

Fashion Illustration

Module title			
Fashion Illustration			
Module NFQ level (only if an NFQ level can be demonstrated)	Module number/reference	ECTS Value	Duration
7	21	5	12
Parent programme(s). Principle programme title, and embedded(s) if relevant		Stage of the parent programme	Semester No.
Bachelor of Arts in Fashion Design		Stage 3	Semester 1
Bachelor of Arts (Honours) in Fashion Design		Stage 2	Semester 1
Teaching and Learning modes	Proportion (% of Total Directed Learning)		
Classroom / Face to Face	70%		
Workplace			
Online	10%		
Other (Identify)	20% Independent work outside of class		
Entry requirements (statement of knowledge, skill and competence)			
As per programme entry requirements outlined in Section 4.2.			
Maximum number of learners per instance of the module	30		
Average (over the duration of the module) of the contact hours per week	3		
Pre-requisite module title(s) (if any)	Design Graphics 2, Fashion Design 2		
Co-requisite module title(s) (if any)	-		
Is this a capstone module? (Yes or No)	-		
Module-specific physical resources and support required per centre (or instance of the module)			
Requirements are for a fully equipped Mac /PC lab for 30 learners. The Mac /PC lab is equipped with PC and an overhead projector. The software required for this module is: <i>Bitmap, Publishing and Vector Graphics</i> software and Microsoft Office. The Mac/PC lab is available to learners outside of contact teaching hours, to facilitate group assignment tasks and supports peer to peer learning. Life Drawing equipment including easel.			
Specification of the qualifications (academic, pedagogical and professional/occupational) and experience required of staff working in this module.			
Role e.g. Tutor, Mentor etc	Qualifications & experience required:		# of Staff with this profile (WTEs)
Lecturer	Lecturing staff must be qualified to minimum NFQ Level 9 in Fashion Design or hold an equivalent professional qualification. Related industry experience would be beneficial. Ideally, they would also hold a third level teaching qualification (e.g. the Griffith College Certificate in Education, Learning and Development).		0.4

Life Drawing Model	Experience with modelling for drawing classes.	0.1
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Analysis of required learning effort		
*Effort while in contact with staff	Minimum ratio teacher / learner	Hours
Classroom and demonstrations	1:30	30
Mentoring and small-group teaching	1:15	6
Other (specify)	-	-
Independent Learning		
Directed e-learning (hours)		-
Independent Learning (hours)		89
Other hours (specify)		-
Work-based learning hours of learning effort		-
Total Effort (hours)		125

Allocation of Marks					
	Continuous Assessment	Supervised Project	Proctored Practical Exam	Proctored Written Exam	Total
Percentage Contribution	100	-	-	-	100%

Module aims and objectives

This module affords the learner the opportunity to research and critically evaluate the professional standards of fashion illustration in terms of cultural, historical roles and contemporary stylistic influences and develop new skills. This subject area aims to enable the learner to further develop their freehand fashion drawing skills and develop new digital fashion drawing skills, learning to effectively communicate design and meaning. Time Management skills are developed in order to complete the tasks assigned.

Learners also produce a digital vector library of technical flat garment drawings, symbols and brushes for design details; develop freehand and digital fashion figure poses and art forum fashion illustrations.

Minimum intended module learning outcomes

On successful completion of this module, the learners are able to:

- (i) Differentiate between fashion drawing for manufacturing versus art form illustration, and research, evaluate and engage with cultural, historical and contemporary stylistic influences on art form fashion illustration.
- (ii) Employ freehand fashion drawing to present a personalised style of art form fashion illustration and a nine-head fashion croquis with good body proportion, form and movement.
- (iii) Produce detailed digital fashion drawings with well-proportioned nine-head fashion croquis and accurate vector technical garment specifications.

Rationale for inclusion of the module in the programme and its contribution to the overall MIPLOs

The module affords the learner with the opportunity to research and critically evaluate the professional standards of fashion illustration and develop their visual communication skills,

which are essential for portfolio development. This subject area enables the learner to further develop their freehand fashion drawing skills and develop new digital fashion drawing skills, to effectively communicate design and meaning.

The learning outcomes of this module underpin the learning to be applied in the fashion design modules, and so contribute to the Intended Programme Learning Outcomes (IPLOs). The module learning outcomes are aligned with programme learning outcomes: 1, 2, 3, 4, 9, 10.

Information provided to learners about the module

Learners enrolled on this module initially receive a copy of the module descriptor, assessment briefs and assessment strategy. These materials are given directly by the lecturer but also by the year head as part of the Semester Schedule Handbook for award stage modules of the programme. All content is provided on Moodle as well as access to additional content through the library and online resources.

