

I. **Logistics:**

University of the Incarnate Word

FADS 3333 – ~~FASHION ILLUSTRATION~~ – Fall 2010
Mondays and Wednesday 7:30-10:15 a.m. – JB114

Instructor: Theresa Alexander

Phone: 210 829 3168

Office: JB 233

Office Hours: T/R 10:30-2 or by appointment

Email: talexand@uiwtx.edu

Class Website: www.lalonalexander.com

II. **Overview of the Course**

A. **Course Description:**

Illustration techniques for the rendering of fashion figures, clothing, fabrics, and flats using various mediums and surfaces and beginning portfolio development.

Course Rationale:

Students must be able to accurately represent and communicate garment details, fabric type, fit, and embellishment through illustration. Illustration is the most commonly used form of communication in the fashion industry. It helps to clarify the designer's idea as well as production information and it eliminates language barriers. It is also necessary when developing a professional portfolio to aid in obtaining a job.

B. **Course Objectives:**

1. To be able to draw the fashion figure
2. To accurately represent fabrics and textures in illustration
3. To learn to use different art mediums
4. To communicate garment information through illustration
5. To build a fashion portfolio

List of Topics

- The Fashion Figure
- Balance and Movement
- Use of Art Mediums
- Fabric Representation and Rendering
- Development of Personal Style
- Portfolio Development

C. Course Requirements/Learning Outcomes:*To Learn and Demonstrate*

- Ability to draw the human figure in relation to fashion
- Proper use of shading and light
- Creative use of Art Supplies and other acquired mediums
- Ability to communicate garment details through technical drawing
- Ability to draw the fashion figure in motion
- Ability to clothe the moving figure
- Ability to create a Portfolio

Assessment Methods:

The course requirements will be assessed by:

Projects, assignments, classroom activities, and continuous interaction with the students.

III. Course Texts/Supplies/Materials**A. Required Textbook:**

- Hagen. *Fashion Illustration for Designers, 2nd ed.* (2011), Prentice Hall, New Jersey.
- Fashion Illustration by Theresa Alexander

B. Recommended Textbook:

- Optional: Colors for Modern Fashion by Nancy Riegelman (2006).

C. Supplies:

Students must have all items unless it states "optional" beside it.

*Asterisks mark items needed by those students choosing to use paints.

▶ Triangles mark items needed by those students choosing to use markers.

Unmarked items are needed by everyone.

- Gouache (Black, Alizarin Crimson, Yellow Ochre, Ultramarine Blue, Burnt Umber, Primary Red, Primary Blue, Primary Yellow) - **Windsor Newton brand ***
- **OR** Art Markers – **Prismacolor, Tria, Copic, or Chartpak brand**
- Paint palette*
- Rags*
- Water Cups* - plastic Dixie cups are fine - need 2
- Masking Tape*
- Drawing Pencils 4H, 2H, 2B, 4B, 6B
- Erasers – Pink, Gum, & White Magic
- Ruler – Clear Grid
- **Prismacolor** Colored Pencils

- Black Fine Tip Pen - **Faber-Castell Pitt** or **Pigma-Sakura Micron** – multiple sizes are best
- 3 Paintbrushes* – #8 or 9 round Sable (**Windsor-Newton brand Artists' Water Color Sable** is really good), large round for washes, detail round sable
- Pencil Sharpener
- X-acto Knife and Spare Blades
- Glue Stick
- **Sharpie** Marker – Black -optional
- Several Stumps and Tortillions - optional
- White Gel Pen or small tube of White Acrylic Paint - optional
- Light Watercolor Paper and/or Bristol Board (vellum surface)*
- Marker Paper and/or Bristol Board (any surface) 11X14 ►
- Tracing Paper 11X14
- Sketchbook 5 ½ X 8 ½
- Newsprint 12X14 or 14X17
- Transfer paper (like Saral brand)
- Plain white copy paper
- Portfolio for 11X14 - with zipper, handles, binder-style spine that opens and closes for pages to be inserted and removed, and preferably a pocket.
- Portfolio Page Sleeves for 11X14 (at least 10)

Throughout the duration of the semester there will be subsequent supplies. This supply list is by no means complete or finite.

