ADM 2302: Fashion Illustration
Spring 2007

ADM 2302-001/501
Class Hours & Location: M/W 9:00-11:20 am HS 103
ADM 2302-002/502
Class Hours & Location: M/W 1:00-3:20 am HS 104

Instructor: Dr. Su-Jeong H. Shin
Office: HS 101B
Office Hours: M/W 3:30-5:00 pm (or by appointment)
Phone: 806-742-3050 ext. 254 Email: su.hwang@ttu.edu
Class Websites: http://www.webpages.ttu.edu/shwang

Required Textbooks:

References:

Catalogue Description Fashion Illustration (3:1:4):
Prerequisite: ART 1302, 1303. Illustration techniques for the fashion figure and rendering of garment details using various media. Includes color theory applied to fashion drawing and portfolio development.

Course Purpose
Illustration is the most commonly used form of visual communication in the fashion industry. It helps to clarify the designer’s idea and production information. It is also necessary when developing a professional portfolio to aid in obtaining a job. The purpose of the course is to help students to illustrate their ideas successfully and to build a fashion portfolio by learning illustration techniques for fashion poses and rendering of garment details.

Course Objectives:
1. To illustrate creative ideas with visual communication.
2. To illustrate rendering of garment details using various art media.
3. To learn how to draw fashion poses proportionally.
4. To build a fashion portfolio.

Expected Learning Outcomes
Upon completion of this course, students should be able to:
1. Draw fashion poses proportionally.
2. Demonstrate creative ideas using illustration as visual communication.
3. Demonstrate illustration skills for rendering of garment details, fabric type, and fit.
4. Demonstrate fashion portfolio development.

Methods for Assessing the Expected Learning Outcomes
The expected learning outcomes for the course will be assessed through:
Exam, In-class assignments (non-graded), assignments, final project, portfolio, class discussion, and monitoring.
Course Policies:
Please read the assignments before coming to class. The reading assignments, lecture discussions and projects are intended to complement each other. This course, as with most fashion courses, is extremely rigorous, and if you are current with your reading you will get more out of your class time. The syllabus presents the anticipated schedule, however the time schedule is not written in stone. Although I expect to keep to the dates in general, I like to allow some flexibility. The raising of questions during class time is welcomed and encouraged. Ask questions. Chances are if you are confused, so are others. If I don’t have the answer to your question I will try to obtain it within a reasonable period of time. I hope that each of you will share your experiences and knowledge with the class. If any instructions or assignments are not clear, please ask me about them so that I can clarify any potential problems for all students in the course.

American Disabilities Act:
Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, you may contact the Student Disability Services office at 335 West Hall or 806-742-2405.

Student Conduct:
Students are to be properly prepared, on time and have a positive attitude in this class. This means always having your textbook and the required equipment with you for every meeting. Be attentive during class, ask questions if you do not understand something, and perform assignments as given. You are also expected to listen respectively to other students and to the instructor when speaking.

Cheating is not acceptable. Anyone caught cheating, copying another student’s work or attempting to pass off another student’s work as his or her own, will receive an automatic “F” in this course. Cell phones, beepers, and other messaging equipment are to be turned OFF.

Classroom Civility:
“Students are expected to assist in maintaining a classroom environment which is conducive to learning. In order to assure that all students have the opportunity to gain from time spent in class, unless otherwise approved by the instructor; students are prohibited from engaging in any other form of distraction. Inappropriate behavior in the classroom shall result minimally, in a request to leave the class.”

“It is the aim of the faculty of Texas Tech University to foster a spirit of complete honesty and a high standard of integrity. The attempt of students to present as their own any work that they have not honestly performed is regarded by the faculty and administration as a serious offense and renders the offenders liable to serious consequences, possibly suspension.”

Cheating: Dishonesty on examinations and quizzes or on written assignments, illegal possession of examinations, the use of unauthorized notes during an examination or quiz, obtaining
information during an examination from the examination paper or otherwise from another student, assisting others to cheat, alteration of grade records, illegal entry to or unauthorized presence in an office are instances of cheating.

Plagiarism: Offering the work of another as one’s own, without proper acknowledgment, is plagiarism; therefore any student who fails to give credit for quotations or an essentially identical expression of material taken from books, encyclopedias, magazines, and other reference works, or from the themes, reports, or other writings of a fellow student, is guilty of plagiarism.

