



Subject Outline (Short Course)

Subject Name: Introduction to Fashion Design & Illustration: A 5-day Intensive Workshop

Duration: 5 Days

Contact Hours: 25: 9.30am-3.30pm (1 hour for lunch at 12 noon).

Aims & Objectives:

Are you suited to becoming a fashion designer? This intensive and fun workshop is intended for students who are a) considering undertaking a diploma in TCF or embarking upon a course of study in fashion design but who either have never studied Textiles or other design-related courses for the Higher School Certificate, or b) are simply curious about what studying fashion design entails, and would like to learn more.

All the fundamentals of a fashion design course are addressed in this 5 day intensive including: an introduction to concept development sketching and process, rendering techniques using lead and colour pencils, textile applications, as well as demonstrations in creating mood boards, fabric boards and other fashion design research techniques which can help you to kick-start your creativity and inspire you to create a layout presentation techniques for your future fashion design portfolios.

Day

2009 Raffles 'Fashion Camp' Daily Activities
9.30-12pm: Morning session – FASHION DESIGN
12-1pm: Lunch
12- 3.30pm: Afternoon Session – FASHION DRAWING AND ILLUSTRATION

1

DESIGN FUNDAMENTALS

Morning session- Fashion Design, an Introduction.

What is Fashion Design?

Part A- Definitions of roles and your interests. What is your main interest in fashion? (eg., designing & product development, production, styling, visual merchandising?) Definitions of various fashion jobs (eg., What is the difference between a product developer and a fashion designer? What is a production manager? A design room co-ordinator? How is a range designed?)

Part B - An Introduction to the elements and principles of fashion design

Afternoon session: Fashion Illustration, an Introduction.

- An Introduction to drawing your own fashion figure.
- The use of fashion figure templates. Developing your own template.

2

DESIGN RESEARCH

Morning session- Design Inspirations

- From where do we draw our inspiration as fashion designers?
-



- **Fabric research:** base fabrics and fibres, feature fabrics, textile development and design
- **Trends:** Trend forecasting, using trend forecasts, using fashion magazines for inspiration, magazine tear sheets, colour research
- **Storyboarding:** Creating Mood Boards, storyboards as preparation for the design process. Introduction to notion of a visual diary and its creative purpose.

Afternoon session: Fashion Illustration

- Choosing poses to illustrate your designs;
- What type of figure and pose will show off my designs best?
- Proportion and placement of image.

3

DESIGN DEVELOPMENT

Morning session- The Fashion Design Process.

- Gathering design ideas;
- Garment design details and application;
- Demonstrations of quick sketching for concepts;
- Training your visual memory;

Afternoon session: Fashion Illustration

- Drawing the face and the proportions of the face;
- Drawing the features, eyes, nose, mouth, and ears;
- Illustrating pose from reference continued.

4

GARMENT DESIGN

Morning Session - Refining developments for a Fashion Range

- Selection of final design and refining a look;
- Range Overview & Capsule Collection techniques;
- Co-ordinates and complimenting garments for a collection.

Afternoon session - Fashion Illustration

- Introduction to Fashion Illustration techniques;
- Introduction to fabric rendering techniques;
- Illustrating your design.

5

THE FINAL PRODUCT

All-day session - Presentation and layout of your designs

- The Portfolio and Layout presentation skills: mounting and framing of illustrations and designs;
- Introduction to Fashion Illustration techniques continued;
- Introduction to fabric Rendering techniques cont'd;
- Illustrating your design cont'd;
- Positioning group poses;
- Nurturing your talent.

All students will be awarded a statement of attainment upon completion of the 5-day intensive short course.