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**SHORT COURSE
IN FASHION ILLUSTRATION**   Version 02

BRIEF OVERVIEW

General Introduction
Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills which are subject specific, and relevant to the international fashion industry, Istituto Marangoni short courses prepare students in the principles of subjects such as Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior Design, Product Design, Art History and Art Curation.

CERTIFICATION ATTAINED
Istituto Marangoni Certificate.

SHORT COURSE DESCRIPTION

Course Duration:
3 Weeks
75 hours of lesson

Brief description paragraph:
The course explores how fashion illustration can translate across different formats and can be produced using a variety of different techniques and technologies. Following a traditional approach to drawing, the student will learn a wide variety of illustration skills that will apply on physical and digital formats.
The experienced illustration tutors will guide participants from the initial ideas and inspiration to the techniques employed in achieving the end result both emotionally and physically.

Key Topics (max 5):
• Fashion Drawing.
• Proportions and illustration.
• Digital Rendering Techniques.
• Portfolio.
• Graphic Design and Communication.

Week by Week description
• Week 1: In the first week the students explore and experiment the different techniques in realization of fashion illustration, drawing by hand, working with color combinations, mixed media and variety of proportions towards the creation of contemporary fashion illustration.
  Study of fashion illustrators, trends analysis and art influences will offer visual and aesthetic inspiration towards the creative process. Spotlighting illustrators who work in unusual manners, while also questioning what illustration can be.
• Week 2: In the second week participants will be switching from a hand approach to a digital rendering. During this passage students will be working on the interpretation of collections from key designers in New York, London, Milan and Paris, with original fashion illustrations which will become part of their personal final portfolio.
• Week 3: During the final week participants focus on the digital techniques applied to the fashion illustration and personalization of illustration. The development of the student's creative work will be supported through the teaching of digital design software and graphic design solutions and communication methodologies towards a professional presentation. Working with professional illustration tutors will help you find your own visual language and unlock creativity through drawing from concept to completion.

Subjects
Basic Design
Garment Design
Illustration
Digital Illustration
Graphic Design
Trend Forecasting

LEARNING ACTIVITIES

Short Courses are taught via:
• Frontal lessons.
• Workshops / Seminars.
• Off-site visits (where relevant to specific course).

Outcomes
Upon completion of this short course, you will be equipped with the knowledge and skills to:
• Use both physical and digital techniques for fashion illustration.
• Rendering a variety of textiles and materials, shapes and volumes.
• Obtain a body of work for a personal portfolio.

Course materials
• A4 white paper.
• Pencils (HB, 2B).
• Rubber.
• Pantone colours.
• Coloured pencils.
• Laptop or tablet.

STUDENT SUPPORT STRATEGY

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience:
a. the use of the Library, online resources (where available), and the school facilities help students to reach the skills and knowledge expected on the course;
b. Tutors guide students during their studies.

Student & Academic Services
Istituto Marangoni provides Student & Academic Services, who act as the first point of contact for students
The Student Support Officers help students in:
• finding their way around;
• managing their time;
• getting the best from their course;
• understanding and applying the School's rules;
• anything else the officers can advise on.

STUDENT FEEDBACK

Student feedback is essential for future course development and improvement. Student comments are used to evaluate and enhance both the successful management of their study experience, and course contents.
Upon completion of the short course Istituto Marangoni collects feedback through an online questionnaire where students will be invited to reflect on their overall experience at the School.