

#### 4-Year U.G. Degree Syllabus

#### B Design - Fashion Design

#### Semester - III

Subject	Credits	Total Hours	Marks		
Fundamentals of Illustration & Design Concept	4	120	100	-	100
Practical			Internal	External	Total

#### OBJECTIVES:

The learner will be able to-

1. Use the skill of draw to render garment on croqui.
2. Apply the Concept Of Design Process In product development
3. Illustrate basic garments.
4. Identify famous fashion illustrators for their individual style and demonstrate individual stylized drawing inspired from them

#### CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	% of weight age Marks
1	To be able to render the female fashion figure & face	<ul style="list-style-type: none"> <li>Introduction to 10 head female fashion figure (front, back, ¾, side)</li> <li>10 head female fashion figure indicating joints in the body</li> <li>Facial details with hair style (front, back, ¾ side)</li> </ul>	<ul style="list-style-type: none"> <li>5 - 10 head female fashion figure</li> <li>5 - female fashion figure indicating joints in the body</li> <li>5 - Facial details with hair style</li> </ul>	25
2	To be able to use the skills of drawing to draw the bending figure using balance line	Bending fashion figures (front, back, ¾ side)	<ul style="list-style-type: none"> <li>5 - Bending fashion figures</li> </ul>	25
3	To be able to demonstrate the garment draping skills on croqui.	Draping 4 different basic garments	<ul style="list-style-type: none"> <li>Draping 4 different basic garments</li> </ul>	25
4	To be able to explain the styles of selected illustrators.	<ul style="list-style-type: none"> <li>Introduction to design</li> <li>Understand the different process of design : mind map 7 I's, SCAMPER, 6 - thinking hats, gestalt theory (theory)</li> </ul>	<ul style="list-style-type: none"> <li>Develop an exercise book on the following topic:                             <ul style="list-style-type: none"> <li>* mind map 7 I's,</li> <li>* SCAMPER,</li> <li>* 6 - thinking hats,</li> </ul> </li> </ul>	25

		<p>⑦ Study the method of design process in terms of Inspiration, mood, color, client boards</p> <p>⑦ Study or analysis of illustrators works &amp; repeating illustrations</p> <p>⑦ Recreate the illustration</p> <p>⑦ Design inspiration board.</p>	<p>* gestalt theory</p> <p>⑦ Document of 5 fashion illustrator &amp; 5 illustrations of each.</p> <p>⑦ Select any 2 illustration &amp; repeat the selected illustrations</p> <p>⑦ Develop 1 own illustration after analysis of the 2 repeated illustrations</p> <p>⑦ Based on an inspiration develop a composition of 5 croqui</p>	
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#### Evaluation pattern –

Internal Assessment:100 marks continuous evaluation which includes Class Assignments (75 Marks)  
and Class test (25 Marks)

#### REFERENCE BOOKS:

1. Abbing B. (2004), *"Fashion Sketchbook"*, 4<sup>th</sup> edition, Fairchild Publications, Inc. New York.
2. Drudi E., Paci T. (2001), *"Figure Drawing for Fashion Design"*, The Pepin Press BV, Amsterdam.
3. Hagen K. (2005), *"Fashion Illustration for Designers"*, Pearson Education, Inc., Upper Saddle River, New Jersey 07458.
4. Ireland P.J. (1993), *"Fashion Design Illustration Women"*, B.T. Batsford Ltd. London W1HOAH.
5. Riegelman N. (2000), *"9 Heads"*, 9 Heads Media in association with Art Center college of design, Pasadena, California USA.
6. Stipelman S. (2005), *"Illustrating Fashion Concept to creation"*, 2<sup>nd</sup> edition, Fairchild Publications, Inc. New York.