IV. Class Meeting Schedule

**Note: Days with a ❖ symbol indicate when weekly illustrations are due. Days with a ☀ symbol indicate when projects are due.*

..All classes you are to bring textbook, copypack, pencils, eraser, newsprint, grid ruler, sketchbook, notebook, writing utensil, sharpener, and syllabus.

Tenative Schedule:

Month	Day	Topic	Reading from text	Reading from copies	Special Supplies	Assignments Due
August	23	Syllabus, Supplies	pp.88-99	2-6		
	25	Basics, Faces	pp.100-108		Bring Trend Board and Swipe Notebook Specs	
	30❖	Faces, Hair	Ch. 5	7-9, 13-14		Weekly Illustration
September	1	Hands, Arms, Feet, Legs	Ch.6	10-17	Bring Croquis Project Specs	
	6	Labor Day		18-22		
	8☀	Intro to Female Figure, Shaping, Proportions		39-65		Trend Board Due
	13❖	Balance & Movement	Ch. 17		Bring color supplies	Weekly Illustration: 1 st fig for proj
	15	Intro to Color	506-514		Bring color supplies	
	20☀	Shading and Volume	Ch. 3		Bring Fabric Project Specs, Bring color supplies	Croquis Figure Project Due
	22	Flats, Construction Details	Ch. 17			
	27❖	Fabrics			Bring color supplies	Weekly Illustration
	29	Fabrics			Bring color supplies	
October	4❖	Fabrics			Bring color supplies	Weekly Illustration
	6	Fabrics	Ch. 7 & pp. 447-449			
	11❖	Clothing Figure – Swimwear and Lingerie	Ch. 8 & 10			Weekly Illustration: 1 st group flats for proj
	13	Skirts and Pants	Ch. 9			
	18☀	Tops	Ch. 11-14			Swipe Notebook Due
	20	Jackets and Fall layering	Ch. 15	67-81		

	25 ❖	Dresses and Evening wear	pp. 170-171			Weekly Illustration: 1 st group ill for proj.
	27	Class Cancelled for Conference				
November	1 🍁	Advanced Movement, Walking and Shaping			Bring specs for mini design line	Fabric Project Due
	3	Perspective, Foreshortening, Face Angles				
	8 ❖	Quick sketching exercise				Weekly Illustration: flats for mini line
	10	Advanced Flats/Call outs, Start reviewing final			Bring print of Final specs	
	15 ❖	Design Exercise				Mini Design Line Due
	17	Clothing in motion/adjusting for fabrics	pp. 44-45			
	22 ❖	Review Final, Portfolio stuff				Weekly Illustration: 20 sketches for final
	24	Thanksgiving break– no class				
	29	Portfolios, Layout, Backgrounds, Lettering, Cutting				
December	1	Work on Final			Bring stuff for Final	
	6 🍁	Final Portfolio Presentation 8 am				Final Portfolio and Sketchbook Due

*Special Dates to Remember:
 November 19th – Advising Day
 Dec. 8th – last Day to drop with a W

***** You must be present at the Final exam/project presentation or you will fail the class.** Late projects will not be accepted nor will early ones. No changes can be made to projects after submission. We will not wait for you. If you are not on time, your final project will not be accepted. You must have to the discipline to complete your project on time and to get yourself to the presentation on time.

If you are more than 15 minutes late, your project WILL NOT be accepted.***

V. Grading Activities, Criteria, and Guidelines

A. Grading Criteria:

• Swipe Notebook	5%
• Weekly Illustrations and Mini Design Line	20%
• Projects	35%
• Sketchbook	10%
• <u>Final Portfolio</u>	<u>30%</u>
Total % =	100%

B. Student Evaluation:

Students will be evaluated on their ability to meet the course objectives based on their fulfillment of the class projects and assignments. This includes:

1. Ability to follow directions
2. Proportion
3. Balance
4. Clarity
5. Neatness
6. Creativity
7. Overall Appearance/Layout

Grades are as follows:

- 90% or higher - A
- 80% - 89% - B
- 70% - 79% - C
- 60% - 69% - D
- 59% & below - F

Late Assignments:

