

Branch Name	Master of Design (Fashion Design)
Branch Code	FD201
Course Name:	Artistic Fashion Illustration
Course Code	2FD2010205
Pre-requisite Course:	-----

Course Objectives:

- To develop advanced artistic and creative illustration skills for fashion communication.
- To explore traditional and contemporary fashion illustration techniques.
- To master figure drawing, fabric rendering, and visual storytelling.
- To create professional fashion illustration portfolios for industry and academic purposes.

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	-	-	-	-	10	25	10	25	50

Subject Content:

Sr.No	Topic	Total Hours	Weightage (%)
1	Advanced Foundations of Fashion Illustration • Evolution and significance of fashion illustration • Artistic principles: line, shape, form, texture, balance, and composition • Advanced croquis development (8-head, 10-head, and stylized figures) • Male & female	6	25%
2	Artistic Rendering Techniques and Media Exploration • Traditional illustration media: pencil, charcoal, ink, water-color, markers, gouache, acrylics • Fabric rendering techniques for various textiles • Illustration of drapes, folds, gathers, pleats, and embellishments • Texture representation: silk, denim, leather, lace, fur, knitwear, and transparent fabrics • Surface ornamentation and decorative detailing	9	38%
3	Creative Fashion Illustration and Visual Storytelling • Conceptual and editorial fashion illustration • Mood boards and inspiration research • Stylization and exaggeration techniques • Illustration for fashion magazines and editorials • Personal artistic style development	9	37%

Reference Books:

S.No	Books
1	Fashion Illustration: Inspiration and Technique Paperback – Illustrated, 14 March 2011
2	Fashion Illustration and Design: Methods & Techniques for Achieving Professional Results Paperback – Illustrated, 11 August 2017 by Manuela Bram batti (Author)
3	Rendering Tips for the Costume Designer: Simple Steps for Better Drawing and Painting Paperback – Import, 21 November 2022

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

CLO	Description	Bloom Taxonomy Level
CLO1	Explain the fundamental elements and principles of design.	4,5 Evaluate, Analyse
CLO2	Demonstrate basic fashion figure drawing and body proportions.	3 Applying
CLO3	Illustrate garments and fashion details on fashion figures.	1 Remembering
CLO4	Apply colour and rendering techniques in fashion illustrations.	2 Understanding
CLO5	Develop creative fashion illustrations based on design concepts.	3, 6 Applying, Creative

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (PO's)										Program Specific Outcomes (PSO)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO 1	L			H							M	
CLO 2		M				L	L					
CLO 3			M		M					H		M
CLO 4	H							M			M	
CLO 5		M			L	M			L			L
CLO 6				H	H				H	M	H	

H: High, M: Medium, L: Low