CAHS 3740
Illustration Techniques for Apparel Design
Spring 2010

Credit Hours: 3 (Lecture 1, Studio 4)
Lecture & Studio: TR 2:00-4:50 PM, 186 Spidle Hall

Prerequisites: CAHS 2740, departmental approval
“It is the student’s responsibility to have met these prerequisites before registering for and taking a seat in this class. If it is determined at any time during the semester that these prerequisites have not been met, the student may be dropped immediately from the course rolls and will not earn credit in the course.”

Bulletin Description: Creative approach to illustrating apparel through the use of varied media and development of illustrative style appropriate for advertising, retail, and portfolio presentations.

Course Objectives:
On successful completion of this course, students will be able to:
- Use a variety of media in communicating the design of apparel and accessories.
- Develop a personal illustrative style appropriate for advertising, retail, and portfolio presentations.
- Communicate apparel styles, details, fabrics drape, and mood through various illustrative techniques.
- Appreciate the styles of historical and contemporary fashion artists.
- Differentiate current trends in the typologies of fashion art, including advertising art, working drawings, flats and spec drawings, retail, film and portfolio art.

Required Texts:

Recommended Text (from CAHS 2740):

Other References:

**COURSE POLICIES**

- **Assigned Readings and Demonstrations:** Students are expected to read assigned chapters or related materials prior to the day for which they are assigned. Students are expected to integrate into their projects information provided in the text, even if it is not covered during class time. Demonstrations will be made at the beginning of class on the days specified in the schedule. In case of absence, demonstrations will not be repeated.

- **Blackboard and AU Email:** Students are responsible for accessing the course Blackboard prior to each class, and reviewing and printing (where applicable) course related materials that include: studio handouts, lecture notes, project descriptions, project grading criteria, and course grades.

  Blackboard requirements – Internet access, Microsoft Word, and Adobe Acrobat Reader
  - Blackboard address – [https://blackboard.auburn.edu/webct/entryPage.dowebct](https://blackboard.auburn.edu/webct/entryPage.dowebct)
  - Or Got to: AU Home Page > Students > Blackboard > AU Access Blackboard
  - Use AU username and password for logging into Blackboard.
  - Please address technical questions for use of Blackboard to the OIT Helpdesk at 844-4944.

  Students are also responsible for reading their AU email on a regular basis since this is an official means of communication with Auburn students. Students are expected to know the information that is sent to them via email.

- **Attendance:** Class attendance is required and roll will be taken at any time during the class. It is the student’s responsibility to sign the roll for each class. Class attendance is defined as (1) attending class, (2) arriving on time, and (3) remaining for the entire class period. Hence, arriving late and leaving early will be treated as an absence. Each unexcused absence beyond two unexcused absences will lower the student’s final grade by 2%.

  Based on Auburn University’s policies outlined in the *Tiger Cub*, the following constitute an excused absence (with appropriate original documentation):  
  - Student’s illness on the day of absence  
  - Serious illness or death in the student’s immediate family  
  - University-related trips (with prior notification)  
  - Religious holidays (with prior notification)  
  - Court subpoena (with prior notification)  
  - Other circumstances that constitute an emergency (determined by the instructor)
- **Notification of Absence and Makeup:**
  Absence for classes: Students who have missed a class due to an excused absence should provide appropriate original documentation within one week of the absence. Documentation for excused absence will not be accepted at the end of the term.

  Absence for Assignment/Project Submission: Students who have missed a project/assignment due date owing to an excused absence should submit the project/assignment on the next immediate day that they attend class and should provide appropriate documentation at the time. If the student fails to submit the documentation, the project/assignment will not be accepted since late work is not allowed for projects/assignments.

- **Projects/Assignments:** Work outside of class time will be necessary to complete assignments/projects. Projects and assignments are due at the beginning of class on the dates specified in the syllabus. Projects/assignments that are not submitted at the beginning of class will have 5% of the project points taken off. No late projects/assignments will be accepted without original documentation for an excused absence.

  The instructor reserves the right to decrease number of assignments/projects from those stated on the syllabus.

- **Pop Quizzes and In-Class Assignments:** There will be no unannounced quizzes. However, the instructor will administer in-class assignments related to a demonstration that are due during the next class. Students with an excused absence can make-up such assignments by obtaining instructions from a fellow student. These make-ups should be submitted in the next class period. No late assignments will be accepted without an excused absence.

- **Studio Policies:** As per the policy of the College of Human Sciences, food and drink are not allowed in the classrooms and labs. Cell phones should be turned off during class time. Refrain from excessive talking during class time since it is a sign of disrespect, and disrupts both the instructor and fellow students. Your conduct in class should be professional and respectful to fellow students, the TAs and the instructor.