Attendance:
Attendance and participation in this course is mandatory. An excused absence, as defined by the University, is a verified illness, family emergency, religious observance, or University sponsored event. A doctor’s note or letter from the appropriate person will be considered verification for an excused absence. An excused absence must be reported to the professor prior to the class meeting by note, telephone, or email. Students are allowed 2 excused absences from class. After 2 excused absences, each additional absence will result in the loss of 5% of the final, total grade for the course. Being tardy and leaving early is not acceptable. 3 tardies will count as 1 absence. Leaving early will count as a tardy. If you are more than 20 minutes late for class, you will be counted absent. There is no grace period for tardiness – allow extra time for parking, traffic and other mishaps in order to get here on time.

*An incomplete will only be given for documented illness or death in the family.

*Everything is due on the assigned date. Absence is not an excuse for not turning in a project or assignment on time.

*Absence due to religious observance: The Texas Tech University Catalog stats that student who is absent from classes for the observance of a religious holy day will be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence. (p.49) (Note: prior notification to the instructor is no longer required.) Remember: This still counts as an absence! It just means you are allowed to make up your work with the prearranged amount of time (by the next class period).

*Absence due to officially approved trips: The Texas Tech University Catalog states that the person responsible for a student missing class due to a trip should notify the instructors of the departure and return schedule in advance of the trip. The student may not be penalized and is responsible for the material missed. (p.48). Remember: This still counts as an absence! It just means you are allowed to make up your work with the prearranged amount of time (by the next class period).

Absence examples:
2 absences, not tardies = no points off (still within the allotted amount).
No absences, 6 tardies = 2 absences, not points off (still within the allotted amount.)
1 absences, 3 tardies = 2 absences, no points off (still within the allotted amount.)
2 absences, 1 tardy = 1.67 points off (over allotted amount by 1 tardy.)
NOTE: Please pay attention when projects are being reviewed, ask ahead of time if you want to get started early and find out if you missed anything when absent.

Late Assignments and Make-up Exams:
Assignments are due at the beginning of class on the dates given in the syllabus unless otherwise specified by instructor. Late assignments (or late projects) will be given NO credit. Only students with an excused absence (doctor’s note required) will not be penalized for a late assignment. However, the assignment must be made up by the next class period following the absence, or the late policy will apply. Those who have skipped class and do not have acceptable documentation of illness or family emergency will not have this grace period.

Make-up exams will only be given to students with a verified, excused absence. The exam must be made up within one week of the absence.

Student Evaluation:
Students will be evaluated on their ability to meet the course objectives based on their fulfillment of the class projects and assignments.

90% or higher = A (100–97% = A+, 96.9–93% = A, 92.9–90% = A-)
80%–89% = B (89.9–87% = B+, 86.9–83% = B, 82.9–80% = B-)
70%–79% = C (79.9–77% = C+, 76.9–73% = C, 72.9–70% = C-)
60%–69% = D (69.9–67% = D+, 66.9–63% = D, 62.9–60% = D-)
Less than 60% = F

Performance Level:
To obtain an “A” in this course, the student must maintain accuracy as well as a high level of creativity in all of their illustrations. In addition, every project is to be on time, and no more than 2 excused absences. Only the highest-level students will receive an “A”. Simply being present and turning in assignments does not “entitle” one to an “A”. Nor does it “entitle” one to any other passing grade. Only absolute excellence in work and a terrific attitude as well as other factors earns one an “A”. Even just to receive a passing grade will require a lot of hard work and diligence to meet the requirements of the course and the assignments. A passing grade does not mean that the project was merely completed, but that it was also deemed acceptable by the instructor and met ALL of the guidelines.

Grading:

Assignments (10 assignments x 50 points = 500 points) 50 %
Exam (100 points) 10%
Final project (200 points) 20 %
Portfolio (200 points) 20%
Attendance and In-Class Assignments* 100%

Total Grade (1000 points)
**Criteria for Grading:**

- Proportion
- Balance
- Aesthetics and Neatness
- Creative Design Sense
- Structural Design
- Organization

*Professionalism and overall look will key to your grade.*

**General Supply List for class:**

- X-acto knife ♦
- Artist’s pen black fine tip ♦
- Micron .01 black ♦
- Glue Stick ♦
- Gel Pen (White) ♦
- Tracing paper (11x14) ♦
- Bristol paper – rough surface (11x14) ♦
- Black paper pad (11x14) ♦
- Sketch pad (11x14) ♦
- Drawing pencils HB ♦
- Pencil Sharpener
- Eraser (White Magic) ♦
- Prisma color pencil set (minimum 36) ♦
- Gouache set (water-based paint) ♦
- Gouache tubes (Alizarin crimson, Burnt umber, Burnt sienna) ♦
- Brush (#8 pointed round) ♦
- Palette for gouache ♦
- 2 Water Containers
- Markers
- Oil Pastels
- Paper towels/collection of rags
- Ruler – Clear Grid
- Masking Tape
- Portfolio for 11X14
- Portfolio Page Sleeves for 11X14 (at least 10)
- Fashion Magazines

♦ Indicates items that should be in the kit available at Varsity Bookstore.

*Throughout the duration of the semester there will be subsequent supplies. This supply list is by no means complete or finite.*
<table>
<thead>
<tr>
<th>Wk</th>
<th>Date</th>
<th>Lecture Topics</th>
<th>Reading</th>
<th>Due Dates</th>
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<tr>
<td>1</td>
<td>Jan 10</td>
<td>Syllabus/Overview &amp; Intro. Course</td>
<td>pp.4–62</td>
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<td><strong>Martin Luther King Jr. Day. (No class)</strong></td>
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<td>24</td>
<td>Fashion heads</td>
<td>pp.4–62</td>
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<td>Fashion head illustration</td>
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<td>Fashion head illustration</td>
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<td>Assignment # 1 Due</td>
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<td>Feb 5</td>
<td>Hands and arms</td>
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<td>Assignment # 2 Due</td>
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<td>7</td>
<td>Legs and shoes</td>
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<td>12</td>
<td>Developing a fashion pose (Proportion)</td>
<td>pp.84–89</td>
<td>Assignment # 3 Due</td>
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<td>14</td>
<td>Fashion poses (Sketch movement)</td>
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<td>Fashion poses (Balance)</td>
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<td><strong>EXAM</strong></td>
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<td>Body painting &amp; Swimsuits</td>
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<td>Body painting &amp; Swimsuits</td>
<td>Assignment # 4 Due</td>
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<td>28</td>
<td>Coloring: Body painting &amp; Swimsuits</td>
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<td>Mar 5</td>
<td>Coloring: Body painting &amp; Swimsuits</td>
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<td>Rendering fabrics</td>
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<td><strong>Spring Break (03/10–03/17/06)</strong></td>
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<td>10</td>
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<td>Basic flats &amp; Essential construction, Casual wear</td>
<td>pp.134–151</td>
<td>Assignment # 6 Due</td>
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<td>Casual wear (Trousers and Tops)</td>
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<td>Tailored suits</td>
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<td>26</td>
<td>Tailored suits</td>
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<td>28</td>
<td>Coloring Tailored suits</td>
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<td>12</td>
<td>Apr 2</td>
<td>Fall layering, Sweater, Leather, &amp; Fur</td>
<td>pp.222–239</td>
<td>Assignment # 8 Due</td>
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<td>4</td>
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<td>11</td>
<td>Evening wear, Beading, &amp; Drape</td>
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<td>Assignment # 9 Due</td>
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<td>14</td>
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<td>Coloring evening wear</td>
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<td>16</td>
<td>Coloring evening wear</td>
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<td>18</td>
<td>Final project (Design &amp; illustrating a group)</td>
<td>pp.438–465</td>
<td>Assignment # 10 Due</td>
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<td><strong>Final Project and Portfolio Presentation</strong></td>
<td>Final project Due !</td>
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ADM 2302 Fashion Illustration Assignments and Project

In-Class Assignments:  Due: At the end of every class
Once you walk in class, open your sketch book. On the right corner of the sketch book, write your name, date and time. Then you will do in-class assignments (drawing or/ and coloring). At the end of every class, you will present your in-class assignments to the class, and this will be your attendance record. Leaving early class or no record time will be count as a tardy. Remember! 3 tardies will be count as 1 absence (lose 5% of your final grade)! In-Class Assignments will not be graded. However, it will affect your attendance credit.

Assignment 1: Trend board  (Maximum possible points = 50 points)  Due: January 31
You will create a trend board to be entered in the “Natural Fibers Competition”. It must meet ALL of the competition criteria. The objectives of the trend board competition are to:
- Give the student the opportunity to become aware of Texas natural fibers, cotton wool and mohair.
- Research trends that could utilize these fibers and fabrics.
- Present these trends in the form of a presentation board that would be used for fashion industry presentation. The rest of the rules will be posted on the web.

Note: Keep your trend board. If necessary, take a picture of the rend board. In the final project, you will draw fashion illustrations based on your trend board.

Assignment 2: Fashion head illustration  (Maximum possible points = 50 points)  Due: February 5
Draw 3 female fashion heads with hair. Render with markers, color pencils, pastels, or paint.
- 1 front view head with hair (11 x 14 sketch pad).
- 1 three quarter fashion head with hair (11 x 14 sketch pad).
- 1 back view fashion head with hair (11x 14 sketch pad).

Assignment 3: Hands and shoes illustration  (Maximum possible points = 50 points)  Due: February 12
1) Draw 7 hands from different angles (p.66). Render with marker defining the planes of the hands and wrist.
2) Design 5 pair shoes with the foot (11 x 14 sketch pad). Render with marker defining the planes of the shoes and the foot.

Assignment 4: Fashion poses  (Maximum possible points = 50 points)  Due: February 26
Draw female fashion body poses from the text book and magazines.
- 1 front view pose, 1 back view pose, and 1 side view pose (p.89)
- Relaxed fashion poses (p.90, 91, 92, 94, 95, 96, 97, 99)
Assignment 5: Body painting and Swim suit  
(Maximum possible points = 50 points)  
Due: March 7  
Draw 2 fashion poses. 1) Body painting: render 1 fashion pose with painting on the body. Use your creative ideas. 2) Design swim suit. And, both poses should be rendered with markers and/or color pencils, or gouache. Remember! Use right proportion and center of the body, skin tones, light and dark shadow for rendering body painting. (e.g. Text book pp. 514-516)

Assignment 6: Rendering fabrics  
(Maximum possible points = 50 points)  
Due: March 19  
Find examples of fabrics from magazines of 10 fabrics. Attach original fabric pictures in your sketch pad. And, illustrate these fabrics in a 2”x2” square box next to each original fabric pictures. Render with appropriate color materials (markers and/or color pencils, pastel, or gouache). You will also use these fabric textures in your final project.

Assignment 7: Design casual wear  
(Maximum possible points = 50 points)  
Due: March 26  
Draw 2 fashion poses. Design casual wears: 1) top and pants and 2) top and skirts. Add what would be 1 inch patterns (e.g. stripes, plaids) to the pants and skirts, focusing on creating dimension. Render both outfits in compatible colors. (e.g. Text book p.168, p.194, p.518-519)  
Render both outfits in compatible colors. Include Flats (Front and Back).

Assignment 8: Design tailored suits  
(Maximum possible points = 50 points)  
Due: April 2  

Assignment 9: Fall layering  
(Maximum possible points = 50 points)  
Due: April 11  
Draw 2 fashion poses. Design outfits combining bulky sweater knits, herringbone tweed wool pants or skirts, and leather coat. Render both outfits in compatible colors. About rendering fabric textures, see Hagen, text book p. 551–555. Include Flats (Front and Back).

Assignment 10: Evening wear  
(Maximum possible points = 50 points)  
Due: April 18  
Draw 2 fashion poses.  
1) Draw a fashion pose for a beaded gown in p. 540. Render a beaded gown in compatible colors. (Hint: For white beads, a milky gel pen will do, but for true 3D impact, grab your damp #00 brush, some white gouache, and patiently apply a lot of round little globs.)  
2) Draw a fashion pose for evening wear that has some form of cowl drape (see p.543). Render lights and darks, using a monotone color maker and gouache. Include Flats (Front and Back).
Final project (Design and illustrating a group):  
(Maximum possible points = 200 points)  
Due: April 30

You will be creating a group line for your final project. Remember! “A group line is a specific theme based on fabric, color, or a particular fashion direction.” (Example is in text book p.462.) Design and illustrating 4 fashion poses. Use a black paper pad (11x14).

Final project requirements:
- Your design must have consistency with the trend board (From the assignment #1).
- 4 fashion poses-illustrations with rendering fabrics (From the assignment #6),
- Fabric swatches,
- Flats (front and back),
- Written information (price category, season, and target consumer)

Portfolio:
(Maximum possible points = 200 points)  
Due: April 30

You will develop a complete portfolio at the end of the semester using previous drawings, new drawings, and a special final project. Your resume and business card must be included in your portfolio. This is the beginning of your professional portfolio. It will be continually updated throughout your school and professional life. You will present this to the class on the day of the final. Further information will be given on the web and in class. You must be present at the final or you will fail the class. Late projects will not be accepted nor will early ones. If you are not on time, your final project will not be accepted. You must have to the discipline to complete your project on time and to get yourself to the presentation on time.

Portfolio requirements:
- Resume
- Business Card
- Contents (Assignments and Final project)
- Professional presentation
ADM 2302: Fashion Illustration (Spring 2007)

Course Contract

I have read the ADM 2302 – Spring 2007 Syllabus. I understand and agree to all the policies therein pertaining to student conduct, attendance, assignments, late assignments, and the performance level that is expected of me in this course.

Student Signature _______________________ Date _____________________

Student Information (for ADM 2302 – Spring 2007):

First Name: ______________________________

Last Name: _______________________________

Social Security #: __________________________

Classification: ___________________________

Phone Number: ____________________________ (Home)

______________________________________ (Mobile Phone)

Email: _________________________________