LATE ASSIGNMENTS WILL NOT BE ACCEPTED. Absolutely **NO** late assignments or projects will be accepted except from those who have an excused absence (excluding University-approved absences). Those with University-approved absences must turn in their projects **BEFORE** the absence unless other arrangements are made prior to the absence. Any other work that is not turned in on time or early will not be accepted and therefore will be recorded as a zero (0) in the gradebook. Those with an **EXCUSED** absence (must have proper documentation – see absence policy) must submit their work by the beginning of the next class period. **Those who have skipped class and do not have acceptable documentation of illness or family emergency will not have this grace period.**

Assignments and Projects:

All assignments and projects are due at the beginning of class on the dates given. No assignments or projects will be accepted after the beginning of class on the assigned date.

All projects and assignments must be original. They cannot be re-used from another class.

There will be a sign-in sheet for each assignment and projects. These are used to record receipt of the assignment as well as the date and time of the receipt. This is a separate page from the attendance sheet. This is for your protection as well as the instructor's. *It is your responsibility to sign your assignment in.*

NOTE: You are responsible for any changes to the project/assignment specifications made orally in class. Please pay attention when projects are being reviewed, ask ahead of time if you want to get started early and find out if you missed anything when absent.

Performance Level: To obtain an “A” in this course, the student must maintain accuracy as well as a high level of creativity in all of their illustrations. In addition, every project is to be on time, and no more than 2 absences. Only the highest-level students will receive an “A”. Simply being present and turning in assignments does not “entitle” one to an “A”. Nor does it “entitle” one to any other passing grade. Only absolute excellence in work and a terrific attitude as well as other factors earns one an “A”. Even just to receive a passing grade will require a lot of hard work and diligence to meet the requirements of the course and the assignments. A passing grade does not mean that the project was merely completed, but that it was also deemed acceptable by the instructor and met ALL of the guidelines.

Course Policies:

Please read the assignments before coming to class. The reading assignments, lecture discussions and projects are intended to complement each other. This course, as with most fashion courses, is extremely rigorous, and if you are current with your reading you will get more out of your class time. Ask questions. Chances are if you are confused, so are others. At times you all will be confused, so maintain your sense of humor.

The syllabus presents the anticipated schedule, however the time schedule is not written in stone. Although I expect to keep to the dates in general, I like to allow some flexibility. The raising of questions during class time is welcomed and encouraged. If I don't have the answer to your question I will try to obtain it within a reasonable period of time. I hope that each of you will share your experiences and knowledge with the class. If any instructions or assignments are not clear, please ask me about them so that I can clarify any potential problems for all students in the course.

C. Projects and Assignments:**Assignments:**

You will have one finished illustration due each week. The particular topic for the illustration will be announced in class. These will be used in the portfolio at the end of the semester. It is your responsibility to find out the topic and requirements each week. *These cannot be the same illustrations that you turn in for other classes.*

Publications:

You are expected to buy at least 1 magazine a week and go through cover to cover for new design and illustration ideas. You will be tearing out the pages that you find useful or inspirational for future reference.

Swipe Notebook: 5% of grade

This is a collection of magazine pictures and web printouts that you will amass over the course of the semester. The purpose is to have reference pictures to draw from, whether it be interesting poses, specific textures, accessories, or other such things. Further specifications will be given.

Sketchbook: 10% of grade

You will keep a sketchbook throughout the semester. Each week you will be expected to draw 5 sketches (*even when other projects are due*). This will be checked off in class and you will submit the whole sketchbook periodically for more in-depth checking and comments. The sketchbook is submitted the day of the final for a final grade. You are responsible for finding out the topic for the sketches each week.

Projects:

Each project will be presented to the class as part of the grade. Specifications will be issued in on-line.

Final Project:

You will develop a complete portfolio at the end of the semester using previous drawings, new drawings, and a special project. This is the beginning of your professional portfolio. It will be continually updated throughout your school and professional life. **You will present this to the class on the day of the final.** Further specifications will be given to you on-line and in class. ***You must be present at the final or you will fail the class.***

VI. Participation, Punctuality and Attendance**Special Note:**

As the fashion industry is one of the most competitive career areas in the U.S., it is essential to develop professional habits and strong work ethics early in order to significantly increase your chances of success. Among these habits are attendance,

punctuality, honesty, integrity, completing all work entirely and on time, respect for others and enthusiasm for your work. As such, many of the course policies reflect these and are set to engrain these habits into your way of life as early as possible, making you a much more employable person.

