GUJARAT TECHNOLOGICAL UNIVERSITY (GTU)

Competency-focused Outcome-based Green Curriculum-2021 (COGC-2021)
Semester - IV

Course Title: Fashion Illustration
(Course Code: 4345102)

Diploma programme in which this course is offered	Semester in which offered
Computer Aided Costume Design and Dress Making	4th Semester

1.   RATIONALE

The course on fashion illustration helps in developing skills to create illustrations of apparel andaccessories for advertisements, catalogues, websites and other media. This will help in developing requisite skills to render fashion designs on paper to match the client's desired aesthetic.

2.   COMPETENCY

The course content should be taught and implemented with the aim to develop different types of skills leading to the achievement of the following competency:

• **Illustrate garment on human figure using appropriate techniques, style and medium.**

3.   COURSE OUTCOMES (COs)

The practical exercises, the underpinning knowledge and the relevant soft skills associated with the identified competency are to be developed in the student for the achievement of the following COs:

a) Appraise visual specimens of prominent fashion illustrator's work.
b) Illustrate style, technique and medium used by the specific fashion illustrator and fashion icon.
c) Illustrate rendering techniques for different types of fabrics using appropriate medium and techniques on dress form.
d) Illustrate fabric quality, print, surface embellishments and garment details.

4.   TEACHING AND EXAMINATION SCHEME

Teaching Scheme (In Hours)			Total Credits (L+T+P/2)	Examination Scheme				
				Theory Marks		Practical Marks		Total Marks
L	T	P	C	CA	ESE	CA	ESE	
0	0	6	3	00	00	50*	50	100

(*): For this practical only course, 50 marks under the practical CA has two components i.e. the assessment of micro-project, which will be done out of 10 marks and the remaining 40 marks are for the assessment of practical. This is designed to facilitate attainment of COs holistically, as there is no theory ESE.

Legends: L-Lecture; T – Tutorial/Teacher Guided Theory Practice; P -Practical; C – Credit, **CA** - Continuous Assessment; **ESE** -End Semester Examination.

5.   SUGGESTED PRACTICAL EXERCISES

The following practical outcomes (PrOs) are the sub-components of the COs. T*hey are crucial for that particular CO at the 'Precision Level' of Dave's Taxonomy related to 'Psychomotor Domain'*.

Sr. No.	Practical Outcomes (PrOs)	Unit No.	Approx. Hrs. required
1	Compile a visual bank incorporating visual specimens of prominent fashion illustrator's work. (Minimum 10-15 Fashion illustrator's works must be compiled for further referencing)	I	8
2	Select well-known illustrator's work and copy it with the same mediums and techniques used by the illustrator. (Minimum 5 art works on A-3 size sheet.)	II	14
3	Take reference images of any one fashion icon and make five illustrations based on its characteristics. (5 illustrations on A-3 size sheet using any medium)	III	14
4	Procure garments made out of specific materials and drape it on dress form (dummy). Render effect of unidirectional light; for example: satin, silk, denim, leather, corduroy, translucent cotton (mulmul), chiffon and georgette. (Use appropriate medium and technique suitable to the quality of the fabric.) (One art work on A-3 size for each material)	IV	18

5	Represent fabric quality, surface embellishments, prints, and details for men's wear, women's wear and kid's wear using different mediums like; pencil crayons, aquarelles, felt-tip pens, water colours etc. for the following:
	(One art work of each on A-3 Size)
	    i. Engineered print
	    ii. Overall print
	    iii. Engineered embroidery
	    iv. Checks
	    v. Stripes
		V	18

6	Represent garment details, fabric quality and surface embellishments for the following: (One art work for each wear on A-3 size)
	    i. Men's wear
	    ii. Women's wear
	    iii. Kid's wear
		V	12

	Minimum Practical Hours		**84**

Note

i. *More **Practical Exercises** can be designed and offered by the respective course teacher to develop the industry relevant skills/outcomes to match the COs. The above table is only a suggestive list**.***

ii. *The following are some **sample** 'Process' and 'Product' related skills (more may be added/deleted depending on the course) that occur in the above listed **Practical Exercises** of this course required which are embedded in the COs and ultimately the competency.*

Sr. No.	Sample Performance Indicators for the PrOs	Weightage in %
1	Prepare plan for the illustrations after analysis of given task.	20
2	Make illustrations as per laid down procedure.	50
3	Finishing of the final illustrations	20
4	Presentation of the illustrations	10
Total		**100**

6. MAJOR EQUIPMENT/ INSTRUMENTS REQUIRED

This major equipment with broad specifications for the PrOs is a guide to procure them by the administrators to usher in uniformity of practical in all institutions across the state.

