

FADS 3333 –Illustration

Final *Merchandising* 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 information on the portfolio itself.*
 1. Find a line already complete. (Look at catalog web sites and catwalk shows online to find lines long enough.)
 - a) Choose 8 complete ensembles from the line to market. (Remember that an ensemble is a complete outfit that one person wears. This means that a simple dress can be an ensemble by itself or an outfit of pants, shirt, vest, and jacket combine to make an ensemble. The first is just one piece and the second is 4 pieces, but they are both just a single ensemble.)
 2. **Trend Page** – this is page 2 of your portfolio
 - a) Identify the major trends present in your line.
 - b) Collect additional examples of these primary trends. These examples come from OTHER LINES. (I will never see your line except in illustration form.)
 - c) This will be used to help sell the fact that your line is trend-conscious and will appeal to your customers
 - d) Create a well-presented layout of your visuals and any necessary text that makes your point clear and visually-appealing on ONE portfolio page.
 3. **Mood Page** – page 3 of your portfolio *pp 72-73 of supplement*
 - a) This is to visually portray the theme of your line as well as the mood and feel of it.
 - b) Name and State your THEME (You make this up)
 - c) State:
 - (1) Season – but don't put year on page (it dates project)
 - (2) Target Market (Missy, Junior, Women's [i.e. plus size], Men's, girl's, etc.) *pp 75-77 of supplement*
 - (3) Garment Category (Sportswear [i.e. street wear], active sports, eveningwear, career wear, dresses, ...) *p 79 of supplement*
 - (4) Price Category (budget, moderate, better...) *p 78 of supplement*

- d) Show the color palette and name the colors in accordance to the theme. (Palette includes the MAIN colors. Not every single tiny color present.)
- e) Make sure all of this is artistically presented, but easy to read and understand. Use other materials such as photos (not fashion), paper, and lettering to connect everything to your theme.
- 4. Illustrate the line in FLATS
 - a) Every single piece for every one of your 8 ensembles has to be illustrated as a flat.
 - b) Front AND Back
 - c) In simple color (no shading) in order to show what colors/fabrics the pieces come in
 - d) Ink outline (Black, white, or whatever color in is needed)
 - e) Use the flats croquis figures to get the shapes correct, but do not include the figures.
 - f) All garments should be in proportion to one another (same scale)
 - g) Include ALL details – closures, topstitching, seams, darts, anything that is present on your designs.
 - h) 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.
- 5. Fashion Figures
 - a) Pick 4 of the ensembles to ALSO illustrate on fashion figures in order to show styling
 - b) Head to toe
 - c) You can use any medium to illustrate, as long as the illustrations are in color.
- 6. Organization and Assembly
 - a) Make sure to begin the collection on a left-hand page and end the collection on a 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*
 - b) Chose a background that goes with your line and mood page
 - c) Organize your flats and illustrations in a manner that is visually pleasing and easy to understand.
 - d) Remember that the point is to sell the line.

- 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!!!!!!!!!!!!!!!!!!!!