ADes 2211 ILLUSTRATION FOR APPAREL DESIGN

3 credits
Fall 2012
262 McNeal (9/4/12 - 10/25/12)
305 McNeal
T Th 8:30 A.M. – 10:25 A.M.

Instructor
Seoha Min
Office 250 McNeal
Email minxx067@umn.edu
Office hours Tue 10:30am – 11:30am or by appointment

Course Description
Development of illustration skills specific to garments/textiles. Exploration of various traditional media and CAD 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 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 a personal style of illustration and presentation techniques.
5. develop skills for effective visual communication using concept boards, technical design procedures and other presentation methods.

Textbooks
Required:

Recommended:
Course Expectation
A. 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 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 only be accepted by the next following class. 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 back up copy of all your works (i.e. back up on your personal computer).

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 classroom will practice 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, 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.

WA 1: Read the 9 Heads textbook p. 18-35 and draw 3 front view, 3 side view, and 3 three-quarter view croquis similar to page 36. Draw the vertical guide line and the 10 horizontal guide lines. This should not be an exact trace and copy from the book.

WA 2: Draw figures in 20 different poses from the PDF file in the Moodle (Fashion Drawing 1 and Fashion Drawing 2). 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.

WA 3: Refer to the textbook, handouts and magazines and

- draw approximately 10 different feet, with or without shoes (the types of shoes may vary),
- draw approximately 10 different hands (you may draw your own hand),
- draw approximately 10 different faces with hair.

WA 4: Draw 10 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.

WA 5: Draw flats from 9 Heads textbook: 5 styles of jackets or coats, 5 styles of skirts, 5 styles of pants, 10 styles of tops (including t-shirts, sweater, woven shirts, etc).

WA 6: Color 5 different outfits 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.
WA 7: 1. Read the 9 Heads textbook p. 326-333 and draw 3 front view, 3 side view, and 3 three-quarter view men’s croquis.
2. Draw 4 outfits on figures from magazine/Internet pictures. Hand in the reference pictures together. Include various types of clothes: suits, jeans, active wear, sweaters, etc. Coloring is not required.

WA 8: Create your own T-shirt design. Include one graphic, ribbing on the cuffs and neckline, and top stitches.

WA 9: Find the pictures from magazines or Internet and create flats using Abode 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.

WA 10: Select a jacket, skirt, pants and 2 top from WA 9 and fill colors 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.

C. Projects
Midterm Project: Fashion Illustration Report  
Due: October 25
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 to ordinary people’s every dress within a period of 1910-1989. 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 2nd.

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

Please below are some of examples of design elements that you may pay attention to:
1. Silhouette
2. Color Combinations
3. Textiles
4. Pattern
5. And etc...

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. Provide information about your target market.

All drawings should be complete and use at least two 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 (5 outfits) and draw the flat sketches (black and white line drawing, no colors) for the outfits. Include the 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**

**Due: December 18**

This is a capstone project, incorporating all the techniques and concepts discussed and executed throughout the semester. Students will choose a target market, and conduct brief research on the selected market, ideate design concepts, 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 or 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.

2. **Illustrations:**
   Sketches of designs in different poses. You may sketch by hand and/or Adobe programs.

3. **Technical Flat Sketches:**
   A front and back flat view of each design in 3 colorways, providing technical information about the garments. This must be completed using Adobe Illustrator and Photoshop.
Grading
Attendance & Participation 10 pts (5%)
Weekly Assignments* 60 pts (30%)
Midterm Project: Fashion Illustration Report 60 pts (30%)
Final Project: Portfolio 70 pts (35%)
Journal: Check, Check +, Check ++

Total 200pts (100%)

* Each Weekly Assignment is 6pts.

