

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 technical skills and aptitudes in graphic and pictorial representation that supports the design disciplines and allows them to master the tools and use them through the deviations that are proposed to them.

This Curricular Unit has as main objective the development of technical capacities for the autonomous use of vector software, images and other applications, which allow the creation of visual presentations of impact at the level of the Fashion project.

Learning Outcomes

At the end of the course, the student should be able to:

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

Properly use the computer applications applied to drawing and representation in fashion design;

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

Create digital libraries to support illustration;

Develop fashion illustration projects in a creative and autonomous way;

Course Contents

Presentation of the software to be used; Powers of each software;

Presentation of the Illustrator / Photoshop software workspace;

Quick command panel;

Keyboard shortcuts ...

Vector images;

Bitmap images;

Basic forms - simple exercises to approach the software - experimentation of commands;

Digitization;

Creation and use of Layers;

Creation of silhouettes;

Creation of a library;

Samples and standards panel

Scales and pattern rotation;

Brushes panel;

Offset;

Filling standards;

Creation of patterns from digitalization of fabrics;

Standard brushes;

Pattern repetition;

Create an embroidered pattern brush;

Change colors of scanned patterns;

Denim and wash pattern;

English embroidery: brush and fills;

The sketch;

Shape contour (starting from digitizing photographs or drawings):

Shadows and skin tones;

Facial expressions and hair;

Dressing sketch;

Gradient and transparency;

Changing and editing funds;

Change of colors;

Color / gradient and transparency editor;

Poses: variations;

creation of a library;

Face / face: skin tones, eyes, lips, hair;

Color, shadow, transparency;

Launch of the final exercise proposal, considering the student's portfolio;

Development of individual / personal sketches;

Creation of individual libraries;

Croquis Development: Female, Male, Children, ...

Final project.

Recommended Bibliography

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

Bowles, M. Isaac, C. Digital Textile Design, 2012 (2^oEd). 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 so that students acquire the solid technical skills and aptitudes necessary for the performance of their functions with the highest quality.

The exercises performed 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 evaluation in this Course Unit is continuous and periodic. According to the provisions of paragraph 3 of article 10 of the RIAPA TESP, continuous and periodic evaluation is understood as the process that allows assessing, at each instant and / or at predetermined classification times, the skills and knowledge of students in relation to previously defined objectives. Given the practical nature of the UC and the continuous and periodic assessment regime implemented, a final exam is not foreseen.

The assessment takes into account the following elements:

Realization of projects and practical class exercises:

Two work proposals - 60% total

Practical class exercises - 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 to attend at least two thirds of the contact hours of the course, as provided for in article 5 of the RIAPA TESP, with a total of 15%.

The evaluation 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