

COLLEGE OF DESIGN

UNIVERSITY OF MINNESOTA

Fashion Illustration & Portfolio

ADes 2211
Spring 2017

T/Th: 12:50 – 3:50 pm
305 McNeal Hall
4 Credits
Final Exam: Saturday, May 12th, 8:00 am – 10:00 am

Instructor's Information

Mary Ellen Berglund
Email: bergl191@umn.edu
Office Location: Room 305 McNeal Hall
Office Hours: Tuesday 4:00 - 6:00 pm

Course Information and Instructor's Expectations

Course Description:

Illustration is a tool for communication in the world of clothing design, used at many different levels in the design process. We will be exploring both hand and digital techniques, including how you can combine them to create effective presentations. This class is a foundation level course, and most of you will not emerge masters at illustration, but hopefully you will have a base knowledge and the beginnings of a personal style that you can refine as you progress through the program. We will be re-working projects from your apparel design studios for inclusion in a take-away portfolio.

Required Text

Riegleman, N. (2012). *9 Heads: A Guide to Drawing Fashion (4th Edition)*. Prentice Hall.
Hagen, K., Hollinger, J (2013). *Portfolio for Fashion Designers*

Recommended Text

Centner, M. (2011) *Fashion Designer's Handbook for Adobe Illustrator (2nd Edition)*. UK: Wiley.

Resources

www.lynda.com – log in using school ID
Tutorials and resources for CAD programs and other design skills

Course Objectives:

- Development of illustration skills specific to garments/textiles
- Exploration of various traditional media and CAD (Computer Aided Design) applications
- Development of effective visual communication via ideation sketching, concept boards, technical drawing and other presentation methods
- Critique / analysis of visual communication of clothing design concepts
- Arrangement and refinement of projects for inclusion in an apparel design portfolio.
- Examining techniques to create a marketable identify to present potential employers through presentation of creative works
- Exploration of current events, skills, attitudes and behaviors pertinent to the industry and relevant to the professional development of the student

Student Learning Outcomes following course completion: <http://www.slo.umn.edu/>

- Will demonstrate visual communication skills through both hand drawing and digital illustration techniques, understanding the distinct roles of both within the industry
- Students in this course will demonstrate effective communication through critical development and analysis of design work and preparation of traditional and digital portfolios.
- Students in this course will understand the role of creativity, innovation, discovery, and expression by enhancing and strategically developing presentation of their design philosophy and professional goals.

Expectations:

- Students are responsible for all class meetings and materials, including information in the syllabus.
- Students are responsible for being on time and prepared for all class sessions.
- Students are responsible for meeting all course requirements, observing deadlines, exam times and other course procedures.
- Students are responsible for seeking help when needed.
- Students may not make commercial use of their notes or lectures or University provided materials without the written consent of the instructor.

Release of Work Statement:

Students understand that enrollment in this course grants consent for their work to be selected for inclusion in college or departmental publications (online or in print). Your instructor may select to use your work to represent her/his skills as an instructor in a teaching portfolio (online or in print).

Workload:

The standard university workload expects 3 hours per credit outside of class for an average student to receive a C. This class will require hours spent practicing the techniques covered in class. Repetition is the key to becoming skilled at drawing.

A grading rubric will be provide for each assignment and will outline the criteria for evaluating each specific assignment. If these criteria are not clear, it is your responsibility to as for clarification. Your course grade will be calculated as follows.

- Attendance & Participation: 5%
- Weekly Assignments: 40%
- Final Project: Dream Job: 35%
- Portfolio: 20%

Academic Misconduct:

Professional and ethical behavior is required. Academic misconduct is defined as any act that violates the rights of another student with respect to academic work or involves misrepresentation of a student's own work. Academic misconduct includes but is not limited to: cheating on assignments or examinations, plagiarizing pieces of work, depriving others of necessary coursework, and sabotaging another's work. Discovery of academic misconduct is grounds for an F or N in the course.

