UNIVERSIDADE DA CORUÑA

Teaching Guide		
Identifying Data		**2021/22**
Subject (*)	Drawing and Graphic Expression: Fashion Applications	**Code**	710G03006
Study programme	Grao en Xestión Industrial da Moda		

Descriptors				
Cycle	**Period**	**Year**	**Type**	**Credits**
Graduate	2nd four-month period	First	Obligatory	6

Language	Spanish
Teaching method	Face-to-face
Prerequisites	
Department	Proxectos Arquitectónicos, Urbanismo e Composición
Coordinador	López Salas, Estefanía	**E-mail**	estefania.lsalas@udc.es
Lecturers	López Salas, Estefanía	**E-mail**	estefania.lsalas@udc.es
Web	pin.it/7kgwgVg		
General description	The course aims to provide students with the ability to express their ideas and thinking by freehand drawing. This is a basic, needed skill for their future work in the fashion design industry. The course seeks to train the student with the fundamental skills to analyze and draw fashion figures by drawing freehand. In addition, students will adquire knowledge about different ways of graphic expression applied for fashion design industry.
Contingency plan	If spatial limitations caused by prevention and health measures, or other restraints related to the pandemic, make impossible to teach face to face, this course will be instructed online through university tools provided for that purpose (Moddle, Teams and university email).

1. Modifications to the contents
? Contents will not be modified.

2. Methodologies
*Teaching methodologies that are maintained
? Introductory Activities
? Guest lecture / Keynote speech
? Workshop (included in assessment)
? Supervised projects (included in assessment)
? Seminar
? Practical test (included in assessment)

*Teaching methodologies that are modified
? None.

3. Mechanisms for personalized attention to students
? Personalized attention to students will follow official schedule. Students must get in touch with the professor through UDC email or the chat of Teams. After the student's request, the professor will set a date and time to carry out the personalized attention through a Teams videoconference.

4. Modifications in the evaluation
? There will be no modifications.

*Evaluation observations:
? There will be no modifications.

5. Modifications to the bibliography or webgraphy
? Needed resources will be provided in digital form in Moodle.

Study programme competences	
Code	**Study programme competences**
A4	To master the fundamentals of design in general and fashion design in particular, and to frame them in their historical context, both specific and general
A5	To develop the necessary skills to generate creative and innovative ideas
A18	To know the plastic and visual languages in the realm of fashion industry design, in order to understand and interpret the artistic creations of fashion garments
B1	That students demonstrate that they acquired and understood knowledge in a study area that originates from general secondary education and that can be found at a level that, though usually supported by advanced textbooks, also includes aspects implying knowledge from the avantgarde of its field of study
B2	That students know how to apply their knowledge to their job or vocation in a professional form, and have the competencies that are usually demonstrated through elaboration and advocacy of arguments and problem resolution within their field of study
B3	That students have the capacity to collect and interpret relevant data (normally within their field of study) in order to issue judgements that include a reflection upon relevant topics in the social, scientific or ethical realm
B4	That students may convey information, ideas, problems and solution to the public, both specialized and not
B5	That students develop those learning skills that are needed to undertake ulterior studies with a high degree of autonomy
B7	Capacity to analyse trends (critical thinking)
B8	Capacity to plan, organize and manage resources and operations
B9	Capacity to analyse, diagnose and take decisions
B10	Capacity to understand the social and historical-artistic dimension of fashion design and industry, as vehicle for creativity and the quest for new and effective solutions
C3	Using ICT in working contexts and lifelong learning.
C4	Acting as a respectful citizen according to democratic cultures and human rights and with a gender perspective.
C5	Understanding the importance of entrepreneurial culture and the useful means for enterprising people.
C6	Acquiring skills for healthy lifestyles, and healthy habits and routines.
C7	Developing the ability to work in interdisciplinary or transdisciplinary teams in order to offer proposals that can contribute to a sustainable environmental, economic, political and social development.
C8	Valuing the importance of research, innovation and technological development for the socioeconomic and cultural progress of society.
C9	Ability to manage times and resources: developing plans, prioritizing activities, identifying critical points, establishing goals and accomplishing them.

