



AUF

The American
University of Florence

SYLLABUS

FAST - SCHOOL OF FASHION AND ACCESSORY STUDIES AND TECHNOLOGY

DEPARTMENT OF ACCESSORY DESIGN AND TECHNOLOGY
COURSE TITLE: SKETCHING AND RENDERING ACCESSORIES
COURSE CODE: FTADSR210
3 semester credits

1. DESCRIPTION

The fundamental aspects of accessory design allow students to learn drawing and rendering techniques, which illustrate materials and textures for handbags, belts, gloves, shoes, and hats. Starting from sketches and basic technical drawing techniques, students develop skills that enable them to apply diverse drawing methodologies.

2. OBJECTIVES

Upon successful completion of this course, students will:

- Become familiar with the history of fashion accessories.
- Be able to identify major utensils, formats, and materials employed in the creation of fashion accessories.
- Be able to practice sketching and rendering techniques for fashion accessories production.
- Be able to sketch simple fashion accessories.
- Be able to import fashion accessories sketches from paper to digital formats.
- Familiarize with sketching and rendering virtual/digital environments.

3. REQUIREMENTS

There are no prerequisites for this course.

4. METHOD

This course consists of lectures, class discussions, projects. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, academic texts and studies, videos, slides, guided problem solving, and experiential and/or field learning activities where applicable.

An asset of the program is the opportunity to showcase student work at FLY, the non-profit retail store of FAST, alongside professional emerging designers based in Italy. All works produced by students will be featured with garment specifications, photographed, and published for promotion on school websites. Garments will undergo a selection process for in-store and classroom placement. Furthermore, FAST experiential learning and internship students will then utilize these items to create window displays and other special installations throughout the season. For this reason, it is not possible for students to take projects, garments, accessories, and the like home upon course completion. In the event that a garment is sold, all profits will go toward scholarship funds for future FAST students.

5. TEXTBOOK - FURTHER READINGS - RESOURCES

TEXTBOOK (Copy available at the university library):

Hidalgo, Marta Rodriguez & Roig, Gabriel Martin. *Designing fashion Accessories: Masterclass in*

Professional Design, Atglen: Schiffer Publishing, 2013.

The textbook is mandatory for successful completion of the course.

Where applicable, additional materials, handouts and/or notes will be provided by the instructor.

FURTHER READINGS

Cheung, Mia et al., *Shoe Design: A Handbook for Footwear Designers*, Fashionary International Ltd, 2016.

Hopkins, Susie. *The Century of Hats: Headturning Style of The twentieth Century*, Chartwell books, 1999.

Peacock, John. *Fashion Accessories*, Thames and Hudson Ltd, 2000.

Rielgelman, Nancy. *9 Heads*, 9 Heads Media.

ADDITIONAL WEB RESOURCES:

<https://eu.ferragamo.com/it-it>

<https://www.businessoffashion.com>

LIBRARIES IN FLORENCE

Please consult the posted schedules for official opening times of the university library. Also note that the library is for consultation only and it is not possible to borrow materials. The library is equipped with a scanner and internet access so that you may save or email a digital copy of the pages needed.

Students may also utilize additional libraries and research centers within the local community:

BIBLIOTECA PALAGIO DI PARTE GUELFA

Located in Piazzetta di Parte Guelfa between Piazza della Repubblica and Ponte Vecchio. Please consult the library website for hours of operation:

http://www.biblioteche.comune.fi.it/biblioteca_palagio_di_parte_guelfa/

BIBLIOTECA DELLE OBLATE

Located in via dell'Oriuolo 26. Please consult the library website for hours of operation:

www.bibliotecadelleoblade.it

THE HAROLD ACTON LIBRARY AT THE BRITISH INSTITUTE OF FLORENCE

Located in Lungarno Guicciardini 9. Please consult the library website for hours of operation. This library requires a fee-based student membership. For information: www.britishinstitute.it/en

6. FIELD LEARNING

Please consult your Official Registration for any mandatory field learning dates. Field Learning Activities cited in Official Registrations are an integral part of the course and also include an assignment that counts towards your final grade, details will be provided on the first day of class.

7. COURSE MATERIALS

No additional course materials are necessary.

8. COURSE FEES

Course fees cover course-related

9. EVALUATION - GRADING SYSTEM

10% Attendance

15% Participation

15% Assignments

20% Midterm Exam, Field Learning Project (if applicable), Special/Research Project (if applicable)

20% Final Exam

20% Final Project

A = 93-100 %, A- = 90-92%, B+= 87-89%, B = 83-86%, B-=80-82%, C+ = 77-79%, C=73-76%, C- =70-72%, D = 60-69%, F= 0-59%, W = Official Withdrawal, W/F = Failure to withdraw by the designated date.

