

Teaching guide

IDENTIFICATION DETAILS

Degree:	Expert in Fashion Design (UFV-Awarded Title associated with the Fine Arts)		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	COSTUME DESIGN		
Type:	Compulsory Internal	ECTS credits:	3
Year:	1	Code:	26113
Teaching period:	First semester		
Teaching type:	Classroom-based		
Language:	English		
Total number of student study hours:	75		

Teaching staff	E-mail
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SUBJECT DESCRIPTION

Introduction to the different creative processes and artistic tools for fashion illustration in its various aspects: figure drawing, fashion illustration, and garment representation. The course is aimed at developing the various technical and creative resources of drawing, from the initial phase of a collection to its completion. The subject is taught in ENGLISH.

Drawing is the basic tool for visualizing ideas and concepts in fashion design. This course introduces techniques and procedures to illustrate ideas, represent designs and achieve imaginative results. Consequently, it is a complement to the creation of fashion collections, and a basic skill for more complex projects in later courses. The course will also introduce specific English for the fashion designer and illustrator, providing vocabulary and communication skills for creative and professional work.

GOAL

The main goal of the course is to teach students the tools and knowledge necessary to develop and express their creations through drawing.
Another main purpose is to present various artistic and creative techniques for drawing and representing designs and their technical specifications.

The specific aims of the subject are:

Present the fundamentals of fashion design drawing.

Teach various graphic and representation techniques for fashion drawing

Present basic guidelines to represent fashion creations and collections graphically.

Analyze the poses in fashion illustration, taking into account both the human figure and the fabrics/materials.

Teach how to project fashion designs graphically, using different artistic techniques and representation methods.

Introduce appropriate drawing methods to create personal fashion projects.

Promote creativity through the exercise of drawing.

Introduce English as a communication tool in the creative and professional context for the fashion designer.

Provide specific vocabulary in English for fashion design.

PRIOR KNOWLEDGE

B1 English Level (basic level of English required for the access to university). Contents that the student will acquire in parallel to this subject, in courses such as Color, Drawing, Photography...

COURSE SYLLABUS

The subject is structured through 4 transversal blocks, which are progressively developed through exercises and projects:

1. Introduction to drawing
 - Fundamentals of representation in fashion drawing
 - Materials and surfaces
 - Basic drawing techniques
 - Color application techniques
2. The fashion figure.
 - Human figure and poses
 - Representation of garments
 - Representation of textures and motifs.
 - Fashion illustration styles. The search for your own style.
3. Artistic and creative resources for fashion figurines
 - Methods for generating creative content.
 - The inspiration panel or moodboard.
 - The conceptual and artistic design
 - Figurine and fashion illustration
 - Analog and digital collage
4. The importance of fashion drawings and sketches for the designer.
 - Main objectives of fashion drawing
 - The representation of ideas
 - Graphic samples: "From the sketch to the catwalk"
 - Presenting a collection

EDUCATION ACTIVITIES

Training activities, as well as the distribution of working times, can be modified and adapted according to the different scenarios established following the indications of the health authorities.

The methodology of the subject will be mainly practical. Classes and activities will be held in English, and the contents and materials will also be provided in the same language.

Teaching-learning activities will take place mainly in the classroom-workshop, through theoretical-visual presentations, work proposals, activities and practical exercises, both individually and in groups. In parallel, students will carry out autonomous work tasks outside the classroom. These tasks will include the development of proposals and field work.

An active and dynamic methodology based on practical exercises will be promoted, so each student can reflect their own artistic vision and creative capacity, as well as the expression and communication of these in English.

Preparatory and complementary activities will be proposed online through Canvas tool (Virtual Classroom).

Students will be asked to start a field notebook from the first day, where they can collect useful visual information for their projects: magazine clippings, photos, drawings, colors or textures that can serve as inspiration for further work, thus promoting a personal investigation in textile and fashion design.

The teacher will supervise exercises and make appropriate observations in each case. In each exercise proposed, the student will carry out two processes: one in the classroom (guided and directed by the teacher) and another one at home (where the student will apply the concepts developed in class). Throughout the semester, various proposals for collections, costumes and technical drawings will be made, with different elements of inspiration.

There will be at least one external visit to a fashion exhibition or to the Costume Museum, to observe and draw designs in situ, becoming familiar with fashionable environments.

All the drawings - both classroom and home - will be kept by the students in a portfolio that will be presented at the end of the course in order to analyze their progress.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
30 hours	45 hours
Theoretical-visual presentation of concepts and proposal of exercises by the teacher / Drawings and proposals in class / Group work / Presentation of work in class, critical sessions and corrections. 30h	Completion of proposed works and activities / Research, study of references and documentation / Work in Virtual Classroom (Canvas) / Visit to exhibitions 45h

SKILLS

LEARNING RESULTS

The student uses the various artistic and creative techniques of fashion drawing, mastering both hand drawing and the representation of a design and its specifications.

The student uses various strategies and languages of visual creation (drawing, inspiration panel, application of color, analog and digital collage) for the expression and communication of fashion concepts.

The student shows appreciation of fashion and aesthetics, as well as visual disciplines related to fashion.

The student demonstrates the ability to create a collection from the beginning, developing both the figurines and style elements.

The student communicates ideas, projects and fashion design works in English effectively.

LEARNING APPRAISAL SYSTEM

Class attendance is mandatory and will be monitored. The exercises carried out will be graded according to the following evaluation criteria:

- Understanding, development and internalization of the technical procedures used.
- Level of material resolution, and adaptation to expressive intentions.
- Degree of sensitive, structural and conceptual complexity.
- Personal response to contemporary fashion in any of its manifestations.
- Capacity for experimentation, and signs of innovation in the fields of design and fashion.
- Cleanliness, neatness and creativity in the presentation of work.

The evaluation methods will be:

- Continuous work in class
- Assignments / work submissions
- Final exam
- Portfolio with all the course work
- Attendance and participation in classes and complementary activities

ORDINARY Evaluation

10% Attendance / Participation

50% Work Submissions

20% Continuous class work + presentation of final portfolio

20% Final exam

Minimum requirements to pass the course: A minimum grade of 5.0 in the Final Exam and in the Work Submissions block.

EXTRAORDINARY Evaluation

50% Work Submissions

50% Final exam

Minimum requirements to pass the course: A minimum grade of 5.0 in the Final Exam and in the Work Submissions block.

ALTERNATIVE EVALUATION SYSTEM: In the event that the health recommendations force us to return to a scenario where teaching has to be taught only remotely, the weights will be adjusted if necessary. The teacher may simplify any of the exercises or projects indicated or substitute any for a more appropriate one.

50% Work Submissions

50% Final exam

In the case of 100% remote teaching there will be a in-person final exam.

-IT IS THE RESPONSIBILITY OF THE STUDENT TO CONTACT THE TEACHER OF THE COURSE TO KNOW THE GUIDELINES RELATED TO THE FINAL EVALUATION.

- The last date for the submissions of any work, assignment, project or portfolio will be the published date of the final exam set by the University for this course within the corresponding call, unless otherwise indicated by the professor.

-In order to take the final exam, the student must identify himself with the DNI, the UFV card or any other identification document with a photograph.

-The student who lacks identification will not be able to take the exam.

In case of **PLAGIARISM** of any individual or group work, the student will obtain a grade of 0 (Zero) in the course in the call in which it takes place and must present all the works in the next call, regardless of whether they have passed any block.

MATRÍCULA DE HONOR

The MH is a recognition of excellence. It will be awarded exclusively to those students who stand out above their peers, not only with respect to their academic results within the subject, but also with respect to their attitude and interest towards the study and the subject, their commitment, their teamwork, etc., throughout the entire course. The decision to grant the Honor qualification is the sole and exclusive power of the teacher who teaches the subject.

STUDENTS WHO WORK / STUDENTS REPEATING COURSE

In the event that the student works or is repeating the course and cannot attend class, he or she has the responsibility to inform the teacher of this circumstance at the beginning of the course and present a proof of employment to follow the study plan determined by the teacher. In any case, the student's grade will be the one obtained in the ordinary / extraordinary call.

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

SPECIFIC MATERIALS UPLOADED IN CANVAS (Presentations, videos, documents, tutorials, links...)

Los RECURSOS DIGITALES estan disponibles en un espacio concreto de Biblioteca en el aula virtual y proxicamente estaran disponibles tambien en Canvas.

- AMBROSE, Gavin/HARRIS, Paul (2011). Diccionario visual de la moda. Barcelona: Gustavo Gili.Col. GGModa.
 - BOUCHER, François (2009). Historia del traje en occidente. Desde los orígenes hasta la actualidad. Barcelona: Gustavo Gili. Col. GGModa.
 - FEYERABEND, F.V. (2014). Figurines de moda. Patrones para la ilustración en moda. Barcelona: Gustavo Gili.Col. GGModa.
 - HOPKINS, John (2010). El dibujo en la moda. Barcelona: Gustavo Gili. Col. Manuales de diseño de moda.
 - LAFUENTE, Maite / NAVARRO, Javier / NAVARRO, Juanjo (2007). Ilustración de Moda: Poses. Madrid: Kliczkowski.
 - STIPELMAN, Steven (2005). Illustrating Fashion: Concept to Creation. Nueva York: Fairchild Publications Inc.
- <http://www.vogue.com/fashion-shows>
- <http://www.europeana.eu/portal/es/collections/fashion>
- <https://www.wgsn.com/en/>

Additional

- BLACKMAN, Cally (2010).100 Años de Ilustración de Moda. Barcelona: Blume
- BORRELLI, Laird (2008), La ilustración de Moda desde la perspectiva de los diseñadores. Barcelona: Blume.
- DOWNTON, David (2010). Masters of Fashion Illustration. Londres: Laurence King Publishing.
- DRUDI, Elisabetta (2013). Fashion Details: 4000 Drawings. Promopress.
- TATHAM, Caroline / SEAMAN, Julian (2003). Fashion Design Drawing Course. Londres: Thames and Hudson.
- KANDINSKY, W (1971). Punto y línea sobre el plano. Contribución al análisis de los elementos pictóricos, Barcelona: Barral.
- MUNARI, Bruno (1984). Diseño y comunicación visual. Contribución a una metodología didáctica. Barcelona: Gustavo Gili.
- WILLIAMS, Christopher (1984). Los orígenes de la forma. Barcelona: Gustavo Gili.