Learning outcomes			
Learning outcomes	**Study programme competences**		
Representation Systems: Knowledge of representation systems and procedures adapted and applied to fashion design at different stages.	A4 A5 A18	B1 B2 B3 B4 B5 B7 B8 B9 B10	C3 C5 C6 C8
Analysis of Shapes: Knowledge of the figure, the laws of perspective, the theory of lighting and shading and colour as well as ability to apply them to fashion drawing.	A4 A5	B1 B2 B4 B5 B8 B10	C3 C6 C7 C8 C9

Theory of Composition: Knowledge of different theories of composition and its application to graphic expression in fashion design.	A4 A18	B1 B2 B3 B4 B5 B10	C3 C6 C7 C8
Graphic Conception and Representation: Ability to think and represent the own ideas through drawing, to master figure proportions and the techniques of graphic expression, as well as final illustration techniques.	A4 A18	B2 B3 B4 B5 B7 B8 B9 B10	C3 C4 C5 C6 C7 C8 C9

Contents	
Topic	**Sub-topic**
1. Introduction to Drawing and Graphic Expression	1.1. Drawing as a Tool
	1.2. Drawing as a Language
	1.3. Fashion Drawings and Types of Graphic Expression
2. An Approach to Figure Drawing	2.1. Natural Figure: Proportions and Natural Canon
	2.2. Fashion Figure. Fundamentals: Proportions, Fashion Canon, Shades, Volumes, Connections and Perspective
3. Freehand Fashion Drawing	3.1. Sketching and Croquis
	3.2. Pencil Drawing Techniques
	3.3. Fashion Gesture Drawing
4. Movement in Fashion Drawing and Graphic Expression	4.1. Basic Views of the Fashion Figure
	4.2. Variations of Basic Views
	4.3. Movement: Face, Hairstyle, Hands and Feet
	4.4. Drawing Clothes on the Figure
5. Techniques for Graphic Expression in Fashion Drawing	5.1. Base and Composition
	5.2. Adding Images, Materials and Text
	5.3. Shading in Fashion Drawing
	5.4. Graphic Representación of the Body
	5.5. Graphic Representation of Fabrics and Clothes

Planning				
Methodologies / tests	**Competencies**	**Ordinary class hours**	**Student?s personal work hours**	**Total hours**
Introductory activities	A18 B1 B5 C6 C8 C9	1.5	0	1.5
Guest lecture / keynote speech	A4 A5 B10 C3 C4 C7	21	0	21
Workshop	A4 A5 A18 B3 B4 B7 B8 B9 B10 C3 C4 C5 C6 C7 C8 C9	21	50	71
Supervised projects	A4 A5 A18 B3 B4 B5 B7 B8 B9 B10 C3 C4 C5 C6 C7 C8	3	30	33
Seminar	A4 A5 A18 B2 B5 C5 C7	9	10	19
Practical test:	C9	2	0	2

Personalized attention		2.5	0	2.5

Methodologies	
Methodologies	**Description**
Introductory activities	Activities used at the beginning of any teaching-learning process to obtain information regarding student competences, interests and/or motivations in relation to specific learning outcomes, which educators may then incorporate in their planning to create more meaningful, effective learning experiences based on students? existing knowledge.
Guest lecture / keynote speech	Oral presentations where the theoretical and practical contents of the subject are explained by relaing on the spoken word, audiovisual material and drawings to communicate its ideas, to transmit knowledge and encourage learning.
Workshop	In the weekly workshops the students apply the contents learned during the guest lectures and seminars through exercises proposed by the educators, who guide and supervise the process. Students must hand in the exercises developed in the workshops at the end of the scheduled time/ordinary class and/or at the end of the course, according to educators' instructions.
Supervised projects	Supervised projects are meant to help students work independently in their personal work hours under the supervision of educators. In the course, it will be proposed a general theme to be developed by students out of ordinary class time. Supervised projects are focused primarily on learning ?how to do things? and on encouraging students to become responsible for their own learning. Students must hand in the supervised project according to educators' instructions. Scheduled time for voluntary personalized attention will enable the students to be supervised.
Seminar	Seminars will be conducted by professionals with proven expertise (theoretical and practical) in the field of fashion drawing and graphic expression.
Practical test:	An indiviudal final test to assess if the student acquire the study programme competences and the learning aims of the subject.

Personalized attention	
Methodologies	**Description**
Workshop Supervised projects	Questions about the contents/exercises will be answered by the educators in the scheduled face-to-face time for personalized attention, as well as supervision of the individual projects. This personalized attention might be online through Microsoft Teams, if it is previously requested by the students.

Assessment			
Methodologies	**Competencies**	**Description**	**Qualification**
Workshop	A4 A5 A18 B3 B4 B7 B8 B9 B10 C3 C4 C5 C6 C7 C8 C9	Assessment of the exercises developed in class (lectures, workshops and seminars) and/or in student?s personal work hours. These exercises must show student's progress in the subject. It is required to hand in the exercises in due time (at least 80% of the total) according to instructions given by the educators. 15% - mid-term submissions + 15% - final project.	30
Supervised projects	A4 A5 A18 B3 B4 B5 B7 B8 B9 B10 C3 C4 C5 C6 C7 C8	This is a key part of the assessment along with the previous one. Supervised projects will be developed in student's personal work hours. To grade this individual project is required a minimum quality of the drawings. Moreover, students must hand in this project in due time to be graded. 15% - mid-term submissions + 15% - final project.	30
Practical test:	C9	The practical test (exam) is meant to assess the knowledge of the student at the end of the course. To pass this pratical test, the grade must be, at least, 4 out of 10.	40

Assessment comments

1. Second call

The same criteria and requirements will be applied for grading in the first and second calls.

2. Advance call

Students that aim to take the Advance call must fulfil the same grading criteria.

3. No Show mark

Students who do not take the practical test (exam) will be recorded as No Show in the academic certificate.

Students who take the practical test (exam), but do not hand in the workshop exercises and supervised project in due time, will be recorded as No Show in the academic certificate.

4. Students with part-time dedication and those with an academic exemption for attendance

Same criteria and requirements will be applied to students with full-time dedication, part-time dedication and those with an academic exemption for attendance.

To be considered in general

To attend classes is required with active participation in lectures, workshops and seminars.

Workshop exercises, supervised projects and the final practical exam (test) will only be valid for the present academic year (first or second chance, respectively), but they must be repeated in the following academic years in case the student does not pass the course.

Fraudulent behavior in any of the methodologies subject to assessment will result in the grade of "Fail (0)" in the final assessment.

Sources of information	
Basic	- Brambatti, Manuela (2017). Ilustración de moda: técnicas y métodos de dibujo profesional. Barcelona: Promopress
	- Bryant, Michele Wesen (2012). Dibujo de moda : técnicas de ilustración para diseñadores de moda. Barcelona: Blume
	- Drudi, Elisabetta Kuky (2010). Dibujo de figurines para el diseño de moda. Amsterdam: Pepin Press
	- Feyerabend, F. V. (2014). Figurines de moda : patrones para ilustración de moda. Barcelona : Gustavo Gili
	- Martín Roig, Gabriel (2007). Dibujo para diseñadores de moda. Barcelona: Parramón
	- Riegelman, Nancy (2012). 9 heads: a guide to drawing fashion. Los Ángeles: 9 Heads Media
Complementary	- Hopkins, John (2010). El dibujo en la moda. Barcelona: GG
	- Sanmiguel, David (2008). El arte del dibujo. Barcelona : Parramón
	- Wager, Lauren (2017). La paleta perfecta: combinaciones de colores inspiradas en el arte, la moda y el diseño. Barcelona: Promopress

Recommendations
Subjects that it is recommended to have taken before
Fundamentals of Fashion Design/710G03002
Subjects that are recommended to be taken simultaneously
Subjects that continue the syllabus
Fashion Design/710G03010
Other comments
All the instructions set in this Teaching Guide Management also applied to international students or national students coming from other international and national universities.In order to help creating a sustainable and social atmosphere it is recommended to carry out a sustainable use of resources as well as the prevention of negative impacts in the natural environment. Moreover, it is suggested to take into account the importance of ethical principles regarding sustainability in personal and professional behaviour.