ADES 2211 ILLUSTRATION FOR APPAREL DESIGN
3 credit / Fall 2013 (9/3/2013-12/12/13)
262 McNeal (9/3/13-10/24/13)
305 McNeal (10/29/13-12/12/13)
T/Th 8:30am-10:25am

Instructor
Name Mee Jekal
Office 250 McNeal
Email jekal001@umn.edu
Office Hours Th 10:40a.m.-11:40a.m., or by appointment

Course Description
Development of illustration skills specific to garments/textiles. Exploration of various traditional media and CAD (Computer Aided Design) applications. Critique/analysis of visual communication of clothing design concepts.

Course Objectives
For this introductory course concerning the development of apparel products, student will learn to:

1. be able to draw the fashion figure and communicate effectively apparel design details using a variety of media.
2. learn to analyze garment styles, fabric drape and reproduce it to fit the fashion figure.
3. learn and be familiar with illustration using computer programs.
4. develop skills for effective visual communication using concept boards, technical design procedures and other presentation methods.
5. understand the role of creativity, innovation, discovery, and expression across disciplines

Textbooks
Required:

Recommended:

**Course Expectation**

**A. Attendance**

Attendance is absolutely essential and entirely your responsibility as the consequences of your actions. Both Attendance for every class and staying for the entire class are required. **Attendance will be taken at the beginning of each class period – if you arrive late more than 15 minutes, you will be marked absent for that class. You are required to be on time for each class.** Come to class prepared to work for the full time. Students with more than 3 absences will receive a reduction of 1 letter grades from their earned grade (i.e. an A becomes a B) 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.

**B. Assignment Due Dates**

Due dates for assignments are included in the syllabus, but may be subject to change. During the semester, the instructor will keep students informed of any change. It is the student’s responsibility to contact someone in the class or the instructor if she or he misses class near a scheduled due date. A late assignment will be accepted only by the next following class. If not, you will receive a reduction of 1 letter grades from your earned grade.

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 backup copy of all your works (i.e. back up on your personal computer). Will not accept any problems caused by saving lab computer hard drive.

**C. 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.

**D. Grades**

A grade sheet will be handed out that breaks down the points for assignments throughout the semester. This will allow the student to follow his or her own progress. Point scores will be converted to percentages at the end of the semester. See the next page for grade percentages.

**E. Disabilities Statement**

Reasonable accommodations will be provided for students with documented disabilities. Please contact the instructor the first week of class to work out details. You will also need to work with the Office of Disabilities Services. **Members of this class inclusively. We will listen to one another’s views with respect regardless of race, gender,**
sexual orientations, or disability. We will offer evaluation of class members’ idea in a supportive environment.

**F. Publications**
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.)

**Assignments**

**A. Journal**
Benefits of a journal are numerous: a personal collection of sketches, a source of inspiration, a reference for good poses, to name a few. Your journal can include fabric swatches, magazine clippings, and pictorial images from various sources, your own sketches, and verbal records of your design ideas. Keep all your rough sketches and design ideas in your journal, and date the pages! The journal will be a diary that documents your progress over a semester.

**B. 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 in the syllabus 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. Delay will result in point deduction.

**C. Projects**

- **Midterm Project: Fashion Illustration Report**  
  **Due: October 24**

With this assignment, you will practice your fashion design skills, inspired by historic dress. The sources of your inspiration can be varied from an haute couture designer’s ensemble or historic design (before 19C) to ordinary people’s everyday dress. You can make your own characterized face or body shape, but have to illustrate fabrics in full. In other words, you need to focus this project to express illustration skill using various media. First, explore several possible sources recommended below, and decide which decade raises your interest most. Then consult with your instructor about workability of your project. **You are required to report your project topic to the instructor on October 3rd.**

You may use the following sources:

1. Books about history of dress
2. Popular press publications such as Vogue, Elle, W, etc.
3. Biographies or other written sources of famous designers.
4. Films
5. Collection from the Goldstein Museum.

Please below are some of examples of design elements that you may pay attention to:
The Goldstein library, located in Room 333, has tons of books and fashion magazines. But make sure that you are not allowed to leave the library with books!

The purpose of this project is not just to copy the whole silhouette of the historic dress you select, but to create your own design, inspired by design details of the dress. Provide your explanations of how you developed your design idea and how the idea was applied onto your designs.

All drawings should be complete and use at least 2 media (e.g., colored pencils, watercolor or other media). Mixed media are desirable. You will be asked to design and color a line of clothes on the figures (4 outfits) and draw the flat sketches (black and white line drawing, no colors) for the outfits. Include the fabric swatches. The final assignment will be submitted in a portfolio book (the size of the portfolio book must be at least 11x14”). All the drawings and research must be included in the portfolio book.

**Final Project: Portfolio**

This is a capstone project, incorporating all the techniques and concepts discussed and executed throughout the semester. Students will choose a brand (such as Ralph Lauren, J.crew, Nike, etc.), and conduct brief research on the selected market. Based on the brand research, students will create their own design concepts for that brand, sketch by hand & CAD, and complete presentation boards. You will be asked to decide your own target market and design a line of clothes (at least 5 outfits). Hand in the boards and any electronic files you make for the project on the CD.