Sr. No.	Equipment Name with Broad Specifications	PrO.No.
1.	Not Applicable	

7. AFFECTIVE DOMAIN OUTCOMES

The following *sample* Affective Domain Outcomes (ADOs) are embedded in many of the above-mentioned COs and PrOs. More could be added to fulfil the development of this course competency.

a) Work as a leader/a team member.
b) Follow safety practices while using instruments and tools.
c) Follow ethical practices.
d) Practice environmentally friendly methods and processes.

The ADOs are best developed through the laboratory/field-based exercises. Moreover, the level of achievement of the ADOs according to Krathwohl's 'Affective Domain Taxonomy' should gradually increase as planned below:

i.   'Valuing Level' in 1st year
ii.   'Organization Level' in 2nd year.
iii. 'Characterization Level' in 3rd year.

8. UNDERPINNING THEORY

The major underpinning theory is given below based on the higher level UOs of Revised Bloom's taxonomy that are formulated for development of the COs and competency. If required, more such UOs could be included by the course teacher to focus on attainment of COs and competency.

Unit	Unit Outcomes (UOs) (4 to 6 UOs at different levels)	Topics and Sub-topics
Unit – I Prominent fashion illustrators	1a. Relate prominent fashion illustrators. 1b. Appreciate the style of drawing, rendering and body proportion adopted by prominent fashion illustrator.	1.1 Prominent fashion illustrators and their: 1.1.1 Style of drawing 1.1.2 Style of rendering 1.2 Manner of showing body proportions

Unit	Unit Outcomes (UOs) (4 to 6 UOs at different levels)	Topics and Sub-topics
Unit – II **Style and techniques of Fashion illustrators**	2a. Select the work of well-known fashion illustrator. 2b. Copy the style, technique and medium used by the specific fashion illustrator.	2.1 Select any well-known illustrator's work and copy it with the same mediums andtechniques used by the illustrator.
Unit –III **Fashion icons**	3a. Choose reference images of any one fashion icon. 3b. Translate the stylistic information from a personality into an illustrated style. 3c. Create a range of illustrations based on its characteristics.	3.1 Take reference images on any one fashion icon and make a range of illustrations based on its characteristics.
Unit – IV **Rendering of materials**	4a. Procure garments made out of specific materials. 4b. Render different fabrics on dress form.	4.1 Procure garments made out of specific materials and drape it on dress form (dummy). Render unidirectional light; for example: satin, silk, denim, leather, corduroy, translucent cotton (mulmul), chiffon and georgette. (Use appropriate medium and technique suitable to the quality of the fabric.)
Unit – V **Media exploration**	5a. Represent fabric quality, surface embellishments, prints and garment details for men's wear. 5b. Represent fabric quality, surface embellishments, prints and garment details for women's wear. 5c. Represent fabric quality, surface embellishments, prints and garment details for kid's wear.	5.1 Represent fabric quality, surface embellishments, prints, and details for menswear, women's wear and kids wear using different mediums like; pencil crayons, aquarelles, felt-tip pens, water colors etc.

9.   SUGGESTED SPECIFICATION TABLE FOR QUESTION PAPER DESIGN

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks			
			R Level	U Level	A Level	Total Marks
	Not Applicable					

Legends: *R=Remember, U=Understand, A=Apply and above (Revised Bloom's taxonomy)*

10.   SUGGESTED STUDENT ACTIVITIES

Other than the classroom and laboratory learning, following are the suggested student-related **co-curricular** activities which can be undertaken to accelerate the attainment of the various outcomes in this course. Students should perform following activities in group and prepare reports of about 5 pages for each activity. They should also collect/record physical evidences for their (student's) portfolio which may be useful for their placement interviews:

a) Maintain a portfolio in which all the illustrations are compiled.
b) Practice for live sketching.
c) Collect pictures of various illustrator's work and make a show case.
d) Assign internet-based assignments.
e) Undertake market survey on relevant topics.
f) Visit to mall/boutique on relevant topics.
g) Assign teacher guided self-learning activities.

11.   SUGGESTED SPECIAL INSTRUCTIONAL STRATEGIES (if any)

These are sample strategies, which the teacher can use to accelerate the attainment of the various outcomes in this course:

a) Massive open online courses (**MOOCs**) may be used to teach various topics/sub topics.
b) Guide student(s) in undertaking micro-projects.
c) **'L' in section No. 4** means different types of teaching methods that are to be employed by teachers to develop the outcomes.
d) About **20% of the topics/sub-topics** which are relatively simpler or descriptive in nature is to be given to the students for **self-learning**, but to be assessed using different assessment methods.
e) With respect to **section No.10**, teachers need to ensure to create opportunities and provisions for **co-curricular activities**.
f) Guide students on how to address issues on environment and sustainability.
g) Make students understand the relevant topic using animation, video and presentations.
h) Students should be guided to visit drawing-painting exhibitions/ fashion week/fashion shows being arranged in the town/online.

