

Name of Faculty	:	Faculty of Design
Name of Program	:	Masters of Design (M.Des.) - Fashion Design
Course Code	:	2MFD01
Course Title	:	Fashion Illustration
Type of Course	:	Professional Core
Year of Introduction	:	2023-24

Prerequisite	:	Basics of Illustrations
Course Objective	:	To learn the advance of Illustrations and Digital Art.
Course Outcomes	:	At the end of this course, students will be able to:
	CO1	Competency in visualization and communication for design concepts
	CO2	Translation of concepts into themes conveyed through a fashion collection
	CO3	Exploration and experimentation through various materials and methods
	CO4	Basic understanding of flat sketching methods and in new designs
	CO5	Preparation of independent portfolios

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
L	T	P		C	Theory Marks		Practical Marks	
SEE	CIA	SEE	CIA					
2	0	4	4	70	30	30	20	150

Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P- Practical, C - Credit, SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

Module No.	Topics	Teaching Hours	Weightage	Mapping with COs
1	Researching trends and Inspiration 1. Trend forecasting. 2. Source for inspiration	20	20%	CO1 CO2
2	Conceptualization of Ideas 1. Idea generation or need based generation. 2. Developing a theme and mood boards. Brain storming	30	20%	CO3, CO4, CO5
3	Planning the collection	40	40%	CO4

	<ol style="list-style-type: none"> 1. Formulation of a design brief 2. Storyboards - Designing stories and ranges for specific markets: street wear, evening wear, ready to wear, bridal etc. 3. Fabric sample procurement and experimentation 4. Visiting manufacturers / trade shows / cloth markets / trims retailers etc. 5. Conducting trials - ornamentation techniques, construction technique etc. 6. Exploration and Experimentation for probable accessories for collection 			CO5
4	Creative and Technical design <ol style="list-style-type: none"> 1. Stylized fashion illustration of the collection - manual and digital images. Specification drawing - manual / digital flat sketch.	30	20%	CO4 CO5

Suggested Distribution of Theory Marks Using Bloom's Taxonomy

Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	10	20	20	10	10	30

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Reference Books

Sr. No.	Name of Reference Books
1	Bernice G. Chambers, Color and Design, Prentice Hall Inc., New York, 1957.
2	Brenda Naylor, Technique of Dress-Design, BT Batsford, London, 1966.
3	Fashion Magazines
4	Julia Yates, Donna Gustavsen, The Fashion Careers Guidebook: A Guide to Every Career in the Fashion Industry and How to Get It, Barron's Educational Series, 2011
5	Lynn Edelman Schnurnberger, Let there be clothes: 40,000 years of fashion, Workman, 1991.
6	M. Kathleen Colussy, How to research the Internet for fashion, Pearson Prentice Hall, 2005.
7	Patrick John Ireland, Encyclopedia of Fashion Design, B.T. Bastsford Ltd., 1989
8	Pattern catalogues.
9	Sandra Burke, Fashion Designer: Concept to Collection, Burke Publishing, 2011
10	Sharon Lee Tate and Bill Glazer, The Snap Fashion Sketch Book, Prentice Hall, New Jersey, 1995.