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%
**Schedule**

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

WA: Weekly Assignment

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics &amp; Readings</th>
<th>Assignments</th>
</tr>
</thead>
</table>
| 1    | Sept 4 | **Overview, Syllabus**  
**Basic Concepts of Illustration for AD**  
**Fashion Drawing 1:** analyzing proportion & pose  
**Reading:** 9 Heads p. 18-35 |  |
|      | Sept 6 | **Fashion Drawing 1:** analyzing proportion & pose (continue)  
**Fashion Drawing 2:** styling figure movement & mood of poses  
**Reading:** 9 Heads p. 81-95 |  |
| 2    | Sept 11 | **Fashion Drawing 2:** styling figure movement & mood of poses (continue) | **WA 1 due** |
|      | Sept 13 | **Fashion Drawing 3:** Applying details  
(Face, hands, and feet)  
**Reading:** 9 Heads p. 45-80 |  |
| 3    | Sept 18 | **Fashion Drawing 4:** Drawing clothes on the figure | **WA 2 due** |
|      | Sept 20 | **Fashion Drawing 4:** Drawing clothes on the figure (continue)  
& Flat drawing technique |  |
| 4    | Sept 25 | **Fashion Drawing 5:** Flat drawing technique (continue)  
**Reading:** 9 Heads Chapter 2 & 4 | **WA 3 due** |
|      | Sept 27 | **Goldstein Museum** |  |
| 5    | Oct 2   | **Rendering Technique 1:** marker/colored pencils/watercolor | **WA 4 due**  
**DISCUSS Fashion Illustration Report** |
|      | Oct 4   | **Rendering Technique 1:** marker/colored pencils/watercolor (continue) |  |
| 6    | Oct 9   | **Rendering Technique 2:** Textile | **WA 5 due** |
|      | Oct 11  | **Fashion Drawing 6:** Men and men’s clothing  
**Reading:** 9 Heads Chapter 7 |  |
<p>| 7    | Oct 16  | <strong>Workday for Midterm Project</strong> | <strong>WA 6 due</strong> |
|      | Oct 18  | <strong>Workday for Midterm Project</strong> |  |
| 8    | Oct 23  | <strong>Workday for Midterm Project</strong> |  |
|      | Oct 25  | <strong>Presentation</strong> | <strong>Fashion Illustration Report Due</strong> |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Month</th>
<th>Event</th>
<th>Details</th>
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<tbody>
<tr>
<td>Oct 30</td>
<td>9</td>
<td>Adobe Illustrator 1: basic tools and techniques</td>
<td>Reading: Adobe Illustrator for Fashion Design Chapter 1 &amp; 2</td>
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<tr>
<td>Nov 1</td>
<td>10</td>
<td>Adobe Illustrator 1: basic tools and techniques</td>
<td>Reading: Adobe Illustrator for Fashion Design Chapter 3</td>
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<tr>
<td>Nov 6</td>
<td>10</td>
<td>Adobe Illustrator 2: Advanced techniques</td>
<td>Reading: Adobe Illustrator for Fashion Design Chapter 4</td>
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<tr>
<td>Nov 8</td>
<td>10</td>
<td>Adobe Illustrator 2: Advanced techniques</td>
<td>Reading: Adobe Illustrator for Fashion Design Chapter 5</td>
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<tr>
<td>Nov 13</td>
<td>11</td>
<td>Adobe Illustrator 3: Applications</td>
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<tr>
<td>Nov 15</td>
<td>11</td>
<td>Adobe Illustrator 3: Applications</td>
<td></td>
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<tr>
<td>Nov 20</td>
<td>12</td>
<td>Adobe Photoshop 1: basic tools and techniques</td>
<td>Reading: Adobe Photoshop for Fashion Design Chapter 1 &amp; 2</td>
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<td>Nov 22</td>
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<td>Nov 27</td>
<td>13</td>
<td>Adobe Photoshop 2: Creating image maps</td>
<td>Reading: Adobe Photoshop for Fashion Design Chapter 3 &amp; 4</td>
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<td>Nov 29</td>
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<td>Adobe Photoshop 3: Advanced techniques</td>
<td>Reading: Adobe Photoshop for Fashion Design Chapter 5 &amp; 6</td>
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<td>Dec 4</td>
<td>14</td>
<td>Adobe Photoshop 3: Advanced techniques</td>
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<td>Dec 6</td>
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<td>Workday for Final Project</td>
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<td>Dec 11</td>
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<tr>
<td>Dec 18</td>
<td>15</td>
<td>Presentation (1:30 p.m.–3:30 p.m.)</td>
<td>Portfolio Due</td>
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- If you have time conflict with other courses, please inform the instructor in advance for rearrangement.
Required Supplies
Supplies may vary by schedule.

Next class (Sep 6 Thursday):
A newsprint drawing pad or sketch pad (at least 11x14” or bigger)
A folder (same size to sketch pad)
A tracing pad
Ebony pencils (Black or Grey) and just good graphite pencils (HB and 4B)
A good eraser

Later:
A watercolor pad (approximately 10x14” to 11x15”) – cold press
Watercolors (24 colors minimum), a pallet, a water bucket
Brushes (tubular, size 1, size 8 or 10, & size 18 or 20)
Colored pencils (24 colors minimum)
Colored markers (24 colors minimum) – be sure to include several gray shades and flesh tones & a colorless blander
A marker pad (11x14”)
A micron pen 005 (0.20mm or finer)
Additional supplies as desired for projects
100 MB zip disks or USB flash drive