Course unit title:	**Fashion Illustration Technique II**				
Course unit code:	**AFDI208**				
Type of course unit:	**Art and Design Elective**				
Level of course unit:	**Bachelor 2nd Cycle**				
Year / Semester of study:	**2,3 (2nd semester)**				
Number of ECTS credits allocated :	6	Lectures p/w:	-	Labs p/w:	3
Instructor(s)	**Hourig Torrossian**				
Aim of the Course	**Aim of the course and core objectives are:** Promote creative use of various materials and textural details within the context of the given projects. Appraise and justify the outcome of each finished project with the aim to enhance critical thought processes. Build a coherent body of work that demonstrates a creative range of illustration techniques for portfolio purposes. Gain ability to work within the fashion industry and related art and design professional environments.				
Learning outcomes of the course unit:	**Students should be able to:** Conduct extensive research, experimentation and produce visual work on project based themes and topics. Further develop their research methods as a means to engage with contemporary ideas and debates within the area of fashion illustration. Analyze the stages of research development and production of their work in order to reflect on and assess the effectiveness of all aspects of the process.				
Prerequisites:	AFDI 207		Co-requisites:	None	
Course contents:	Introduction to fashion illustration techniques within a coherent design orientation that focuses on individual students' concepts, project progression and appropriate use of media. Extensive knowledge on drawing the human body from different angles showing movement, expressive use of line and advanced technical use				

	of illustration techniques.
	A comprehensive study of illustration techniques and styles designed to enhance knowledge of historical and contemporary fashion trends i.e. inspired from: urban environments, street culture music, film, sports etc.

Recommended and/or required reading:	
Textbooks:	Illustrating Fashion by Kathryn Mckelvey and Janine Munslow, first published1997 by Blackwell Publishing. Fashion Illustration: A Manual by Hoenderken published 2013 by Arnoldsche. Fashion illustration: Inspiration and Technique by Anna Kiper. Big Book of Fashion illustration. A sourcebook of contemporary illustration by Dawber Martin published 2014 by Datsford publishers. Contemporary Fashion Illustration Techniques by Naoki Watanbe, Rockport publications. Masters of Fashion Illustration by David Downton. Advanced Fashion drawing: Lifestyle Illustration by Bill Donovan, published 2010 by Laurenceking.
References:	Fashion magazines, related art and artists - fashion trends/ markets/ museums/ exhibitions.
Planned learning activities and teaching methods:	Extended project briefings and visual presentations on historical and contemporary concerns within the field of fashion illustration. Practical workshops and exercises on illustration techniques and application. Individual and group discussions and tutorials throughout the semester. Methods of research, experimentation and manipulation techniques applied in project based work. Evaluation of running projects constructive criticism and feedback.
Assessment methods and criteria:	Conceptual understanding and analytical skills 30% Structuring and methodology 20% Presentation and Communication 20% Final Exam 30%

	Total:	100%
Language of instruction:	English	
Work placement(s):	No	