	FASHION DESIGN PRACTICE I				
Course Code	**FDI 107**				
Course Type	**Required**				
Level	Bachelor				
Year / Semester	Year 1 / Semester 1				
Teacher's Name	Doris Kailos, Eleni Gircalli				
ECTS	5	Lectures / week	1	Laboratories / week	2
Course Purpose and Objectives	**The purpose of the course and core objectives are to:** 1. Introduce students to illustration techniques. 2. Explain the development of drawing and design skills through sketchbook work. 3. Discover the importance of research in creating a fashion collection. 4. Define the importance of colour and fabric in their design decisions.				
Learning outcomes	1. Demonstrate the basic illustration techniques. 2. Experiment with drawing and design through specific exercises. 3. Apply social, political and cultural influences in their design process. 4. Select colour schemes and fabrics appropriate for their project.				
Prerequisites:	None		Required	None	
Course content	1. **Introduction to illustration techniques:** 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. 2. **Explanation of the development of drawing and design skills through sketchbook work:** 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. 3. **Discover the importance of research in creating a fashion collection:** Based on the project guidelines, students are encouraged to research and discover the importance of social, political and cultural influences and comprehend the influence that these have in design and fashion. 4. **Definition of importance of colour and fabric in design decisions:** 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.				

Teaching Methodology	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. Extensive project briefing, analysis and visual examples are part of the content. Through in-class practical design workshops and short exercises, students are encouraged to experiment and expand their creative vision. Group critiques of student's work allow for a thorough examination of their class progress, whilst at the same time students receive acute feedback of their work.
Bibliography	1. Adams, S. (2017) *The Designers Dictionary of Color.* Quid Publishing: NY 2. Borrell, L. (2004) *Fashion Illustration Now.* U.K.: Harry N. Abrams 3. Dawber, M. (2005) *Imagemakers: Cutting Edge Fashion Illustration*: Mitchell Beazles Art & Design: UK 4. Hartsog, D (2006) *Creative Career in Fashion.* Institute of Technology New York: USA. 5. Ireland, P.J. (2007) *New Fashion Figure Templates: Over 250 Templates.* Batsford Press: UK 6. Watanable, N. (2009) *Contemporary Fashion Illustration Techniques.* Rockport Publishers: UK.Aldrich, W. (2008)
Assessment	The design work is evaluated as follows: • Design Intelligence 40% • Research and Methodology 20% • Experimentation and Analysis 20% • Time management and Presentation 20% Projects are evaluated in a mid-critique where initial feedback is given and a final project critique where students go through a formal presentation and evaluation of their work.
Language	English