This project will be executed and presented in three parts:

1. Concepts and Mood Page:
   - The mood or theme of the collection by visually telling the story through inspiration images, color story, fabric swatches, etc. You must use Adobe Photoshop for this part. In addition, explain your own design concept based on the selected brand market briefly.

2. Illustrations:
   - Sketch your own designs in different poses (at least 5). You may sketch by hand and/or Adobe programs.

3. Technical Flat Sketches:
   - A front and back flat view of each design in different 3 colorways, providing technical information about the garments. This must be completed using Adobe Illustrator and Photoshop.
Schedule

Due to the characteristics of studio class, minor shifts in topic may occur.

*WA: Weekly Assignment*

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics &amp; Readings</th>
<th>Assignment</th>
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| Sept 3 | -Overview syllabus  
-Overview a trend of contemporary illustration  
-Express your own by hand sketch using any kind of media |            |
| Sept 5 | **Fashion drawing 1:** analyzing proportion & pose  
**Reading:** 9 Heads p.18-46 | Preparing:  
Drawing Sketchpads (11X14”, 70lb)  
Pencils (2B/4B)  
Eraser  
**WA 1 Due:**  
Read the 9 Heads textbook p. 18-46 and draw 3 front view, 3 side view, and 3 three-quarter view croquis similar to page 46. Draw the vertical guideline and the 10 horizontal guidelines. This should not be an exact trace and copy from the book. |
| Sept 10| **Fashion drawing 2:** styling figure movement & mood of poses  
**Reading:** 9 Heads p.95-110 | **WA 2 Due:**  
Draw figures in 20 different poses based on 9Head and other magazines. Draw the balance line, the center front line, and horizontal guide-lines (shoulder, bust, waist, hip etc.). You may include what you have drawn during the class. Indicate the image number that you referred to next to each drawing. |
| Sept 12| **Fashion drawing 3:** applying details (face, hand, and feet)  
**Reading:** 9 heads p. 55-94 |            |
| Sept 17| **Fashion drawing 4:** drawing clothes on the figure | **WA 3 Due**  
Refer to the textbook, handouts and magazines and  
- draw 8 different feet, with or without shoes (the types of shoes may  
- draw 8 different hands (you may draw your own hand),  
- draw 8 different faces with hair. |
| Sept 19| **Fashion drawing 4:** drawing clothes on the figure (continue) |            |
| Sept 24| **Fashion drawing 5:** flat drawing technique  
Reading: 9 Heads Ch. 4 |            |
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<thead>
<tr>
<th>Date</th>
<th>Topics &amp; Readings</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>Sept 26</td>
<td>A field trip: Goldstein museum (Goldstein library: Room 333 McNeal) Reading: 9 Heads Ch.5</td>
<td>WA 4: Journaling At the end of class, submit the journaling.</td>
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<tr>
<td>Oct 1</td>
<td><strong>Rendering technique 1</strong>: marker</td>
<td><strong>WA 5 Due:</strong> Draw flats from 9 Heads textbook: 5 styles of jackets or coats, 5 styles of skirts, 5 styles of pants, 5 styles of tops (including t-shirts, sweater, woven shirts, etc.).</td>
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<td>Oct 3</td>
<td>-Rendering technique 1: watercolor / color pencil -Discuss Fashion Illustration Report (Midterm Project)</td>
<td>Bring several ideas of topic for Midterm project</td>
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<td>Oct 8</td>
<td><strong>Rendering technique 2</strong>: textile (leather, lace)</td>
<td><strong>WA 6 Due:</strong> Draw 8 outfits on figures from magazine/Internet pictures. Hand in the reference pictures together. Include various types of clothes: jackets, dress pants, jeans, coats, sweaters, dress, etc. Later you may use these drawings for WA 6.</td>
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<td>Oct 10</td>
<td><strong>Rendering technique 2</strong>: textile (velvet, jean, hairy fabric)</td>
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<td>Oct 15</td>
<td>Workday for midterm project</td>
<td><strong>WA 7 Due:</strong> Coloring- 4 different outfits and fabrics on figures using multiple media. You may use the same drawings from WA 4 or you may make new drawings. Use the proper paper for the media.</td>
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<td>Oct 17</td>
<td>Workday for midterm project</td>
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<tr>
<td>Oct 22</td>
<td>Workday for midterm project</td>
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<td>Oct 24</td>
<td>Presentation-Midterm Project</td>
<td><strong>Fashion Illustration Report Due</strong></td>
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<td>Oct 29</td>
<td>-Adobe Illustrator 1: Basic tools and techniques -Reading: Fashion Designer’s Handbook for Adobe Illustrator Ch.1</td>
<td>Class Room: 305 McNeal</td>
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<td>Oct 31</td>
<td>- Adobe Illustrator 1: Basic tools and techniques (continue) -Practice basic tools and techniques in the lab</td>
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<td>Nov 5</td>
<td>- Adobe Illustrator 2: Advanced techniques</td>
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<td>Date</td>
<td>Topics &amp; Readings</td>
<td>Assignment</td>
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| Nov 7  | **Adobe Illustrator 2:** Advanced techniques  
**Adobe Illustrator 3:** Applications-first garment  
**Reading:** Fashion Designer’s Handbook for Adobe Illustrator Ch.2                                                                                                                                              |                                                                                               |
| Nov 12 | **Adobe Illustrator 3:** Applications-first garment (continue)  
-Discuss final portfolio                                                                                                                                                                                      | **WA 8 Due:** Create your own 2 different T-shirt design. Include one graphic, ribbing on the cuffs and neckline, and top stitches. |
| Nov 14 | **Adobe Illustrator 4:** Technical drawing  
**Reading:** Fashion Designer’s Handbook for Adobe Illustrator Ch.3                                                                                                                                              |                                                                                               |
| Nov 19 | **Adobe Photoshop 1:** Basic tools and techniques  
**Reading:** Adobe Photoshop for Fashion Design Ch. 1&2                                                                                                                                                       | **WA 9 Due:** Find the pictures from magazines or Internet and create flats using Adobe Illustrator: 2 styles of jackets, 2 styles of skirts, 2 styles of pants, and 2 styles of tops. Hand in the reference pictures together. Black and white line drawing. |
| Nov 21 | **Adobe Photoshop 2:** Creating image maps  
**Reading:** Adobe Photoshop for Fashion Design Ch. 3&4                                                                                                                                                      |                                                                                               |
| Nov 26 | **Adobe Photoshop 3:** Advanced techniques  
**Reading:** Adobe Photoshop for Fashion Design Ch. 5&6                                                                                                                                                        | **WA 10 Due:** Select a jacket, skirt, pants and 2 top from WA 9 and fill colors or pattern to the flat drawings. Make two colorways for each flat. Include at least two pattern (flower, stripe, etc.) in the colorways. The pattern color must change for different colorways. Include at least one scanned fabric using masking technique. |
| Nov 28 | No class-Thanks Giving Day                                                                                                                                                                                                                                               |                                                                                               |
| Dec 3  | Workday for final project                                                                                                                                                                                                                                               |                                                                                               |
| Dec 5  | Workday for final project                                                                                                                                                                                                                                               |                                                                                               |
| Dec 10 | Workday for final project                                                                                                                                                                                                                                               |                                                                                               |
| Dec 12 | Workday for final project                                                                                                                                                                                                                                               |                                                                                               |
| Dec 17 | Final presentation  
(1:00 p.m.-3:00 p.m.)                                                                                                                                                                                                 | **Portfolio due**  
Meeting at 262 McNeal                                                                                                                   |
Grading

