

Unit 1: Fashion Illustration

Key Concepts:

- Media and techniques
- Traditional and digital designs
- Fashion Figure
- Proportion
- The “croquis”
- Rendering fabric
- Contemporary fashion illustrators

Essential Questions:

What techniques do fashion illustrators use? What influences their designs? How do fashion designers work in the real world?

How does daily life inspire artists?

Homework Activity: Look at examples of famous fashion illustrator’s work in their “lookbooks” online. Look at the tutorials below. Then look at contemporary fashion illustrator’s work on the Pinterest board I have created for you at

<http://pinterest.com/mrstphoto/fashion/> , especially the work of Hayden Williams.

- [Fashion Sketching](#) Tutorials
- What is a [fashion croquis](#)?
- Drawing [fashion faces](#) in illustrations
- [How to Draw Fashion](#)
more on [how to draw fashion](#)
- [Drawing bodies](#)
- About [Fashion Illustrators](#)
- [Fashion Design](#)
- [Fashion sketching](#)
- Fashion Details and Accessories Booklet
- Links to programs for kids to design [fashions on the computer](#)

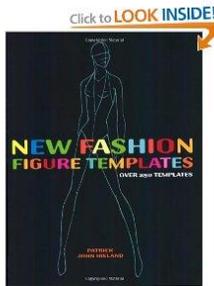
Group Activity: Fashion Figure Proportions-

1. First explain to students that humans are usually drawn with the equivalent of 8 “heads” tall, but fashion design does nine in order to elongate the legs to show the fashions more. (This is why models are tall and thin, and Barbie was made as she was in order to mimic the fashion illustrations). Teach the nine segments by having students fold a 8 ½ x 11 paper in half lengthwise, and then open and create lines in 1 inch segments down the paper. Label them as shown in image below. This will be their standard way to begin drawing croquis from now on to keep proportions correct.

2. Create a figure of basic geometric shapes with the correct proportions.
3. Next create a more fully rendered human figure with the 9 segments including the labels on the paper.

Individual Activity:

Using a clothed croquis provided by the teacher as a guide, draw it on a separate paper fitting into the nine segments. Include the labels. Color the drawing using colored pencils, watercolor pencils, watercolor, or markers. Note to teacher: You can find many [fashion figure templates](#) (croquis) for free online. Or you can purchase many fashion design books available that contain croquis for drawing practice. I recommend a book that helped me get started gives 250 [New Fashion Figure Templates](#) and can be found on Amazon with many other excellent books. Some contain CDs with the templates as well.



Further Activity: As experience builds provide a variety of croquis for students to choose from. Have students create their own, making changes in hairstyle, arm or leg placement, changing the clothing pieces, or making patterns and designs in the fabric, etc. to suit their taste. They should peruse through fashion magazines and tear pages out to keep in their journals as inspiration. Next, work on rendering the lights and shadows in rendering the fabric for a more three-dimensional appearance. Some of my student examples of croquis fashion illustrations are:





Figure 1 Here you can see how different students illustrated the same croquis

A fun activity for the first day of class is to do a collage called What's Hot and What's Not. Students can divide the paper in two and find images that help identify their likes and dislikes in fashion today. Here is a student example:

