CURRICULUM

FASHION & DESIGN

MATERIALS, PROCESS & TECHNIQUES

FASHION PRESENTATION TECHNIQUES

FASHION VISUALISATION

PREPARED BY:
MAIMOONA QAMAR
Assistant Professor (Garments)
Govt Polytechnic Institute (Women)
Karimabad, Karachi.
COURSE CONTENTS:

DRAWING THE FIGURE

Figure proportion
Figure in movement
Drawing from templates
Drawing from imagination
Drawing from photographs
Drawing from life
Head and hats
Hand and gloves
Feet and shoes

DRAWING DETAILS:

Frills and flounces
Pleats
Sleeves
Drapes and folds
Collars

MATERIAL AND TECHNIQUES:

Photocopiers
Marker pens
Pastels
Watercolour
Gouache
Coloured pencils
Wax and water-solvent crayons
Inks
Wax-resistant effects
Light box
Airbrush
Layout paper
OBJECTIVES:

1. By completing this unit, students will have gained knowledge and skills to develop the fashion figure with face features and hair style in different poses.

2. Students will be able to develop design ideas by using templates. In the early stages students will copy or trace figure templates directly, over which design ideas will be developed with the aid of semitransparent paper or a light box.

3. Students will be able to develop different new poses from the imagination, photographs and life for their design illustration.

4. Students will be able to demonstrate the ability to select and use of appropriate media and techniques.

ASSESSMENT:

In order to achieve this unit, candidates must collate a portfolio of evidence showing that they can meet all the assessment objectives. Portfolio of work must be produce independently.

RESOURCES:

Candidates should be encouraged to gather information from a variety of sources.

BOOKS:

1. Fashion Design Illustration Women by Patrick John Ireland

2. Fashion Design Illustration Men by Patrick John Ireland

3. Fashion Sketch book by Bina Abling

4. Fashion Design Drawing Course by Thomas and Hudson
In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all of the learning outcomes for the unit. The criteria for a pass grade describe the level of achievement required to pass this unit.

**Grading criteria**

<table>
<thead>
<tr>
<th>To achieve a pass grade the evidence must show that the learner is able to:</th>
<th>To achieve a merit grade the evidence must show that in addition to the pass criteria, the learner is able to:</th>
<th>To achieve a distinction grade the evidence must show that, in addition to the pass and merit criteria, the learner is able to:</th>
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<tbody>
<tr>
<td>1. explore materials techniques and processes safely</td>
<td>1. show considered understanding of the characteristics and uses of materials, techniques and processes through indepth investigation and producing diverse experimental work</td>
<td>1. perpectively use analysis evaluation and experimental techniques to creatively and imaginatively develop work that recognizes the full potential and limitations of materials techniques and processes and shows sophistication, fluency, flair and understanding.</td>
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<tr>
<td>2. use materials techniques and processes</td>
<td>2. carry out purposeful analysis and evaluation of materials techniques and processes in terms of suitability for the intended outcomes.</td>
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<td>3. evaluate the suitability of selected material techniques and processes at relevant stages of the process.</td>
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Prepared by:

MAIMOONA QAMAR
Assistant Professor
Garment Technology
G.P.I.W Karimabad
Karachi.
**Fashion Designing**
Module - 2

**FASHION PRESENTATION TECHNIQUES**

COURSE CONTENTS:

Design research
Sketch books
Story boards
Fashion prediction boards
Colour boards
Profile boards
Research boards
Fashion design presentation boards
Design development sheets
Working drawing
Photoshop
Fashion show

OBJECTIVES:

1. Students will be able to develop designs from almost any inspirational source, whether students are exploring the world of fine art or the buildings of their own town, Pakistani culture or the familiar objects in their home and garden.

2. Each student produce sketch book which reflects student’s work from areas of research for design ideas and inspirational theme, to research fabric samples, cuttings, notes and sketches.

