

Branch Name:	Faculty of Design
Program Code:	MS102
Course Name:	Fashion Illustration & Design Concept
Course Code:	22-FMM104-1C
Pre-requisite Course:	

Course Objectives:

- To develop fundamental fashion drawing and illustration skills.
- To introduce students to the principles and elements of fashion design.
- To enhance creative thinking and visual communication abilities.
- To familiarize students with design development and presentation techniques used in the fashion industry.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme(Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
-	-	4	2	-	-	-	-	09	25	09	25	50

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Fundamentals of Fashion Illustration 1. Introduction to Fashion Illustration 2. Importance and Applications of Fashion Drawing 3. Drawing Tools, Materials, and Techniques 4. Basic Human Anatomy for Fashion Illustration 5. Fashion Figure Proportions (8-head and 10-head Figures) 6. Sketching Fashion Croquis 7. Poses, Balance, and Movement in Fashion Figures	6	25%
2	Fashion Rendering and Garment Illustration 1. Garment Drawing Techniques 2. Illustration of Basic Garments - o Tops - o Shirts - o Skirts - o Trousers - o Dresses 3. Fabric Folds, Drapes, and Textures 4. Rendering Techniques Using Different Mediums - o Pencil - o Colour Pencil - o Watercolour - o Markers 5. Fashion Accessories Illustration	6	25%

	- o Bags - o Footwear - o Jewellery 6. Fashion Styling and Presentation		
3	Elements and Principles of Fashion Design 1. Introduction to Design Concepts 2. Elements of Design - o Line - o Shape - o Form - o Texture - o Colour - o Space 3. Principles of Design - o Balance - o Proportion - o Rhythm - o Emphasis - o Harmony - o Unity 4. Colour Theory and Colour Harmonies 5. Design Inspiration and Mood Boards 6. Creative Thinking and Concept Development	6	25%
4	Fashion Design Development and Presentation 1. Fashion Design Process 2. Research and Design Inspiration Sources 3. Theme-Based Design Development 4. Story Boards and Concept Boards 5. Collection Development Basics 6. Fashion Flats and Technical Sketches 7. Portfolio Presentation Techniques 8. Introduction to Digital Fashion Illustration Tools	6	25%

Reference Books:

Sr. No.	Books
1	Fashion Illustration and Design – Rohit Manglik, EduGorilla Publication, 2024.
2	Fashion Illustration and Designing – Rohit Manglik, EduGorilla Publication, 2024
3	Elements of Fashion and Apparel Design – Sumathi G. J., New Age International Publishers, 2022.
4	Fashion Illustration – Rohit Manglik, EduGorilla Publication, 2023.

Course Learning Outcomes (CLO): On completion of this course ,the students will be able to:

CLO	Description	Bloom's Level	Taxonomy
CLO1	Demonstrate proficiency in fashion figure drawing, garment rendering, and illustration techniques for visual communication of design ideas.	1 Remembering	
CLO2	Apply design elements, principles, colour theories, and composition techniques in developing fashion concepts.	2 Understanding	
CLO3	Develop creative design concepts through research, inspiration analysis, mood boards, and theme interpretation.	3 Applying	
CLO4	Create innovative fashion design proposals by translating concepts into detailed illustrations and design presentations.	4,5 Evaluate, Analyse	
CLO5	Evaluate and refine fashion illustrations and design concepts based on aesthetic, functional, and market considerations.	6, Creative	
CLO6	Present professional fashion portfolios that effectively communicate design concepts, creativity, and technical skills.	3, Applying	

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes(POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1		M			L						M	
CLO2	M			H		H						M
CLO3	M		M				L				H	
CLO4		H				H		M				M
CLO5			H		M			H		M	M	
CLO6	M			H		H	M					M

H:High, M:Medium, L:Low