

Fashion Design, Illustration & Creative Design Program

Career Occupation

Creative Designer / Assistant Designer, Technical Designer, Fashion Illustrator, Fashion Designer, Design Consultant

Admissions 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 with the Senior Education Administrator.
 - 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.
- Canadian Language Benchmark Placement Test (CLBPT) with a minimum level 6, and the Duolingo Language Test are accepted in some circumstances at a minimum score of 85-90.**

Learning Objectives

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

- *Understand Principles of design (silhouette, 5:8 proportion, line, emphasis)*
- *Recognize and identify garment styles, names, and fashion terminology*
- *Create inspiration, research and mood boards*
- *Create and hand render technical drawings for specification packages and line sheets*
- *Illustrate elements such as, faces, hands and feet*
- *Illustrate a variety of garments such as a skirt, shirt, pants, jackets, & blouses*
- *Develop Illustration techniques for attributes such as ruffles, drape, fabric, & texture*
- *Utilize gouache, markers and colored pencils to render fabrics accurately, including prints in actual scale*
- *Demonstrate rendering the figure in colour and apply a light source (shadow). Skin tones and hair rendering will be studied and executed in both realism and stylization*
- *Building a collection concept using effective types of research to Create a Brand Matrix and customer profile*
- *Developing a mood board for a collection*
- *Research and design for a target market/demographic*
- *Create professional fashion drawings and learn how to create a professional layout of a 40-piece collection with technical drawings and fabrications*
- *Write an artist statement*
- *Select appropriate fabrics for seasons and mood, and be able to swatch a collection*

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Method(s) of Evaluation

The course is broken up into 6 small and 1 large projects 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
A+	90.00 - 100.00	
A	85.00 - 89.99	
A-	80.00 - 84.99	
B+	76.00 - 79.99	
B	72.00 - 75.99	
B-	68.00 - 71.99	
C+	64.00 - 67.99	
C	60.00 - 63.99	
C-	55.00 - 59.99	
D	50.00 - 54.99	
I	0.00 - 49.99	Temporary
F	0.00 - 49.99	Permanent

Must receive 55% or above to pass the following assignments. Assignments will be graded on selected criteria per assignment:

Project 1 - 5%
 Project 2 - 5%
 Project 3 - 15%
 Project 4 - 15%
 Project 5 - 5%
 Project 6 - 5%
 Project 7 - 35%
 Professionalism - 5%
 Attendance - 5%
 Replica Book - 5%

Program Organization	# of Hours*
* Title of Course/Work Experience Component *	
<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.

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

Paintbrush Set
Sketchbook (11x14)
Sketchbook Vellum (11x14)
Colour Pencil Set (48)
Rubber Cement
Colour Marker Set
Tracing Pad
Paper Scissors
Mechanical Pencil
Gouache Paint Set
Liner Pen Set
Paint Tray
Drawing Pencil Set
Pencil Sharpener
Vinyl Eraser
Gel pens
Outline Marker Set
Sharpie Pack
Portfolio

BOOKS

Fashion illustration. Inspiration and Technique by *Anna Kiper*

Student Name: _____

Student Signature: _____

Date: _____

Student Initials ____