In class, learners are provided with a PowerPoint pack, and extensive reading list, incorporating professional and academic and non-academic sources. Guest lectures will be introduced to ensure practical knowledge and real-life examples will keep the content relevant.

Module content, organisation and structure

Learners are mentored during this module, with the emphasis on self-directed learning and independent development. Strategies for this module are based on 'learning by doing', learner-centred learning and structured teaching methods. These would include lectures and tutorials, in-class problem-solving exercises, in-class individual tests and assignments. Practically focused assessment is emphasised.

Tutorials are lab-based and are used to develop learners' visual expressions in a creative and innovative way. Learners experiment with different media and the practical work in Mac/PC labs is interactive and allows learners to apply what has been learnt. Each session incorporates tutor-led demonstrations of software applications.

Class plan/module curriculum

Learners are required to develop a portfolio of Fashion Illustrations that demonstrate their understanding and skills in the different types of fashion drawing and their uses.

Part A: Nude Nine Head Fashion Croquis (Fashion Figure) - suitable for design board line up
Produce 3 personal style **A4 Nine Head Fashion Croquis**

1. One Freehand Drawing (A4 height)
2. One Bitmap (Freehand Scanned and Cleaned) (A4 height)
3. One Vector Drawing (A4 height)

Development and Homework:

- Practice life drawing; develop work capturing body shape, proportion and form, and movement through expressive line and the effect of light and shade to create volume and form.
- Show evidence of your Nine Head Fashion Croquis homework development.

Part B: Art Form Fashion Illustration - suitable for magazine for publishing or gallery showcase

Illustrate in a new and fresh way designs from your last collection, the main objective of this project work is to allow you to be experimental and creative in developing your own style. Produce two personal styles of Art Form illustration of your design work:

1. A3 Freehand Artform Fashion Illustration x 2
2. A3 Digital Artform Fashion Illustration x 2

Development and Independent Work:

- Present research and critique styles of illustration to demonstrate your understanding of the role art form fashion illustration plays as an effective communicator of attitude, mood and style, often expressing social and cultural influences. Observe both traditional and digital illustration, become familiar with different drawing and painting styles and media used.
- Show your tear sheets, photography, experimentation with various art materials and paper to explore the full range of mark making capabilities with an emphasis on expressive line and fabric rendering etc.

Part C: Digital Technical Garment Library - suitable for design board and garment production

Produce a digital vector library of technical flats to include front and back views and enlarged design detail including stitching, create custom symbols and brush tools. Demonstrate your vector technical garment drawing skill, translating garment measurements and proportions showing detailed technical drawings suitable for specification sheets with accurate design detail, presenting to a high standard.

Digital Technical Flats Library must include:

- Skirts - a) straight, b) A-line and c) draped skirt
- Tailored Trousers with waistband
- Jeans with sip fly front with, back yoke and back pocket with rivets & stitching detail.
- Shirt with collar, cuffs & button placket with topstitching detail
- Fitted Dress with sip detail
- Single Breasted Jacket with flap pockets detail
- Double Breasted Tailored Jacket with jeet pocket detail

Symbols Library to include:

- Sipper pull
- Belt loops
- Rivets and Eyelets
- Back pocket with stitching, Welt Pocket, Pocket Flaps
- 4 Hole Button & Buttonhole, Keyhole Buttonhole
- Brush Library to include: Twin needle top stitch, Sigsag brush, Closed sipper.

Module teaching and learning (including formative assessment) strategy

Teaching and learning methods for this module includes delivery of theory through lectures, expert guest speakers from the industry, using examples of standards, and online supports on Moodle, the College VLE. Sample assignments are placed on Moodle for the learners' information. Learners are mentored during this module, with the emphasis on self-directed learning and independent development. Strategies for this module will be based on both learner-centred learning and structured teaching methods.

This module is assessed by means of continuous assessment. The assignments constitute the overall grade achieved and are based on one group assignment and each individual learner's work. The continuous assessments provide ongoing feedback to the learner and relates to the module curriculum. The module draws upon both theory and practical research and learners are required to research and presented as team's topics that relate to the MLO. The subject is assessed through the submission of a fashion Illustration and drawing portfolio (100%).

Activity	Teaching / Learning Strategy	Learning Environment
Lectures, Tutorials, Guest lectures (40 hours)	Formal lectures and demonstrations on a range of different media, techniques and processes. Case Studies or Project examples of – 1- A3 Freehand Artform Fashion Illustration 2- 3 Digital Artform Fashion Illustration 3- Digital Technical Garment Library	College
Independent work (85 hours)	Self-directed work , researching a developing, experimenting with media and digital applications to create final A3 Freehand Artform Fashion Illustration/ A3 Digital Artform Fashion Illustration/ Digital Technical Garment Library	College / Home

Work-based learning and practice-placement

There is no credit-bearing work-based learning or practice placement. However, a limited number of work placements and live industry projects are organised yearly by the college. Learners are advised in the early part of the first semester to participate in live industry projects, design competitions and to arrange summer work placements to develop and practice their skills. Through Griffith College's partnership with CAPA, Remote Global Internship work is available for learners. This is an optional service and includes an additional fee. Learners can also benefit from the opportunities offered by Erasmus+ to gain work experience in another country.

E-learning

Griffith College uses Moodle, a virtual learning environment, to support its delivery of e-learning activities in the form of peer-to-peer support based around activities where learners give and receive feedback, forums where learners must contribute, formative quizzes and video links. Learners also have access to LinkedIn Learning training materials.

Module physical resource requirements

Requirements are for a fully equipped Mac /PC lab for 30 learners. The Mac /PC lab is equipped with PC and an overhead projector. The software required for this module is *Bitmap, Publishing and Vector Graphics software*, Microsoft Office. The Mac/PC lab is available to learners outside of contact teaching hours, to facilitate group assignment tasks and supports peer to peer learning. Life Drawing equipment including easel.

Reading lists and other information resources

Primary reading

Schneider, R. 2013. Adobe for fashion: illustrator cs6, lulu.com
[TASCHEN](#), 2017 Illustration Now! Fashion. [TASCHEN](#) Publishing.

Secondary reading

Blackman, C., 2017. *100 Years of Fashion Illustration*, Laurence King.
 Brambatti, M., 2017. *Fashion Illustration & Design: Methods & Techniques for Achieving Professional Designs*, Promopress.

Bryant, M.W., 2016. *Fashion drawing: illustration techniques for fashion designers*, London: Laurence King.

[Downton., D., 2010. *Masters of Fashion Illustration*](#), Laurence King.

Hess, J., Passtorek, S., 2010. *Graphic Design for Fashion*, Promopress.

[Hume, R. 2016 *Fashion and Textile Design with Photoshop and Illustrator: Professional Creative Practice*](#), Bloomsbury Academic.

Kiper, A., 2011. *Fashion Illustration: Inspiration and Technique*, David and Charles.

[Lasear, S. 2012. *Adobe Illustrator for Fashion Design*](#), Pearson Education.

Naoki Watanabe, 2009. *Contemporary Fashion Illustration Techniques*. Edition. Rockport Publishers.

Riegelman, N., 2012. *9 heads: a guide to drawing fashion*, London, UK: 9 Heads Media.

Streeter, L. B. 2010. *Essential Fashion Illustration: Digital*, Rockport.

Sskutnicka, B., 2017. *Flats: Technical Drawing for Fashion (Portfolio Skills: Fashion & Textiles)*. Pap/Cdr Edition. Laurence King Publishing.

eResources

YouTube FIDA Channel

Fashion and drawing Podcasts

E books

Instagram

Pinterest

Behance

Specifications for module staffing requirements

Lecturing staff must be qualified to minimum NFQ Level 9 in Fashion Design or hold an equivalent professional qualification. Related industry experience would be beneficial. Ideally, they would also hold a third level teaching qualification (e.g. the Griffith College Certificate in Education, Learning and Development). An experienced life drawing model is also required for this module.

Module summative assessment strategy

The assessment is based on continuous assessment (100%) by formative assignments and in-class projects. The projects constitute the overall grade achieved and are based on each learner's work. The continuous assessments provide for ongoing feedback for learners and relate to the module curriculum. In-class projects are specific as learning exercises and give learners the opportunity to learn via experimentation. The subject is assessed through the submission of three projects and accompanied with a notebook to show development work. These projects are combined as indicated in the following table:

No.	Description	MIMLOs	Weighting
1	Fashion illustration Portfolio	(i) to (iii)	100%

Reassessment/Repeat assessment strategy: Griffith College regulations state that learners must pass all component elements of the module to be deemed to have passed the module.

- In the event of a learner failing components of / this module, they will be required to submit a new individual repeat assignment which will be made available on Moodle to learners, and which must be submitted as per faculty instructions.

- In the event of a learner failing the group assessment element of this module, a new individual repeat assignment will be made available on Moodle to learners which must be submitted as per faculty instructions.
- In the event of the learner failing the exam, learners will take the re-sit exam at the next available sitting, details of which will be made available to learners via Moodle.

Sample assessment materials

Please see sample assessment supplementary document included with this proposal.