12.   SUGGESTED MICRO-PROJECTS

Only one micro-project is planned to be undertaken by a student that needs to be assigned to him/her in the beginning of the semester. In the first four semesters, the micro-project are group-based (group of 3 to 5). However, **in the fifth and sixth semesters**, the number of students in the group should **not exceed three**.

The micro-project could be industry application based, internet-based, workshop-based, laboratory-based or field-based. Each micro-project should encompass two or more COs which are in fact, an integration of PrOs, UOs and ADOs. Each student will have to maintain dated work diary consisting of individual contribution in the project work and give a seminar presentation of it before submission. The duration of the micro project should be about **14-16 (fourteen to sixteen) student engagement hours** during the course. The students ought to submit micro-project by the end of the semester to develop the industry-oriented COs.

A suggestive list of micro-projects is given here. This has to match the competency and the COs. Similar micro-projects could be added by the concerned course teacher:

a) **Presentation**: A presentation on any one famous fashion Illustrator.
b) **Range development:** Develop varieties of garment for collection.
c) **Rendering techniques:** Rendering of fabric swatches and fabric drapes using different medium.
d) **Art work:** Illustrate rendering techniques for different types of garments using appropriate medium and techniques.
e) **Garment design:** Design fashion garments for different occasions.
f) **Observation of fashion trends:** Survey on collection of outfits of mall/ boutique/exhibition and prepare a report on it.
g) **Analyze illustration effect:** Show same illustration using different medium/ fabric/ print/ surface embellishment.

13.   SUGGESTED LEARNING RESOURCES

Sr. No.	Title of Book	Author	Publication with place, year and ISBN
1	Fashion design drawing and presentation	Patrik John Ireland	Batsford (2003) ISBN-13: 978-0713435191
2	Fashion design drawing course	Caroline Tatham, Julian Seaman	Barron's Educational Series; 2011 ISBN-13: 378-0764147302
3	Technical Drawing for Fashion Design Vol.2: Garment Source Book (Fashion Textiles)	Alexandra Suhner	Pepin Press 2012 ISBN-13 : 978-9054961628
4	Fashion illustration for designers	Kathryn Hagen	Pearson second edition (2010) ISBN-13: 978-013015575
5	Fashion Rendering with Color	Bina Abling	Pearson (2000) ISBN-13: 978-0130144607
6	Rendering Fashion, Fabrics & Prints- 2nd Edition	M. Kathleen Collussy, Steve Greenberg	Pearson (2006) ISBN-13: 978-0131737266

14.   SOFTWARE/LEARNING WEBSITES

i.   www.rituberi.com
ii.   www.manishmalhotra.in
iii. www.rohitbal.com
iv.   www.benetton.com
v.   www.leecooper.com
vi.   www.pantaloons.com
vii. http://ncert.nic.in/ncerts/l/legd103.pdf
viii. http://dsf.edu.ph/wp-content/uploads/2017/04/The-Complete-Book-of-Drawing-Techniques.pd
ix.   https://www.mooc-list.com/course/drawing-nature-science-and-culture-natural-history-illustration-edx

15.   PO-COMPETENCY-CO MAPPING

Semester I	Fashion Illustration (Course Code:)
	POs

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

Competency & Course Outcomes	PO 1 Basic & Discipline specific knowledge	PO 2 Problem Analysis	PO 3 Design/ development of solutions	PO 4 Engineering Tools, Experimen-tation & Testing	PO 5 Engineering practices for society, sustainability & environment	PO 6 Project Management	PO 7 Life-long learning
Competency	Illustrate garment on human figure using appropriate techniques, style and medium.						
Course Outcomes CO a) Appraise visual specimens of prominent fashion illustrator's work.	3	2	2	-	2	-	3
CO b) Illustrate style, technique and medium used by the specific fashion illustrator and fashion icon.	3	2	2	2	2	3	3
CO c) Illustrate rendering techniques for different types of fabrics using appropriate medium and techniques on dress form.	3	2	2	2	2	3	3
CO d) Illustrate fabric quality, print, surface embellishments and garment details.	3	2	2	2	2	3	3

16.   COURSE CURRICULUM DEVELOPMENT COMMITTEE
GTU Resource Persons

S. No.	Name and Designation	Institute	Contact No.	Email
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