation and manipulation techniques applied in project based work.</p> <p>Evaluation of running projects constructive criticism and feedback.</p>						
<p>Assessment methods and</p>	<table border="0"> <tr> <td>Conceptual understanding and analytical skills</td> <td>30%</td> </tr> <tr> <td>Structuring and methodology</td> <td>20%</td> </tr> <tr> <td>Presentation and Communication</td> <td>20%</td> </tr> </table>	Conceptual understanding and analytical skills	30%	Structuring and methodology	20%	Presentation and Communication	20%
Conceptual understanding and analytical skills	30%						
Structuring and methodology	20%						
Presentation and Communication	20%						

criteria:	Final Exam Total:	30% 100%
Language of instruction:	English	
Work placement(s):	No	