Attendance Policy for Studio Classes:

Attendance and participant in this class is mandatory. In addition to maintaining the appropriate average in any class, **ATTENDANCE WILL AFFECT THE FINAL GRADE IN THE FOLLOWING WAYS:**

As this class meets only twice a week, students are allowed 2 absences from this course during the semester. **Each** additional absence will result in the loss of 10% from your final course average. (Department Policy).

Absences and Tardies:

An Attendance Sheet will be located at the front of the classroom. After the official beginning of class the sheet will be marked and all subsequent signatures will be considered tardy. ***It is YOUR responsibility to sign in – not the instructor's.*** Students that are in class, but did not sign in are still considered absent.

Three tardies equal one absence. If a student misses more than 15 minutes of class they are considered ABSENT regardless of whether it is at the beginning, during or at the end of class. If you leave within the last 15 minutes, but before you are dismissed, you are tardy.

ALL absences count regardless of being excused or unexcused. However, an excused absence will allow you to make up missed work, whereas an unexcused absence does not. An excused absence is defined as a verified illness, family emergency, religious observance, or University-sponsored event. A doctor's note is required for an illness to be excused. Notice of funeral or some other form of official documentation is needed for family emergencies. ALL UNDOCUMENTED ABSENCES are unexcused.

Documentation:

All excused absences must be accompanied by proper documentation within ONE WEEK of the student's return from his or her absence. If documentation is not provided within one week, the absence will count as unexcused.

Officially Approved Trips:

The University of the Incarnate Word Catalog states that the person responsible for a student missing class due to a trip should notify the instructors of the departure and return schedule in advance of the trip. The student may not be penalized and is responsible for the material missed. (p.66). Remember: This still counts as an absence. It just means you are allowed to make up your work within the pre-arranged amount of time.

Religious Observances:

A student who is absent for the observance of a religious holy day will be allowed to complete the assignment scheduled for that day within one week of the absence. Prior notification to the instructor is requested. Remember: This still counts as an absence, however, students are allowed to make up work within the pre-arranged amount of time.

TARDIES are worth 1/3 of an absence. Every tardy counts. Once you have exceeded the allotted 2 absences or equivalent of 2 absences, each tardy will be worth 3.33 percent of the final course grade (1/3 of a letter grade).

So, according to this, here are some scenarios:

Absence examples:

2 absences, no tardies = no points off (still within the allotted amount).

No absences, 6 tardies = 2 absences, no points off (still within the allotted amount).

2 absences, 1 tardy = 3.33 points off (over the allotted amount by 1 tardy).

3 absences, no tardies = 10 points off (over by 1 absences, DROP 1 LETTER GRADE).

2 absences, 3 tardies = 10 points off (DROP 1 LETTER GRADE).

3 absences, 1 tardy = 13.33points off (over by 1 absence, 1 tardy).

5 absences, no tardies = 30 points off (FAIL CLASS REGARDLESS OF PROJECT AND ASSIGNMENT GRADES).

*****PERFECT ATTENDANCE*******

Anyone who completes the semester without any absences OR tardies of any sort will receive an extra point on your final overall grade average.

Class Participation: Participation in all classes is expected and required. All work is expected to be turned in on time.

VII. Disability statement: Disability Accommodations

The University of the Incarnate Word is committed to providing a supportive, challenging, diverse and integrated environment for all students. In accordance with Section 504 of the Rehabilitation Act – Subpart E and Title III of the Americans with

Disabilities Act (ADA), the University ensures accessibility to its programs, services and activities for qualified students with documented disabilities.

For more information, contact the Student Disability Services Office:

Director, Moisés Torrescano
Academic Counselor, Cynthia Pino
Location Administration Building – Room 105
Phone (210) 829-3997
Fax (210) 829-6078

UNIVERSITY OF THE INCARNATE WORD FASHION MANAGEMENT CODE OF CONDUCT

In the spirit of the Sisters of Charity of the Incarnate Word and the mission of this University, the fashion department has accepted as its charger for the 2006-2007 academic year, the pursuit of the value of respect; personal, departmental and universal.

