

Semester I
Theory : Design Concept and Illustration

Course Objectives:

1. Understand the theoretical foundations of fashion illustration.
2. Trace the history and evolution of fashion illustration.
3. To know the concept of design and its importance
4. To acquire knowledge about principals and elements of design

Time allowed: 3 hrs.

Max. Marks: 70

External Assessment: 50

Internal Assessment: 20

Credits per week: 3
Pass marks: 35%

Instructions for paper setter

The question paper will consist of three sections A, B & C. Section A & B will have four questions each from the respective sections of the syllabus and will carry 8 marks each. Section C will have 9 short-answer type questions which will cover the entire syllabus uniformly, carrying 2 marks each.

Instructions for the candidate

Candidates are required to attempt two questions each from sections A&B of the question paper and the entire Section C.

Section-A

1. Design Concept-Definition and understanding aspects of Design.
2. Classification of Design:
 - Applied-Painting, Embroidery, Dyeing, Printing and Finishing
 - Structural-Through variation in fiber, yarn, fabric formation and development
3. Principles of Design- Balance, Rhythm, Emphasis, Harmony/ Unity, Proportion
4. Elements of Design-
 - Line- Different types of line, application of line in designing (effect of length and thickness to create illusion) Texture- Form-Shape/space, form, silhouettes,
5. Color:
 - Color Dimensions of color-hue, Intensity, value,
 - Aspects of color-warm, Cool, Advancing, receding, dark, pale and bright.
 - Color Schemes and their application

Section-B

6. Introduction and Brief History of Fashion Illustration
Scope of Fashion Illustration

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7. Introduction to Art media and its applications in illustration-pencils, pencil colours, crayons, poster colours, erasers, acrylic rendering and shading skills, Pencil Techniques and Shading
8. Basic terminology of sketching-Croquis, Silhouette, Proportion, Contour, Flat Sketch Fashion Illustration, Sketchbook, Gesture Drawing, and Rendering, Stylization, Perspective, Illustration Board
9. Fashion model drawing - basic human proportion, body figures and shapes and sketching postures

References:

1. Bustano by J.H., Principles of colour and colour mixing. McGraw Hill Book Co., N.Y.,
2. "Fashion and Color" By Mary Garth
3. Frings, Gini Stephens, Fashion Concept to consumer, Prentice Hall career
4. "Textbook of Clothing and Textile" by Sushma Gupta and Neeru Garg, publisher Kalyani.