Subject Description Form

Subject Code	**SFT205FY**
Subject Title	**Introduction to Fashion Presentation**
Credit Value	**3**
Level	**2**
Pre-requisite/ Co-requisite/ Exclusion	Exclusion: ITC1200D Introduction to Fashion Presentation
Objectives	The subject explores specific media for digital presentation in the fashion and textiles industry. It introduces the fundamental knowledge of CAD systems and integrates technologies or tools to support different stages in generating design ideas and in creating digital presentations, especially for the global fashion industry.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: (a) identify the general purpose and benefits of CAD systems used in the fashion design industry; (b) explore and analyse the basic functions of tools for creating digital presentations; (c) demonstrate an ability to incorporate CAD systems to facilitate the design and development process; (d) produce and manage fashion photo shoots; (e) understand the user interface (UI) design scenario in fashion media; (f) communicate clearly and effectively in a professional manner; (g) develop critical and creative thinking.
Subject Synopsis/ Indicative Syllabus	**(I)** **Fundamentals of CAD System** Advantages of using CAD systems Overview of design applications adopted in the design industry **(II)** **Preparing a Digital Presentation Board** Basic theories for handling images in a digital environment (format, color, resolution, etc.) Image manipulation and photo-retouching Skills and techniques for color correction Layout, composition, color, and typographic design

	(III) Creating Fashion Illustrations Drawing of fashion illustrations from original ideas to digital format. Brief introduction to Illustrator and Photoshop and their functions for fashion illustration **(IV) Producing Technical Drawings** Creation of technical drawings with correct the scale and details Brief introduction to Illustrator and Photoshop tools and their functions for technical drawing **(V) Fashion Photographic Techniques** Development of professional skills in producing and managing fashion photo shoots and video production **(IV) User Interface Design Scenario in Fashion Media** Critical importance of user interface design Key theories and frameworks of interface design for most common fashion applications, e.g., apps and web UI General user interface design scenario
Teaching/Learning Methodology	A combination of lectures and workshops will provide the general framework with specific reference to theoretical and practical issues. Workshops will be used to provide hands-on experience of CAD systems used in the fashion design industry with more interactive learning and teaching as well as problem solving. A variety of in-class exercises, assignments and group projects will be used to assess learning outcomes and students' progress in different stages of their study. Online learning materials with step-by-step guidelines for the use of different types of software will also be available in LEARN@PolyU.

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						
			a	b	c	d	e	f	g
	Continuous Assessment	**100%**	✓	✓	✓	✓	✓	✓	✓
	1. In-class exercises	*10%*	✓	✓					
	2. Individual assignments	*40%*		✓	✓		✓	✓	
	3. Group projects	*50%*			✓	✓	✓	✓	✓
	Examination	**0%**							
	Total	100%							

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

In-class exercises will be used to help students understand the general purpose of CAD systems used in fashion industry, and assess their ability to analyse the basic functions of tools in creating materials for digital presentations. Their professionalism, including communication skills and punctuality, will also be assessed via in-class participation.

Individual assignments will be used to allow students demonstrate their ability to incorporate CAD systems to facilitate the design and development process, as well as to help them to develop critical and creative thinking in the process.

Group projects will be used to evaluate students' theoretical or practical knowledge, and their understanding of user interface (UI) design scenario in fashion media. Students' capacity of organising and managing fashion photo shoots will also be accessed via group projects.

Student Study Effort Expected	Class contact:	
	▪ Lecture	21 Hrs.
	▪ Studio	18 Hrs.
	Other student study effort:	
	▪ Assignment	30 Hrs.
	▪ Projects	39 Hrs.
	Total student study effort	108 Hrs.
Reading List and References	**Books** Brain, W. (2017), *Adobe Muse CC: classroom in a book: the official training workbook from Adobe.* 2nd ed., Adobe Press, San Francisco. Conrad, C. (2014), *Design with Adobe Creative Cloud: basic projects using Photoshop, InDesign, Muse, and more.* Adobe Press, San Francisco. David, A. (2014), *Creative web design with Adobe Muse.* Focal Press, Burlington, MA. Hume, R. (2016), *Fashion and textiles design with Photoshop and Illustrator: professional creative practice.* Fairchild Books, An imprint of Bloomsbury Publishing, Plc, New York. Kelvn, T. (2013), *Creative fashion design with Illustrator.* Batsford, London. Lai, R. (2013), *Digital design essentials: 100 ways to design better desktop, web, and mobile interfaces.* Rockport Publishers, Beverly, Massachusetts. Maivaid, J. J. (2016), *Adobe Dreamweaver CC: 2015 release.* Adobe Press, San Jose, California. Shneiderman, B. (2017), *Designing the user interface: strategies for effective human-computer-interaction.* 6th ed., Pearson, Boston. Tahmasebi, S. (2011), *Figure poses for fashion illustrators.* Hauppauge, Barron's, N.Y.

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