We intend to implement this value by

- Treating each other with courtesy
- Attempting to recognize the divine in each one of us
- Recognizing the dignity of each individual

The Incarnate Word of God teaches us to treat ourselves, our peers, our superiors, and our community with thoughtful consideration. Thoughtfulness in our words and actions can do much to create a positive and successful learning environment.

NB: The following rules are in addition to the University of the Incarnate Word Student Code of Conduct published in the student handbook, available in the Student Activities Office.

CLASSROOM AND LAB USE:

Students are to respect the rights of others by treating faculty and classmates with respect. They are to respect the property of others and to use departmental supplies and equipment carefully.

In addition, please

- **READ AND KEEP YOUR SYLLABUS**
- No food or drink in the sewing or computer labs
- No portable music devices during class without the expressed consent of the teacher
- No sleeping in class

- Students should refrain from any unnecessary disruptive talking during class (faculty encourage an open environment in which everyone has the right to express their own opinions and ideas). However, everyone should be able to do so without having to talk over any of their peers in order to be heard
- Turn off cell phones, pagers, PDA phones in classrooms
- No portable video game systems during class
- No laptops unless they are part of the on-going lesson
- No working on unrelated topics in class
- No walking in front of the teacher while they are teaching
- Only students enrolled in the class may be in the classroom during class
- No late work
- Departmental supplies are for in-class work

My additional policies:

- o No food or drink in the drawing lab. Leave all drinks, including water at the classroom door. (It is too easy to ruin your or someone else's work with grease, crumbs, liquids, or other results of food and drink.)
- o No leaving the classroom during lecture except in the case of emergency. It is just considered impolite to walk out while someone is lecturing or presenting, plus you are likely to miss vital information.

ACADEMIC HONESTY STATEMENT

The highest standards of academic honesty are expected in the course. Forms of academic dishonesty include, but are not limited to cheating, plagiarism, counterfeit work, falsification of academic records, unauthorized reuse of work, theft, collusion. See the student handbook for definitions and procedures for investigations of claims of academic dishonesty.

Forms of Academic Dishonesty (including but not limited to):

- Cheating on tests, examinations or other class or laboratory work
- Involvement in plagiarism (appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit)
- Counterfeit work, including turning in as one's own, work which was created, researched or produced by someone else
- Falsification of Academic Records- knowingly and improperly changing grades on transcripts, grade sheets, electronic data sheets, class reports, projects, or other academically related documents
- Unauthorized reuse of work- turning in of the same work to more than one class without the consent of the instructors involved
- Theft- unauthorized use or circulation of tests or answer sheets specifically prepared for a given course and as yet not used or publicly released by the instructor of the course, or theft of completed tests
- Collusion- involvement in collusion (unauthorized collaboration with another person in preparing course work)

- Facilitating Academic Dishonesty – intentionally or knowingly helping or attempting to help another to violate a provision of the code of academic integrity

GRADING OF GARMENTS (and Assignments/Projects)

- Garments (Assignments/Projects) must be entirely completed to be graded
- Grading will be based on quality according to the rubrics (specifications) for each construction course
- The student will have to have a C or better to proceed to the next level in the fashion degree plan
- No late work or extra credit will be accepted
- IPs will only be issued in extreme circumstances

NB: The student will have to earn a C or better to proceed to the next level in the fashion degree plan.

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**FADS 3333 – Illustration
Student Agreement**

I _____ have read the FADS 3333 – Fall 2010 Syllabus and the Fashion Management Code of Conduct. I understand and agree to all the policies therein pertaining to student conduct, attendance, classroom use, assignments, late assignments, and the performance level that is expected of me in this course.

Student Signature

Date

Student's Name PRINTED _____

Phone Number/Cell Phone _____

Email (PLEASE print clearly!) _____

Major _____

Classification (in major): F So Jr Sr

Optional Section:

Married? Y N

Children? Y N Number? _____

Work Schedule: