

DIGITAL ILLUSTRATION

Code: 333037

Main Scientific Area: Multimedia and digital interactivity

Lecturer: Maria de Lurdes Azevedo Moreira Silva Gomes

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 90h

ECTS: 6,0

Objectives

The use of digital tools is increasingly important in the areas of product development in Fashion.

The Curricular Unit of Digital Illustration aims to support students in the development of competences and technical skills in graphic and pictorial representation that support the design disciplines and allow them to master the tools and use them according to the proposed deviations.

The Curricular Unit has as main objective the development of technical capacities of autonomous use of vectorial softwares, images and other applications, which allow to create visual presentations of impact at the Fashion design level.

Learning Outcomes

At the end of the course unit the learner is expected to be able to: Recognize and use chromatic, spatial and volumetric relations in two-dimensional space

Recognize and use chromatic, spatial and volumetric relationships in two-dimensional space;

Use properly computer applications applied to the drawing and representation in fashion design;

Apply the theoretical principles taught in the UC in graphic and pictorial representation, using digital techniques;

Create digital libraries to support the illustration;

Develop fashion illustration projects creatively and autonomously;

Course Contents

Presentation of the software to be used;

Potential of each software;

Presentation of the desktop of the software Illustrator / photoshop;

Quick command panel;

Keyboard shortcuts;

Vector images;

Bitmap images;

Basic shapes - simple exercises to approach the software - experimenting with the commands;

Scanning;

Creation and use of Layers;
Creating silhouettes;
Creating a library;
Panel of samples and patterns;
Scales and rotation of patterns;
Brushes panel;
Offset;
Filling patterns;
Creating patterns from scanned fabrics;
Brushes pattern;
Repeat pattern;
Changing colours scanned patterns;
Brush and fills;
The sketch;
Contour shape (starting with the digitization of photographs or drawings):
Shadows and skin tones;
Facial expressions and hair;
Sketch dressing;
Gradient and transparency;
Changing and editing backgrounds;
Amendment of colours;
Editor colours / gradients and transparencies;
Poses: variations;
Creating library;
Colour, shade, transparency;
Launching the proposed final exercise, in view of the student's Portfolio;
Development of individual / personal croquis; Creation of individual libraries;
Development of Croquis : Female, Male, Children,...
Final Project.

Recommended Bibliography

Centner, M. Vereker, F. Fashion Designer's Handbook for Adobe Illustrator (Second Edition), 2011 (2nd Ed.), A. John Wiley Sons, Ltd

Bowles, M. Isaac, C. Digital Textile Design, 2012 (2nd Ed). Laurence King Publishing

Tejwani, F., the Art of Fashion Illustration - learn the techniques and inspirative of today's leading Fashion artists, 2015. Rockport Publishers

Lightning, K., A Field Guide - Fabric Fashion, 2011, Stashbooks

Learning and Teaching Methods

The programmatic contents are proposed in a very detailed way and are directly related to the objectives of the UC, reinforcing and contributing to the students' acquisition of solid technical competencies and skills necessary to perform their functions with maximum quality.

The exercises carried out in interdisciplinarity with the Project discipline will contribute to a greater articulation of the contents and the importance of their learning.

Assessment Methods

The assessment in this curricular unit is continuous and periodic. According to the provisions of paragraph 3 of Article 10 of RIAPA TESP, continuous and periodic assessment is the process that allows to evaluate in each moment and/or in pre-determined classificative moments, the skills and knowledge of the students in relation to previously defined objectives.

Given the practical nature of the course and the continuous and periodic assessment regime implemented, no final exam is foreseen.

The assessment takes into account the following elements:

Realization of projects and practical exercises in class:

Two work proposals (P1+P2)- total 60%.

Practical exercises in class - a total of 25%.

The delivery dates will be defined in the statements of each work proposal; Attendance and participation of students: it is mandatory the presence in at least two thirds of the contact hours of the course unit, as provided in Article 5 of RIAPA TESP, with a total of 15%.

The assessment in this curricular unit results from the sum of the components:

$$(P1 \times 25\%) + (P2 \times 35\%) + (EA \times 25\%) + (AP \times 15\%) = 100\% \text{ UC}$$

P1 - Proposal 1

P2 - Proposal 2

EA - Class Exercises

AP - Attendance and Participation