Attendance:

Attendance is absolutely essential and entirely your responsibility as are the consequences of your actions. Attendance for every class and staying for the entire class is required. Attendance will be taken at the beginning of each class period—if you arrive late, you will be marked absent for that class. You are required to be on time for each class, participate in discussions and critique of your own and other's work. Come to class prepared to work the full time. Students with more than 3 absences will receive a reduction of 2 letter grades from their earned grade (i.e. an A becomes a C) and 5 absences will receive an F as the final grade.

The following reasons justify absences and makeup requests and must be documented: (a) illness certified by the Boynton Health Service or another physician, (b) death parent, sibling, or grandparent (proof of funeral attendance must be supplied), (c) participation in religious observances with advance instructor notification, (d) participation, certified by the Office for Student Affairs (Office of the registrar – St. Paul, 190 Coffey Hall), in University approved co-curricular activities.

Assignment Due Dates

Work is due at the beginning of class. Work that is not presented for critiques will be considered late. Late work for design projects will be accepted at the following class meeting only, and will be marked down one full letter grade. After that time projects will not be graded except for extraordinary circumstances.

Weekly assignments and check-ins for the final project will not be accepted late, except in the case of an excused absence.

Lab activities must be saved at the end of the lab period onto your ZIP disk or USB flash drive. **Do not save onto the lab computer hard drives (It may be removed)!** Keep a back-up copy of all your works (i.e. back up on your personal computer). Will not accept any problems caused by saving to a lab computer hard drive.

Incomplete

Incomplete will be given only in cases of your own documented medical or family emergency. At least 75% of coursework completed with a passing grade is required for an incomplete.

Grading

A-F grades will be assigned in accordance with university definitions; plus or minus indicate performance relative to the letter grade definition.

A : (90-100%) achievement outstanding relative to the level necessary to meet course requirements ('excellent' above and beyond; initiative, creativity)

B : (80-89%) achievement significantly above the level necessary to meet course requirements ('good')

C : (70-79%) achievement that meets the basic course requirements in every respect ('just fine')

D : (60-69%) achievement worthy of credit even though it does not fully meet the basic course requirements in every respect

F : (59% and below) performance that fails to meet basic course requirements and is unworthy of credit

<http://policy.umn.edu/Policies/Education/Education/GRADINGTRANSCRIPTS.html>

Make Up Work for Legitimate Absences:

<http://www.policy.umn.edu/Policies/Education/Education/MAKEUPWORK.html>

The following reasons justify absences and makeup requests and must be documented: (a) illness certified by the Boynton Health Service or another physician (b) death parent, sibling, or grandparent (proof of funeral attendance must be supplied), (c) participation in religious observances with advance instructor notification (d) participation, certified by the Office for Student Affairs (Office of the Registrar-St. Paul, 190 Coffey Hall), in University approved co-curricular activities

Extra Credit Options: None

University Policies

Personal Electronic Devices in Classroom:

<http://policy.umn.edu/Policies/Education/Education/CLASSROOMPED.html>

Use of Class Notes and Materials:

<http://policy.umn.edu/Policies/Education/Education/CLASSNOTESSTUDENTS.html>

Scholastic Dishonesty and Student Conduct Code:

http://www1.umn.edu/regents/policies/academic/Student_Conduct_Code.pdf

Sexual Harassment:

<http://www1.umn.edu/regents/policies/humanresources/SexHarassment.pdf>

Statement on Climate of Inclusivity:

You are expected to be attentive during class, ask questions if you do not understand something, and to offer your opinion. You are also expected to listen respectfully to other students and to me when speaking. The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff. All persons shall have equal access to its programs and facilities without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate to express in this class. Reports of harassment are taken seriously, and there are individuals and offices available for help.

(or refer to http://www1.umn.edu/regents/policies/administrative/Equity_Diversity_EO_AA.pdf)

Academic Freedom and Responsibility:

http://www1.umn.edu/regents/policies/academic/Academic_Freedom.pdf

Availability of Disability and Mental Health Services:

The University of Minnesota is committed to providing all students equal access to learning opportunities. Disability Services (DS) is the campus office that works with students who have disabilities to provide and/or arrange reasonable accommodations.

- Students who have, or think they may have, a disability (e.g. mental health, attentional, learning, vision, hearing, physical or systemic), are invited to contact DS to arrange a confidential

discussion at 612- 626-1333 (V/TTY) or ds@umn.edu.

