Course Description: Beginning skills in Adobe Illustrator and Adobe Photoshop for fashion rendering of story boards, trend boards, and product design.

Lab Fee: $15.00

Credit Hours: 3 Credits

Prerequisites: Major in Fashion Design and Merchandising, FDM 101, FDM 102 (discuss)


Class Meeting: MWF 12:00 -1:50, Quigley Hall Room 106.

Instructor: Robin Robinson, 311G Quigley Hall, (453-1982, 453–1859); robin64@siu.edu.

Office Hours: Monday, Wednesday, Friday 9:00 - 9:50, or by appointment

Class Attendance: Mandatory

Lab Rules:
1. Show respect to others, do not disturb them, or move their work and supplies without consent.
2. No drinks or food in the lab.
3. Clean up after yourself; back up and save all work to a flash drive.
4. No cell phones; turn off and put away during class time.
5. No earphones during demonstration time.
6. Come prepared to work.
7. Always log off of the computer before leaving class.
8. No offensive images such as nudity or profanity.

Course objectives:
1. To learn basic rendering skills using Adobe Illustrator and Adobe Photoshop.
2. To recognize, evaluate, and solve visual communication problems for fashion design and merchandising.
3. To gain proficiency in using Adobe Illustrator and Adobe Photoshop to create effective communication using story boards, trend boards, and product design.
4. To gain an understanding of the principles of art in visual communication.

Topical Outline:
Adobe Illustrator  50%
Adobe Photoshop  40%
Adobe In-design  10%
**Instructional Methods:**
Demonstration
Readings
Critiques

**Evaluation Methodology:**
Quizzes
Practical exercises
Projects
Presentations

**Grade Breakdown:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Quizzes</td>
<td>15pts</td>
</tr>
<tr>
<td>Practice exercises</td>
<td>30pts</td>
</tr>
<tr>
<td>Trace</td>
<td>20pts</td>
</tr>
<tr>
<td>Perspective/layers</td>
<td>35pts</td>
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<tr>
<td>Text</td>
<td>40pts</td>
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<tr>
<td>Trend (forecast) board</td>
<td>45pts</td>
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<tr>
<td>Story (inspiration) board</td>
<td>40pts</td>
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<tr>
<td>Product design</td>
<td>40pts</td>
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<tr>
<td>Portfolio</td>
<td>40pts</td>
</tr>
<tr>
<td>Final Presentation</td>
<td>15pts</td>
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<tr>
<td><strong>Total Points</strong></td>
<td>320</td>
</tr>
</tbody>
</table>

**Grading Scale:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points Range</th>
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<tbody>
<tr>
<td>A</td>
<td>320 - 288</td>
</tr>
<tr>
<td>B</td>
<td>287 - 256</td>
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<tr>
<td>C</td>
<td>255 - 224</td>
</tr>
<tr>
<td>D</td>
<td>223 - 192</td>
</tr>
<tr>
<td>F</td>
<td>191 - below</td>
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</tbody>
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**Bibliography**


**FDM 172 - Visual Communication in Fashion Design and Merchandising**
**Calendar – Spring 2011**

**Week 1** - Introduction, Syllabus, Supplies - 15 minute demonstration - Draw self portrait and present to class.
Introduction to Adobe Illustrator
Terminology
Object vs. Pixel Design
Illustrator objects
Segments and paths
Open and closed paths
Anchor points and end points
Curved vs. straight segments
Corner vs. smooth
Stroke and fills
Selecting points
Mouse action
Tool box and tear off tools
Menus
Control panel
Various panels

Introduction of first project: Trace

**Week 2** - Quiz 1 on Terminology, Demonstration - set up document, define stroke and fill attributes for your path, create objects, edit/transform objects, questions, work on trace project, save document.

Trace project due at the beginning of next class

**Week 3** - Critique of Trace project. Demonstration - Selection tools, drawing and editing tools, segment tools, transformation tools, special function tools, document management tools and Introduction of perspective project.

**Week 4** - continue work on Perspective project
Perspective project due at end of class

**Week 5** - Critique of Perspective project, Demonstration on Text and introduction of Text project.

**Week 6** - Text project due at beginning of class, critique of Text project.
Demonstration - Creating textile designs in illustrator, saving as a swatch. Practice exercises.

**Week 7** - Demonstration of Photoshop:
Pixels, Resolution, Foreground vs. Background colors, Editing and Transforming, Use of Layers, Digital image, Menus, Saving your work. Practice exercises.
Demonstration - Creating textile designs in Photoshop, Introduction to Trend board project

**Week 8** - Work on Trend board project

**Week 9** - Trend board project Due at beginning of class, Critique of Trend board project. Introduction of Story board project. Demonstration - Layouts, presentations, use of multiple images.

**Week 10** - Work on Story board project.

**Week 11** - Story board project due at beginning of class, Critique of Story board project, Introduction to Product design.

**Week 12** - Work on Product design project

**Week 13** - Product design project due at beginning of class, Critique of Product design project. Introduction to Portfolio project.

**Week 14** - Demonstration - building an electronic portfolio, Begin work on Portfolio project

**Week 15** - Continue work on Portfolio project, Portfolio project due beginning of next class.

**Week 16** - **Finals Week** -- Presentation of Portfolio
Self-portrait

Draw a self portrait and include your name and email on the document. Present it to class including information about your area of specialization, what year of school you are in, when you are planning on graduating and plans after graduation. (Not Graded)

Trace

There are six images that you may choose from. You must trace the image using the pen tool and add color. The goal is to practice creating smooth lines that form the shape. You may add color of your choice, appropriate to the image and use the gradient tool to give depth to the image.

Perspective/layers

You may select a photo for this project, do not select anything offensive. The photo needs to represent a non-physical concept such as happiness, sadness, anger, frustration, respect, kindness, satisfaction, and so on. However, you may want to select the image very carefully, look for an image that has a good composition and expresses your concept well. You will create the image in several versions: real, warm, cool, crazy, and black and white outline. You may ask me for advice.

Text

You will create a promotional layout for a product with an image and text. Advertisement for a magazine, Flyer/Poster, Business card with letterhead and envelope, Logo for a store or design labels

Trend (forecast) Board

Current trends will be researched and the findings presented in a trend board. The board should include visual images of current silhouettes, fabrics, colors and intended target market. All research should be documented with a list of references.

Story (inspiration) Board

Using the information found in the trend board an inspiration board will be created. The inspiration board should include a theme. The theme should reflect the target market with visual images that would be appropriate to the customer.

Product Design

Using the information already gathered from the trend board and inspiration board, a product will be developed. The product may be a line of clothing, an advertisement campaign for a store, a story layout for a season, or an advertisement campaign for a design company or designer.

Portfolio

The student will develop an electronic portfolio of their work. The portfolio will include work completed during the course with corrections made to the work. A DVD cover that represents the student will be designed with thumbnails of the work and listings.