- **Emails:** The instructor and the GTA are willing to respond to emails, except in the following circumstances: a) emails requesting lecture notes, other class materials and grades; b) information that can be found in course syllabus or on Blackboard; c) inquiries about missing class announcements and activities due to absence; d) technical questions regarding use of Blackboard (please address these questions to OIT Helpdesk at 844-9400).
**Grades:** Grades will be posted on the course Blackboard. If a student notices a discrepancy in posted grades (from the grade on the project), it is the student’s responsibility to inform the instructor or the TA via email, within two weeks of grade posting. Grade changes will not be entertained at the end of the term.

**Special Accommodations for Students with Disabilities:**
Students who need special accommodations in class, as provided for by the American Disabilities Act, should arrange a confidential meeting with the instructor during office hours the first week of classes – or as soon as possible if accommodations are needed immediately. You must bring a copy of your Accommodation Memo and an Instructor Verification Form to the meeting. If you do not have these forms but need accommodations, make an appointment with the Program for Students with Disabilities, 1244 Haley Center, 844-2096.

**Academic Honesty:**
All portions of the Auburn University Honesty Code (Title XII) found in the *Tiger Cub* will apply in this class. Violations of the Auburn University Honesty Code will be reported to the Academic Honesty Committee. Copying or duplicating another artist’s work constitutes “artistic plagiarism” and is not permitted. You may use such sources for inspiration and direction; however, your work should not be an exact copy of any other work.

**Grading and Evaluation:**

<table>
<thead>
<tr>
<th>Assignment/Project</th>
<th>Weight in Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Class Assignments</td>
<td>26%</td>
</tr>
<tr>
<td>Journal</td>
<td>5%</td>
</tr>
<tr>
<td>Paper – Fashion Art Report</td>
<td>15%</td>
</tr>
<tr>
<td>Project 1 – Costume Illustration for Film</td>
<td>14%</td>
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<tr>
<td>Project 2 – Illustrative Advertising for Retail</td>
<td>15%</td>
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<tr>
<td>Final Project – Illustrative Trend Book</td>
<td>25%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**Grading Scale**
- A = 90% and Above
- B = 80% - 89.999%
- C = 70% - 79.999%
- D = 60% - 69.999%
- F = Below 60%

* Please Note: (1) Final Grade will not be rounded up. For example, a student with 89.999% will receive a ‘B’ grade; (2) Each unexcused absence beyond three unexcused absences will lower the student’s final grade by 2%.
## Tentative Course Schedule