- Students registered with DS, who have a letter requesting accommodations, are encouraged to contact the instructor early in the semester to discuss accommodations outlined in their letter.

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce your ability to participate in daily activities. University of Minnesota services are available to assist you with addressing these and other concerns you may be experiencing. You can learn more about the broad range of confidential mental health services available on campus via www.mentalhealth.umn.edu or contact Counseling/Consulting Services at 612-624-3323.

Required Supplies

Supplies may vary by schedule.

Next class:

A drawing pad or sketchpad (at least 11x14" or bigger)

A folder (same size to sketch pad)

Sketchbook for journal – size of your choice

Tracing paper pad – 8" x 11" or 11" x 14"

Good graphite pencils (HB, 2B and 4B)

Graphite sticks – 2B or softer

Knife or pencil sharpener for pencils

A good eraser

Later:

- Paper scissors

- Glue stick / scotch tape

-Micron pens sizes 005, 01, and 03 or 05

-USB flash drive or other storage device to save projects from lab computers

-Additional supplies as desired for projects

Color Supplies

You are only required to experiment with two out of three color rendering techniques, though you are welcome to try all three. Choose at least two categories below and purchase all supplies in category

Watercolor:

-A watercolor pad (approximately 9x12" to 11x15") – Cold Press / at least 185g

-Watercolors (12 colors minimum, rainbow spectrum, include black and sienna) tubes or cakes (Not liquid)

- Pallet (plastic or paper)

- Water bucket (jar or old yogurt container will work)

-Watercolor Brushes (round-size 4 & 6, size 8 or 10 / flat wash-size10 or 12)

-Colored pencils (24 colors minimum-Prismacolor Colored Pencil Sets recommended)

-Colored markers (12 colors minimum) – start with several gray shades (light, med, dark), 3-4 flesh tones and a colorless blender – Add colors as needed. Either brand sold at student bookstore will work.

-A marker pad (at least 9x12")

Assignments

Weekly Assignments

There will be approximately 10 weekly assignments. Many assignments begin in class and are completed after class. The information for the assignments is on Moodle and more information will be announced on a weekly basis if needed. Each assignment will be due at the beginning of class on the due date. Please make sure to hand in your work on time with a folder. Late assignments will **NOT** be graded.

Final Project: Dream Jobs

You will have the opportunity to identify a company or brand that you feel speaks to you and your career ambitions and design a fashion collection for them. Can be any category: women's (missy, plus, petite), men's, juniors, children's, any level) Further details will be handed out in class.

Portfolio

Should include all re-worked projects from your past and current studio classes, submitted in the digital template developed during weekly assignment. Also include projects from this class or any previous classes that you feel speak to your identity as a designer.

Freshman: This is an opportunity to put together your portfolio for portfolio review and practice presenting it

Sophomores: This will be the portfolio you will use for internship interviews. So take some time to make it really reflect your design identity and be geared towards the kinds of companies you want to intern for/jobs you want to do

You will present the portfolio to class as though we are interviewing you for a job (or for portfolio review). Tell us which job/internship you are interviewing for and talk us through how your work represents you and how you will be a great employee (or design student). Use professional language to present your work, briefly talking through the target market research, the inspiration, the design and construction process for each project, and anything you learned along the way. Don't forget to talk about the process!

Turn in final digital portfolio on Moodle by due date in schedule.