3. Students will be able to develop a cohesive collection and plan your range to offer as much choice as possible. Student will also learn how to target their design towards a customer profile and specific end use, and to work with the constraints of the season and budget. Student will be able to apply a colour palette effectively throughout a collection and structure fabric to create the silhouette as desire.
METHODOLOGY:

Lecture, discussion, demonstration and exercise.

ASSESSMENT:

Learner will need to understand different ways in which fashion and style can be communicated. Evidence for this criterion may take the form of example of a selection of presentation methods and accompanying analytical annotation in the form of sketch books, sketch boards, mood boards, profile boards and research boards.

ESSENTIAL RESOURCES:

Learners will require access to a learning resource centre which is stocked with books, contemporary fashion magazines and journals, trade journals, trend information, CD ROM databases and websites on contemporary and historical fashion design, fashion illustration, fashion photography and fashion in film. Learners will require access to studio or workshop spaces equipped with traditional, innovative and electronic media and materials.

INDICATIVE READINGS FOR LEARNERS:

Books

2. Borrelli L – Fashion Illustration Now (Thames & Hudson, 2000)
4. Dawber M – New Fashion Illustration (Batsford, 2005)
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1. **develop skills in the use of media techniques and illustration methods.**
   - 1. carry out and present a well-organized record of the sustained and systematic investigation of own and others' work using a range of media techniques illustration methods and style

2. **explain ways in which fashion and style can be communicated.**
   - 2. show an individual and diverse style for communicating fashion ideas.

3. **describe historical developments in the presentation of fashion ideas.**

4. **communicate design ideas to suit specific markets using appropriate media.**
   - 1. show an individual informed and exciting approach to communicating Fashion ideas that thoroughly exploits the potential and limitations of the techniques used and is attractive to specified markets.

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<td>1. show clear awareness of different contemporary and historical fashion visualization techniques</td>
<td>1. research and respond to a broad range of sources showing effective visual recording skills and understanding</td>
<td>1. independently research and organize a wide variety of information about styles and techniques through effective research organization and practical exploration</td>
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<td>2. explore the potential and limitations of a variety of styles in own work</td>
<td>2. show an individual approach to communicating fashion ideas by expanding information and presenting work in a coherent and creative format.</td>
<td>2. demonstrate independence and Innovation showing sophistication and fluency in recording skills and communicating fashion ideas.</td>
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<td>3. visually communicate ideas that show development of a personal style in response to a brief.</td>
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OBJECTIVES:

Students will be able to assess critically the construction of existing garments. Practice making drawings that accurately describe the proportion, make-up & details of your garments.

Represent real garments in their portfolio. Practice styling their design on a model or stand.

Develop design ideas by draping fabrics or garments on a model or a garment stand.

METHODOLOGY:

Lecture, discussion, demonstration and exercise.

ASSESSMENT:

Students should show visual communication of fashion ideas individually and exciting approach that exploits the potential and limitations of the techniques used. Evidence should show the sophistication and fluency to be expected at this level.

ESSENTIAL RESOURCES:

Learners will require access to a learning resource centre which is stocked with books, contemporary fashion magazines, journals, trade journals, trend information, CD ROM databases, websites on fashion design, fashion illustration, fashion photography and fashion in film.

Learners will require access to studio / workshop spaces equipped with traditional, innovative and electronic media and materials.
Fashion Designing
Module - 3
FASHION VISUALIZATION

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COURSE CONTENTS:

Drawing flats and specs (2D Visualization):

- Drawing the flats
- Styling the flats
- Ways to layout the flats
- Sketching the flats freehand
- Proportions for flats
- Flats and specs
- Measuring and detailing for specs

Draping (3D Visualization):

- Draping principles
- Draping quality of fabrics
- Preparation:
  - Identifying equipment
  - Marking the dressform
  - Review of fabric grain

- Basic bodice drape
- Neckline design
- Yokes
- Collars
- Asymmetrical drapes
- Strapless dresses
- Princess torso
- Working with bias
- Controlling fullness
Fashion Designing
Module - 3
FASHION VISUALIZATION

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