

**COMPETENCY #1d:**

Discuss methods of fashion illustration; sketching, watercolors and pastel, inks and markers, and collage.

**CONCEPT:** Practicing some of the techniques used to do illustrations in the fashion industry will help students discover and develop their talents.

**LECTURE/DISCUSSION**

Lecture/discuss the information on fashion illustration. Then refer to the pages that follow for information on each specific type of illustration.

Fashion illustration (or drawing fashion) is a way of presenting clothes on figures, so that they look as attractive and glamorous as possible. Newspapers and magazines use fashion drawings to show the latest styles. Advertisers use them to sell clothes.

To be a fashion illustrator you need to be good at drawing figures. You should love fashion, have a strong color sense and the ability to draw clothes stylishly with attention to detail.

Many different factors contribute to the style and mood of a fashion illustration. The clothes you choose to draw will dominate your illustration, but other things such as the pose of the figure, the colors and texture you use, and whether you have a plain or decorative background. Ideas or inspiration for your designs can come from many places, looking in shops and costume museums, paintings, sculptures or watching TV or films might give you ideas or help you create a "mood" for your drawing.

The most frequently used methods of fashion illustration include sketching, watercolors and pastel, inks and markers and collage.

**ACTIVITY:**

Using the information given, find examples in magazines or newspapers, mailed advertisements, etc. to illustrate as many of the methods as possible.

If the situation permits, allow students to experiment with one or more method for illustrations.