Class Schedule and Assignments

| Date: | Topics & Activities | Assignments & Reading |
|-------|--|--|
| 1/17 | Intro / Telephone Pictionary Overview trend of contemporary illustration and portfolios Syllabus | Bring large sketchpads, pencils, sharpener, eraser, and ruler for next class. HW: 9Heads - Read pages 18-35, 55-93 |
| 1/19 | Drawing: 1. Analyzing proportion Front, back, side 2. Applying details – head/ hands/ feet/ hair | HW: 9 Heads - read pg. 95-110 Portfolio for Fashion Designers - Read Chapter 1 and included forms |
| 1/24 | Drawing: 1. Pose, mood, s-curve 2. Developing croquis & tracing paper method 3. Portfolio – formatting it to the interview Talk about target market/profile 4. Introduce: Dream Job Assignment: we'll break down parts throughout semester | Due: WA 1 - front, side, back HW: Begin gathering physical and digital images for mood board/ company/ customer boards, bring to next class along with glue stick and scissors HW: Read 9eads chapter 7-8 Portfolio read pg. 62-67 |
| 1/26 | Mood boards – physical collage – exercise in journals Go over drawing men and children bodies | HW: Read Portfolio Book, pg. 266-67 |
| 1/31 | Mood boards, customer boards in Photoshop Layers, effects, color pallets, etc. | Due: WA 2- 15 poses |
| 2/2 | Scan in croquis and clean up in Photoshop Vector mask? | Due: designer profile & target market/ company statement. Submit on Moodle HW: Read 9Heads chapter 2 |
| 2/7 | Drawing clothes on figures Drape, fit Shading basics | Due: WA 3 – Men's poses HW: Read Portfolio chapter 5 developing designs |
| 2/9 | Drawing clothes on figure Texture, fabric qualities Quick sketching exercises | HW: Read 9Heads chapter 4, Portfolio pg. 218-245 |
| 2/14 | Flats – by hand Croquis - 1/8 adult and 1/4 child T-Shirt | Check: Mood Boards for Dream Job Group Critique |
| 2/16 | Flats - Illustrator Line weight, shape, seams | Due: WA 4: complete looks – women, men, or children |
| 2/21 | Flats – Illustrator Brushes, stitches, seams, closures and details T-Shirt w/ Ribbing | Due: WA 5: Flats by Hand Work on T-Shirt with ribbing |
| 2/23 | Field Trip - Drawing people and clothes in the wild – location TBD | |
| 2/28 | Rendering colors Watercolor and color pencil | Due: WA 6: Flats in Illustrator – include T-shirt from exercise |
| 3/2 | Rendering colors and textiles Markers Lace, leather, shine/matte, texture | HW: Read 9Heads: 470-785 |

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| 3/7 | Photoshop techniques Scanning in color sketches and cleaning up | Check: Croquis for Dream Job Assignment |
| 3/9 | Photoshop techniques Scanning in sketches, adding color/texture/ fabric scans/ recoloring | Due: WA 7: Color outfits, using correct paper for medium |
| 3/14 | SPRING BREAK | |
| 3/16 | SPRING BREAK | |
| 3/21 | Illustrator – coloring flats Flats layouts Creating Simple Prints – Basics | Check: 50 ideations for dream job line In class: small group feedback |
| 3/23 | Portfolio layouts in Adobe Developing portfolio templates Art boards, sizing, layouts | Due: WA 8: Use Photoshop to scan in outfits and color |
| 3/28 | Emails to Potential Company – inquiring about internships Work Day for Dream Job | Check: Final Illustration progress for Dream Jobs |
| 3/30 | Work Day for Dream Job | Due: WA 9: Flats -Color-ways and Prints |
| 4/4 | Work Day for Dream Job <i>Sign up for presentation times</i> | Check: Flat sketches and Presentation board progress for dream jobs |
| 4/6 | Work Day for Dream Job | Due: WA 10 - Portfolio templates |
| 4/11 | Dream Job Presentations | |
| 4/13 | Dream Job Presentations | Due: Final Deliverables for Dream Job Assignment HW: Collect previous work for inclusion in final send-away portfolio. Can be digital. |
| 4/18 | What does your work say about you? Portfolio Content Peer Review: Portfolio Content | Work Day for Take-Away Portfolio |
| 4/20 | Resumes & Interviews | Requests & Workday |
| 4/25 | Work Day for Take-Away Portfolio <i>Sign up for presentation times</i> | |
| 4/27 | Work Day for Take-Away Portfolio | |
| 5/2 | Final Portfolio Presentations – Freshman | Due: Final Portfolio & Resume turn in on Moodle |
| 5/4 | Final Portfolio Presentations – Freshman and Sophomores | |
| 5/12: 8:00 am – 10:00 | Final Portfolio Presentations – Sophomores only, if needed | |

*** Events of Interest

- February 6th: Senior Fashion Show – REVEL, Rapson Hall, 5:30 or 8:00