<table>
<thead>
<tr>
<th>Class</th>
<th>Studio/Lecture Topics</th>
<th>Assignment Due</th>
<th>Supplies/Readings</th>
</tr>
</thead>
</table>
| 1     | Introduction to Fashion Illustration  
Discussion of syllabus and supplies  
*Discuss Journal Assignment*                                                              |                |                                                                                                                                                |
| 2     | Sketching Womenswear (Review)  
Assignment 1 – Five B&W illustrations of womenswear working from model and tear sheets using pencils of different weights  
*Discuss Fashion Art Report*                                                              |                | Supply List A  
Magazine tear sheets  
Abling (2740): Chapters 1 through 4                                                                                                         |
| 3     | Sketching Menswear  
Assignment 2 – Five B&W illustrations of menswear working from tear sheets using pencils of different weights  
*In-Class Assignment 1*                                                                    |                | Supply List A  
Magazine tear sheets  
Abling (2740): Chapter 5                                                                                                                 |
| 4     | Sketching Childrenswear  
Assignment 3 – Five B&W illustrations of childrenswear working from tear sheets using pencils of different weights  
*In-Class Assignment 2*                                                                    |                | Supply List A  
Magazine tear sheets  
Abling (2740): Chapter 6                                                                                                                 |
| 5     | Introduction to Marker Rendering  
Assignment 4 – Abling, p.28  
*In-Class Assignment 3*                                                                     |                | Supply List B  
Abling: Chapter 1                                                                                                                                |
| 6     | *Team Presentation - Fashion Art Report (30s/40s)*  
Rendering Solid Colors  
Assignment 5 – Abling, p.50  
*In-Class Assignment 4*  
*Fashion Art Report*                                                                           |                | Supply List B  
Abling: Chapters 2                                                                                                                                |
| 7     | *Team Presentation - Fashion Art Report (50s)*  
Shading with Markers using Grey  
Assignment 6 – Abling p. 72  
*In-Class Assignment 5*  
*Fashion Art Report*                                                                           |                | Supply List B  
Abling: Chapter 3                                                                                                                                |
| 8     | *Team Presentation - Fashion Art Report (60s)*  
Layering color using Markers  
Assignment 7 – Abling, p.98  
*In-Class Assignment 6*  
*Fashion Art Report*                                                                           |                | Supply List B  
Abling: Chapter 4                                                                                                                                |
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<thead>
<tr>
<th>Class</th>
<th>Studio/Lecture Topics</th>
<th>Assignment Due</th>
<th>Supplies/Readings</th>
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<tbody>
<tr>
<td>9</td>
<td>Work on Assignment 7</td>
<td></td>
<td>Supply List B</td>
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<tr>
<td></td>
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<td>Abling: Chapter 4</td>
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<tr>
<td>10</td>
<td>Team Presentation - Fashion Art Report (70s) Rendering Stripes and Prints Assignment 8 – Abling, p.136</td>
<td>In-Class Assignment 7 Fashion Art Report</td>
<td>Supply List B</td>
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<td>Abling: Chapter 5</td>
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<tr>
<td>11</td>
<td>Team Presentation - Fashion Art Report (80s) Use of markers + color pencils for rendering different fabric weights and textures Assignment 9 – Rendering glamour fabrics and lace</td>
<td>In-Class Assignment 8 Fashion Art Report</td>
<td>Supply List B + C</td>
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<td>Abling: Chapter 6</td>
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<tr>
<td>12</td>
<td>Team Presentation - Fashion Art Report (90s) Use of markers + color pencils for rendering different fabric weights and textures Assignment 10 – Rendering fall fabrics, knits and fur</td>
<td>In-Class Assignment 9 Fashion Art Report</td>
<td>Supply List B + C</td>
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<td>Abling: Chapter 7</td>
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<tr>
<td>13</td>
<td>Team Presentation - Fashion Art Report (00s) Fashion Art and Film Discuss Project 1: Costume Illustration for Film</td>
<td>In-Class Assignment 10 Fashion Art Report</td>
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<tr>
<td>14</td>
<td>Rendering with Color Pencils Work on Project 1</td>
<td></td>
<td>Supply List C</td>
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<tr>
<td>15</td>
<td>Work on Project 1</td>
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<tr>
<td>16</td>
<td>Introduction to Watercolor Brushwork -- Brush stroke, lamp black paint as wash, mass and shadow in B&amp;W wash, 2-color warm and cool neutral mix Assignment 11 – Five illustrations of womenswear working from model and tear sheets using brushwork in black and neutral</td>
<td></td>
<td>Magazine tear sheets</td>
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<td>Supply List D</td>
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<tr>
<td>Class</td>
<td>Studio/Lecture Topics</td>
<td>Assignment Due</td>
<td>Supplies/Readings</td>
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<tr>
<td>17</td>
<td>Introduction to color, glazing technique, wash technique, combining washes and glazes</td>
<td>In-Class Assignment 11</td>
<td>Magazine tear sheets</td>
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<tr>
<td></td>
<td><em>Assignment 12: Color Illustration working from model/ tear sheets using washes and glazes for background</em></td>
<td></td>
<td>Supply List D</td>
</tr>
<tr>
<td>18</td>
<td>Adding graphite pencil and permanent ink to watercolor</td>
<td>In-Class Assignment 12</td>
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<tr>
<td>19</td>
<td><strong>Fashion Art and Advertising</strong></td>
<td>Project 1</td>
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<td></td>
<td><em>Discuss Project 2 – Illustrative Advertising for Retail</em></td>
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<tr>
<td>20</td>
<td>Experimentation with own choice of media (gouche, tempera, pastels, inks, etc.)</td>
<td>In-Class Assignment 13</td>
<td>Magazine tear sheets</td>
</tr>
<tr>
<td></td>
<td><em>Assignment 13 – Color Illustration working from model/ tear sheets using own choice of media</em></td>
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<td>Bring required supplies for chosen media</td>
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<tr>
<td>21</td>
<td>Experimentation with own choice of media Work on Project 2</td>
<td>In-Class Assignment 13</td>
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<tr>
<td>22</td>
<td>Integration of hand with digital media Work on Project 2</td>
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<td>Bring laptops to class</td>
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<tr>
<td>23</td>
<td>Work on Project 2</td>
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<tr>
<td>24</td>
<td>Work on Project 2</td>
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<tr>
<td>25</td>
<td><strong>Fashion Art and Trend Communication</strong></td>
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<td>Project 2</td>
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<td><em>Discuss Final Project – Illustrative Trend Book</em></td>
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<tr>
<td>26</td>
<td>Work on Final Project</td>
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<td>27</td>
<td>Work on Final Project</td>
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<tr>
<td>28</td>
<td>Work on Final Project</td>
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<tr>
<td>29</td>
<td>Thanksgiving Break</td>
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<tr>
<td>30</td>
<td>Thanksgiving Break</td>
<td></td>
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<tr>
<td>31</td>
<td>Work on Final Project</td>
<td></td>
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<tr>
<td>32</td>
<td><em>Final Project Presentations</em></td>
<td><em>Final Project Journal</em></td>
<td>Assignment</td>
</tr>
</tbody>
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Auburn University is committed to providing a working and academic environment free from discrimination and harassment and to fostering a nurturing and vibrant community founded upon the fundamental dignity and worth of all its members.
ASSIGNMENTS AND PROJECTS (Brief Description)

In-class Assignments (26% of final grade)
This is a studio course with regular demonstrations of illustrative techniques. In-class assignments will be announced after the demonstrations, which will begin during the class but are completed on your own time. There will be approximately 13 in-class assignments.

Journal (5% of final grade)
Students will be expected to maintain a design journal throughout the semester. The journal is a personal collection of images and artifacts that will serve as a visual database for the following: fashion poses, inspirational sources, textile swatches, styles of fashion illustrations, original thumbnail sketches of design ideas.

Paper – Fashion Art Report (15% of final grade)
The purpose of this paper is to understand the development of fashion illustration during the 20th century until the present. A team of two students will be expected to describe, analyze and evaluate the illustrative style in fashion during a particular decade by researching on the styles of two popular historic/contemporary illustrators of the period, and situating their work in context to the prevalent art movement during that period. Students will also be expected to prepare a PowerPoint presentation and present their paper to the class.

Project 1 – Costume Illustration for Film (14% of final grade)
The purpose of this project is to design and illustrate a line of costumes for a historical/contemporary film in which costumes play an important role with respect to non-verbal communication. Mood, character, fantasy, and novelty should be important attributes explored through the various hand illustration techniques used for this project.

Project 2 – Illustrative Advertising for Retail (15% of final grade)
The role illustration and art in retail and print advertising and promotions has seen a new resurgence particularly within the category of luxury retailers such as Nordstrom and Neiman Marcus. The purpose of this project is to develop a series of three print advertisements and other promotional materials (design for shopping bag and catalog cover) for a chosen retailer/brand using fashion illustration techniques. There is no restriction in choice of media, however, the integration of hand and digital illustration will be encouraged.

Final Project – Illustrative Trend Book (25% of final grade)
Illustration plays an important role in the communication of fashion trends. The purpose of this project is to conduct trend research and create an illustrative trend book that communicates new directions in colors, textures, silhouettes, and details through a personal illustrative style. The focus of this project is the presentation of trend research for particular season through a unified personal style in the communication of apparel and accessories for researched themes.
REQUIRED SUPPLIES
(Some of the supplies will appear in multiple lists. Purchase only one set.)

Supply List A
Drawing pencils – H, B, 2B, 4B, 6B
Mechanical pencil with fine (B, 0.5) lead
Kneaded Eraser
Electric Pencil Sharpener
12-inch ruler (grid-type)
Strathmore/Canson Drawing Pad (11” X 14”)
Tracing paper pad (11” X 14”)

Supply List B
Extra Fine Point (.01, .005) Pens (Bleed-Proof)
4H pencil
Kneaded Eraser
Flesh tone markers (Abling, p.42)
Colored markers – at least 2/3 values for main colors
Warm/Cool Grey markers (20%, 40%, 60%, 80%)
Marker Blender
Bienfang Marker Paper Pad (11” X 14”)
Tracing paper pad (11” X 14”)
White gel pen

Supply List C
Color Pencils (preferably wax-based) – set of 12 or 24
Electric Pencil Sharpener
Kneaded Eraser
Strathmore/Canson Drawing Pad (11” X 14”)
Tracing paper pad (11” X 14”)

Supply List D
Watercolor paints: Tube colors .2 + fl.oz. (Winsor Newton/ Cotman)

Recommended Color List (* indicates required colors)
Alizarin Crimson
Cadmium Red Light
Cadmium Orange
Cadmium Yellow Light
Yellow Ochre
Burnt Sienna*
Burnt Umber
Purple Lake
Dioxazine Violet*
Permanent Rose
Ultramarine Blue
Phthalo Blue*
Phthalo Green*
Chinese White
Lamp Black*

Series 7 Sable Brush # 8 -- Only one brush is required
Watercolor palette preferably with lid
Strathmore/Canson Drawing Pad (11” X 14”)
Watercolor block
Water container
Paper towel roll