

## **Fashion Design, Illustration & Creative Design Program**

### **Career Occupation**

*Technical Designer, Fashion Illustrator, Fashion Designer*

### **Admission Requirements**

- High School Diploma or equivalent, or mature student status (19+ on the first day of study)
- Admissions interview: In person or via Zoom/ Skype with the Director of Operations & Admissions or Dean of Studies
- Application Essay: The application essay must clearly describe why you have chosen the Cut Fashion Design Academy. Why you chose this particular program. Why are you passionate about the fashion industry, and what are your future career goals in a minimum of 250 words.
- All applicants must be able to read, write, and communicate in the English language. See language proficiency requirements

### **Learning Objectives**

**Upon completion of this program the successful student will have reliably demonstrated the ability to:**

*Determine Fashion cycles from conception to finished product*

*Understand Principles of design (silhouette, 5:8 proportion, line, emphasis)*

*Recognize Fashion elements*

*Create Inspiration, research, mood boards*

*Illustrate a variety of elements/garments such as a skirt, shirt, pants, jackets, & blouses*

*Develop Illustration Techniques such as lapels, collars, closures, ruffling, ruffles, drape, fabric, & texture*

Student Initials \_\_\_ \_\_\_

**Fashion Design, Illustration & Creative Design Program**

*Understand the principles of rendering*

**Method(s) of Evaluation**

*The course is broken up into 6 small and 1 large project that ultimately come together to make a cohesive visual understanding of Fashion Design, Illustration and Creative Direction. Presentation format and style is determined by each student. Students will receive a written evaluation on a regular basis and at least once before 30% of the hours of instruction of the program have been provided.*

**Completion Requirements**

*The Cut Academy will use the following grade scale to determine each student's grade through their work. Students must receive an average of 75% from all the assignments in order to pass the course.*

Letter Grade	Scale (%)	Notes
<b>A+</b>	90.00 - 100.00	
<b>A</b>	85.00 - 89.99	
<b>A-</b>	80.00 - 84.99	
<b>B+</b>	76.00 - 79.99	
<b>B</b>	72.00 - 75.99	
<b>B-</b>	68.00 - 71.99	
<b>C+</b>	64.00 - 67.99	
<b>C</b>	60.00 - 63.99	
<b>C-</b>	55.00 - 59.99	
<b>D</b>	50.00 - 54.99	
<b>I</b>	0.00 - 49.99	Temporary
<b>F</b>	0.00 - 49.99	Permanent

*Must receive 50% or above to pass the following assignments. Assignments will be graded on selected criteria per assignment:*

*Professional Fashion Drawings  
Layout of Collection  
Collection*

Student Initials \_\_ \_\_

**Fashion Design, Illustration & Creative Design Program***Designer Statement**Mood Board**Customer Profile**40 Piece cohesive collection*

Program Organization	
<b>* Title of Course/Work Experience Component *</b>	<b># of Hours*</b>
<i>Fashion Design, Illustration and Creative Direction</i>	280 Hours

**Term: 14 weeks x 20 hrs/week = 280 hours****Weekly: Lecture 8 hours/week. Lab 12 hours/week**

Student Initials \_\_ \_\_

## **Fashion Design, Illustration & Creative Design Program**

### **COURSES**

#### **SEEING THE FIGURE AS FAMILIAR SHAPES/PROPORTION**

- Breaking the figure down into simple shapes
- Learning about gesture drawing and proportion
- Fleshing out the figure
- Illustrating elements such as, faces, hands and feet
- Exaggerating the figure and creating stylization drawings
- Students will learn how to render the figure in color and apply a light source (shadow). Skin tones and hair rendering will be studied and executed in both realism and stylization.
- Live model drawing

#### **ILLUSTRATE A VARIETY OF ELEMENTS**

- Learning to illustrate products such as skirts, blouses/shirt, pants and jackets
- Developing techniques to illustrate details such as lapels, collars, closures, rushing, ruffles, drape and fabric texture

#### **RENDERING**

- Utilizing gouache, markers and colored pencils, students will learn to render fabrics accurately, including prints in actual scale.
- Rendering details on textiles such as linen, wool, satin, leather, vinyl, sequin, lace, eyelet and fur.
- Illustrating patterns such as houndstooth, tweed, pinstripes prints, both geometric and floral

#### **PRINCIPLES OF DESIGN**

- Learning about the 7 silhouettes in fashion
- Understanding hand, fabrics, weights, seasonality, prints and print matching
- Practicing the 5:8 proportion and Golden Mean
- Analyzing rhythm and balance symmetrical/asymmetrical, Equal and unequal rhythm, continuous line movement and unity

#### **FASHION ELEMENTS**

- Recognize and identify garment styles, names, and fashion terminology
- Learn correct names and pronunciations in the fashion industry, including designers

#### **INSPIRATION/RESEARCH**

- Building a collection concept
- Learning effective types of research
- Creating a Brand Matrix and customer profile
- Developing a mood board for a collection
- Research and design for a target market/demographic.

#### **FABRIC RESEARCH AND FABRICATING A LINE**

- Researching textile trade shows (Premiere Vision)
- Understanding fabric agents and the role of sourcing
- Creating a cohesive fabric story
- Learn how to select appropriate fabrics for seasons and mood, and be able to swatch a collection

#### **TECHNICAL SPEC DRAWING**

- Create and hand render technical drawings for specification packages and line sheets
- Work from spec library to create new styles

#### **COLLECTION DEVELOPMENT & PRESENTATION**

- Learn how to bring all the elements of the fashion cycle together and create and draw a 40-piece cohesive collection specific to your own designer niche
- Students will create professional fashion drawings and learn how to create a professional layout of a 40-piece collection with technical drawings and fabrications, as well as a collection and designer statement.
- Students will present their final presentation to peers, and the course instructor.

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**MATERIALS**

Paintbrush  
Sketchbook (9x12)  
Sketchbook (14x17)  
Canvas Pad  
Colour Pencil Set (24)  
Rubber Cement  
Marker Pad (14x17)  
Tracing Paper  
Scissors  
Mechanical Pencil  
Gouache Paint Set  
Liner Pen Set  
Paint Tray  
Drawing Pencil Set  
Pencil Sharpener  
Vinyl Eraser  
Construction Paper Pad  
Newspaper Pads  
Marker Set  
Push Pins  
Portfolio

**\$450**

**BOOKS**

Fashion illustration. Inspiration and Technique by

*Anna Kiper*

**\$22.44 + TAX**

**POTENTIAL GUEST SPEAKERS:**

There will be a minimum of 1 guest speaker from industry per semester

**Student Name:** \_\_\_\_\_

**Student Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_