

FADS 3333 –Illustration

Final DESIGN Portfolio Requirements

30% of Final Grade

- I. Resume (put it in your front pocket) – see p 81 in supplement for format
- II. Business Card
 - A. Done on the computer
 - B. Make sure it has your name and a way to contact you
 - C. On cardstock (heavy paper)
 - D. Have extras (at least 2)
- III. Personal Page – First Actual Page of Portfolio
 - A. See pp 71-72 in supplement for ideas and explanation
 - B. Should be portfolio size and should have your name on it
 - C. Doubles as a Leave Behind Page
 - D. Have extra color copies (at least 1) – 8 ½” X 11” is fine for copies
- IV. MAIN PROJECT – goes directly after personal page – *Read pp 67-68 for designing information and pp 69-74 for information on the portfolio itself.*
 - A. Mood Page (page 2 of portfolio) *see p 72 of supplement*
 1. Select
 - a) Season – but don't put year on page (it dates project)
 - b) Target Market (Missy, Junior, Women's [i.e. plus size], Men's, girl's, etc.) *pp 75-77 of supplement*
 - c) Garment Category (Sportswear [i.e. street wear], active sports, eveningwear, career wear, dresses, ...) *p 79 of supplement*
 - d) Price Category (budget, moderate, better...) *p 78 of supplement*
 - e) Theme –NAME IT and STATE IT
 2. Portray all this on one page
 3. May use magazine clippings, artwork, illustrations, lettering, whatever – BUT NOT other people's designs – stick to sources of inspiration that are non-fashion. Text must be computer-generated or very artistically done. Layering is good.
 - B. Fabric & Color Page (page 3 of portfolio) *pp 72-73 of supplement*
 1. Find samples of actual fabrics and color swatches (paint chips are good) NEED BOTH color and fabric – not just one or the other
 - a) Name the colors themselves in accordance to the theme
 2. Must also find Trims for line (buttons, laces, braids, etc.). These can be color photocopied in order to eliminate bulk.
 3. Artfully and neatly display them on a page in a way that compliments the mood page – they must flow – more pics can help incorporate things better. Remember – no pics of other people's designs.
 4. Write the fabric info (type of fabric AND fiber [not just 100% cotton, but 100% cotton denim, not 100% acetate, but 100% acetate taffeta. There is no such thing as 100% spandex – it is always in a blend.] *p 50 in supplement*
 5. This page will face the Mood Page
 - C. Collection (Page 4, 5, 6, 7, ...)
 1. Sketch designs and chose 8 ensembles to illustrate.

- a) Keeping in mind your theme, season, market, garment category, and price category design a line of eight (8) ENSEMBLES minimum (an ensemble is defined as a head-to-toe outfit)
 - b) Illustrate the 8 (minimum) ensembles on head to toe front fashion figures.
 - (1) You can use any medium to illustrate, as long as the illustrations are in color. Backgrounds are fair game. But you will be graded on the quality of your illustrations and coloring – so make sure that it does not look like a coloring book drawing.
2. AT LEAST 4 pages of garments
 3. You also have flats for at least 4 of these ensembles
 - a) Front AND back views for each piece
 - b) Complete ensembles (all the pieces the chosen models are wearing)
 - c) In Ink
 - d) Flats are best completely integrated into each page of illustrations
 - e) Flats presentation must be appealing
 - f) All garments should be in proportion to one another (same scale)
 - g) Don't include Croquis figure on flats *p 39-40*, but use them to get the shapes right. See text for non-missy figures.
 - h) Include ALL details – closures, topstitching, seams, darts, anything that is present on your designs.
 - i) Flats can be black and white or simple color (not overwhelming color).
 - j) Remember, if they are taking up too much room, or not enough, there's always "reduce" and "enlarge" at Kinko's. Just make sure to use the same ratio for each one.
 4. All pages must feature GROUPS of models, not just a single model on a page
 5. Make sure to end the collection on the right-hand side page (you have an even number of pages, i.e. 4, 6, 8). This page count does NOT include the personal page. *Pp 73-74 of supplement*

- V. Rest of Portfolio – This stuff goes AFTER the main project.
 - A. Sort through the illustrations you already have and choose your best pieces.
 1. Make sure that these are portfolio-quality illustrations in full color with backgrounds. These are not sketches or classroom practice work.
 - B. The **STRONGEST** one should be your last page to leave a good impression.
 - C. Now you need to put the rest into a logical "flow" or at least as good as possible. *See pp 70-71 in supplement.*
 1. They need to blend from the ending of the main project into the illustration you've chosen to be the last page.
 2. There shouldn't be any "whiplash" jumps from one illustration into another.
 3. This may mean having to make a few extra illustrations to make things blend better.
 4. This may mean having to rework existing illustrations – cutting them out and putting them on new backgrounds, combining two to make one, etc. (Remember to use your Xacto – not scissors.)
 5. This may mean leaving out an illustration that you really, really, really, really, really, really like, but just doesn't go with the others.
 6. Have several friends look through your organization and tell you if they think it flows or not. They may suggest switching something, leaving something out,

or fixing something. *Don't take their suggestions personally, they're just trying to help.*

- D. You must have AT LEAST 3 of these illustrations (PAGES) that are not part of the main project. This must be an odd # of pages (3, 5, 7...)
- E. You **MUST FILL THE LAST PAGE** of the portfolio with an ILLUSTRATION. Don't leave it blank; don't repeat your personal page, don't try to insert your resume here.

- VI. You will present this to the class the day of the final
 - A. In a professional manner, as if at a job interview.
 - B. You must "sell" yourself and your portfolio
 - C. Do not be apologetic or whiney. Don't put yourself down.

D. You must be present or you will FAIL THE CLASS!!!!

Other Requirements:

- The illustrations must communicate garments.
- Each drawing should be professionally presented i.e. No "floating" items – secure everything with glue. Cut out figures in messy drawings and re-mount them on another piece of paper.
- These are to be in protective sleeves in a professional portfolio case.
- Leave NO BLANK PAGES. ★ This includes the very last slot.
- The sleeves are to be the size of the paper you work on.
- The portfolio should fit the size of the sleeves – don't buy one too big. *See p 69 of supplement.*
 - If your portfolio is too big, buy appropriate size sleeve. Then find a way to make your work look right in those sleeves. But don't just let it float around inside.

★ Sketchbook – Remember, this is 10% of your Final Grade. You must submit it the day of the final to receive the points for quality (the remainder of the grade). DO NOT FORGET IT!!!!!!!!!!!!!!!!!!!!