<table>
<thead>
<tr>
<th>Attendance &amp; Participation</th>
<th>80pts</th>
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<tbody>
<tr>
<td>Weekly Assignments*</td>
<td>100pts</td>
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<tr>
<td>Midterm Project: Fashion Illustration Report</td>
<td>120pts</td>
</tr>
<tr>
<td>- Creativity: 30pts</td>
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<tr>
<td>- Technical Skill: 70pts</td>
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<tr>
<td>- Presentation Skill: 20pts</td>
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<tr>
<td>Final Project: Portfolio</td>
<td>160pts</td>
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<tr>
<td>- Creativity: 30pts</td>
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<tr>
<td>- Technical Skill: 70pts</td>
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<td>- Organization of Board: 40pts</td>
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<tr>
<td>- Presentation Skill: 20pts</td>
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<tr>
<td>Journaling</td>
<td>40pts</td>
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<td>Total</td>
<td>500pts</td>
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* Each Weekly Assignment is 10pts

Grading Scale:

A  93.0 – 100.0%
A-  90.0 – 92.9 %
B+  87.0 – 89.9 %
B   83.0 – 86.9 %
B-  80.0 – 82.9 %
C+  77.0 – 79.9 %
C   73.0 – 76.9 %
C-  70.0 – 72.9 %
D+  67.0 – 69.9 %
D   63.0 – 66.9 %
D-  60.0 – 62.9 %
F   Fewer than 59.9%

Required Supplies
Supplies may vary by schedule.

Next class (Sep 5 Thursday):
A drawing pad or sketchpad (at least 11x14” or bigger)
A folder (same size to sketch pad)
Good graphite pencils (2B and 4B)
Knife for pencils
A good eraser
Later:
-A watercolor pad (approximately 9x12” to 11x15”) – Cold Press / at least 185g
-Watercolors (12 colors minimum), a pallet (plastic or paper), a water bucket
-Watercolor Brushes (round-size 4 & 6, size 8 or 10 / flat wash-size 10 or 12)
-Colored pencils (24 colors minimum-Prismacolor Colored Pencil Sets recommended)
-Colored markers (12 colors minimum) – be sure to include several gray shades and
    fresh tones & a colorless blander
-A marker pad (at least 9x12”)
-A micron pen 005 (0.20mm or finer)
-Additional supplies as desired for projects -USB flash drive