

## Subject Description Form

<b>Subject Code</b>	<b>SFT309FD</b>
<b>Subject Title</b>	<b>Fashion Illustration</b>
<b>Credit Value</b>	<b>3</b>
<b>Level</b>	<b>3</b>
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	Pre-requisite: SFT209FD Fashion Design Exclusion: ITC3012D Fashion Illustration
<b>Objectives</b>	The subject identifies various professional methods of presenting fashion illustrations in a contemporary and artistic way, and explores creative means of drawing fashion illustrations through theoretical analysis and practicum.
<b>Intended Learning Outcomes</b>	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> <li>(a) describe, analyse and compare the various methods of fashion illustration used by the fashion industry for effective fashion communication and presentation;</li> <li>(b) apply the required professional skills and techniques of fashion illustration to visual presentation of fashion items or collections;</li> <li>(c) effectively and creatively integrate and extend the present theories, concepts and knowledge of fashion illustration in developing their own distinctive drawing style;</li> <li>(d) demonstrate awareness and aesthetics through fashion illustration for advanced design studies and portfolio development.</li> </ul>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p><b>(I) Drawing and sketching techniques</b></p> <ul style="list-style-type: none"> <li>• Use of various lines and shade;</li> <li>• Scale of garments and relationship between clothes and the body;</li> <li>• Quick sketching;</li> <li>• Drawing of various materials and textures.</li> </ul> <p><b>(II) Colouring techniques</b></p> <ul style="list-style-type: none"> <li>• Colouring with various tools such as markers and colour pencils;</li> <li>• Editing illustrations with computer software.</li> </ul> <p><b>(III) Technical drawing</b></p> <ul style="list-style-type: none"> <li>• Production drawing to scale;</li> <li>• Drawing of various items and garment details; Using computer software for technical drawing.</li> </ul>

	<p><b>(IV) Integration of GenAI in Fashion Illustration</b></p> <ul style="list-style-type: none"><li>Generative AI features in computer software for creative illustration output.</li></ul>																																								
<b>Teaching/Learning Methodology</b>	<p>This subject will be conducted in the studio and computer laboratory by means of interactive teaching. Activities will include demonstration of drawing and fashion illustration, and hands-on workshops. Various assessment methods will be used including an in-class drawing test and a project designed to develop the ability of students in employing the concepts and knowledge of fashion illustration creatively and effectively.</p>																																								
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	<table><tr><th rowspan="2">Specific assessment methods/tasks</th><th rowspan="2">% weighting</th><th colspan="4">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th></tr><tr><th>a</th><th>b</th><th>c</th><th>d</th></tr><tr><td><b>Continuous Assessment</b></td><td><b>100%</b></td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>1. <i>In-class drawing test</i></td><td>30%</td><td></td><td>✓</td><td>✓</td><td></td></tr><tr><td>2. <i>Final project</i></td><td>70%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td><b>Examination</b></td><td><b>0%</b></td><td></td><td></td><td></td><td></td></tr><tr><td>Total</td><td>100%</td><td colspan="4"></td></tr></table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>The in-class drawing test will assess students’ professional skills and techniques of fashion illustration, as well as their ability of developing their unique drawing styles based on the knowledge of fashion drawing.</p> <p>The final project will assess students’ aesthetics sense through fashion illustration, professional skills in presenting fashion collections, distinctive drawing styles and creativity in visual presentations.</p>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				a	b	c	d	<b>Continuous Assessment</b>	<b>100%</b>	✓	✓	✓	✓	1. <i>In-class drawing test</i>	30%		✓	✓		2. <i>Final project</i>	70%	✓	✓	✓	✓	<b>Examination</b>	<b>0%</b>					Total	100%				
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	<p>In part of the final project, students are allowed to use Generative AI tools for the generating creative ideas for output, in which students are required to have proper declaration and clear elaboration on the level of GenAI in their work. Submitting GenAI-generated materials as students' own work or part of their work without declaration is an act of academic dishonesty. Students who are found committing academic dishonesty will face disciplinary actions.</p>	
<b>Student Study Effort Expected</b>	Class contact:	
	▪ Studio	39 Hrs.
	Other student study effort:	
	▪ Assignments / Project	69 Hrs.
	Total student study effort	108 Hrs.

<p><b>Reading List and References</b></p>	<p><b><u>Books</u></b></p> <p>Abling, B. (2007), <i>Fashion Sketchbook</i>, 5<sup>th</sup> Ed, Fairchild Publications, New York.</p> <p>Borrelli. (2004). <i>Fashion illustration next</i>. Thames &amp; Hudson.</p> <p>Bryant, M. W. (2016), <i>Fashion drawing: Illustration techniques for fashion designers</i>. Laurence King Publishing, London.</p> <p>Chai, &amp; Lu, H. (2011). <i>Fashion illustration</i>. Design Media Pub. Ltd.</p> <p>Hampton. (2013). <i>Figure drawing : design and invention</i> ([6th edition]..). M. Hampton.</p> <p>Henly. (2018). <i>Figure drawing : the quick guide to mastering technique and style</i>. Rockport.</p> <p>McKenzie, S. (2014), <i>Creative fashion illustration: How to develop your own style</i>. Bloomsbury Visual Arts, London.</p> <p>Watanabe, N. (2009), <i>Contemporary Fashion Illustration Techniques</i>. Rockport Pub, Beverly, Mass.</p> <p><b><u>Supplementary</u></b></p> <p>Centner, M. (2011), <i>Fashion designer's handbook for Adobe Illustrator</i>, 2<sup>nd</sup> Ed. Wiley, Chichester.</p> <p>Kilroy, R (2015), <i>Menswear illustration</i>. Thames &amp; Hudson, New York.</p> <p>Nunnally, C. A. (2009), <i>Fashion Illustration School: A Complete Handbook for Aspiring Designers and Illustrators</i>. Thames &amp; Hudson, London.</p> <p>Tallon, K. (2008), <i>Digital Fashion Illustration with Photoshop and Illustrator</i>. Batsford, London.</p> <p><b><u>Websites</u></b></p> <p><a href="http://www.connielim.com/">http://www.connielim.com/</a></p> <p><a href="http://www.francoisberthoud.com/">http://www.francoisberthoud.com/</a></p>
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