10. ATTENDANCE - PARTICIPATION

Academic integrity and mutual respect between instructor and student are central to the academic policy and reflected in the attendance regulations. Student presence is mandatory and counts toward the final grade.

Absences are based on academic hours: 1 absence equals 3 lecture hours.

Two absences: 6 lecture hours, attendance and participation grade will be impacted.

Three absences: 9 lecture hours, the final grade may be lowered by one letter grade.

Four absences: 12 lecture hours, constitutes automatic failure of the course regardless of when absences are incurred.

Please note:

- The above hours refer to lecture hours. Please note that the contact / credit hour policy in the academic catalog includes additional distribution ratios according to delivery category. Ex: 1 absence equals 6 FL/SL/Lab hours or 9 EL hours.

- Hours may be distributed in different formats according to the academic course schedules.

LATE ARRIVAL AND EARLY DEPARTURE

Arriving late or departing early from class is not acceptable. Two late arrivals or early departures or a combination will result in an unexcused absence. Travel is not an exceptional circumstance.

TRAVEL (OR DELAYS DUE TO TRAVEL) IS NEVER AN EXCUSE FOR ABSENCE FROM CLASS.

It is the student's responsibility to know how many absences are incurred. If in doubt, speak with your instructor!

Participation: Satisfactory participation will be the result of contributing to class discussions by putting forth insightful and constructive questions, comments and observations. Overall effort, cooperation during group work, proper care of work space and tools, responsible behavior, and completion of assignments will be assessed. All of the above criteria also apply to Field Learning and site visits.

11. EXAMS - PAPERS - PROJECTS

The Midterm exam accounts for 20% of the final course grade. **The time and date of the exam cannot be changed for any reason.**

Format: the exam is divided into three sections:

- Part I: 10 Multiple choice questions. Each correct answer is worth 2 points, for a total of 20 points.
- Part II: 10 short-answer questions. Each correct and complete answer (concise explanations, main ideas, key words, names, etc.) is worth 5 points, for a total 50 points.
- Part III: two essay questions; each correct and complete answer is worth 15 points (based on content, vocabulary, detail, etc.) for a total of 30 points.

The final Paper/Project accounts for 20% of the course grade. The final Project consists of an individual

project. Students create a knitwear work based on personal hand sketch.

Material for research will be available in the FUA-AUF Library in Corso Tintori 21.

The **Final** exam accounts for 30% of the final course grade. **The time and date of the exam cannot be changed for any reason.** Format: the exam is divided into three sections:

- Part I: 10 Multiple choice questions. Each correct answer is worth 2 points, for a total of 20 points.
- Part II: 10 short-answer questions. Each correct and complete answer (concise explanations, main ideas, key words, names, etc.) is worth 5 points, for a total 50 points.
- Part III: two essay questions; each correct and complete answer is worth 15 points (based on content, vocabulary, detail, etc.) for a total of 30 points.

The Final Exam is cumulative.

12. LESSONS

Lesson 1	
Meet	In class
Lecture	Introduction to fashion industry: overview of the stages from sketching to selling. Representation techniques for the fashion industry. Sketching and rendering: historical overview.
Objectives	Understand the role of representation within the fashion industry and visualize the overall functioning of the fashion industry. Become familiar with tools, materials, instruments, and formats involved in fashion sketching and rendering. Gain a historical knowledge of major fashion designers and style offices. Be able to analyze referential fashion sketches.
In-Class Activity	First-hand sketching exploration employing different colors, supports, and materials.
Readings/ Assignments	Read: Hidalgo & Roig, <i>Designing Fashion Accessories: Masterclass in Professional Design</i> , pp. 10-25, 26- 38.

Lesson 2	
Meet	In class
Lecture	From inspiration to mood board: definition, formats, and techniques.
Objectives	Identify the main aspects of a mood board. Be able to analyze pre-existing mood boards. Present a preliminary mood board with a visual and conceptual coherence.
In-Class Activity	Mood board analysis.
Readings/ Assignments	Assignment: research a fashion designer or a style office you like, find their sketches and provide a short written visual analysis.

Lesson 3	
Meet	In class
Lecture	Introduction to the principles of sketching.
Objectives	Understand the importance of geometrical shapes to sketch simple fashion items. Practice geometrical technical sketching to obtain simple fashion items. Recognize the technical construction of fashion items.
In-Class Activity	Sketch one or more simple fashion items through geometrical forms.
Readings/ Assignments	Read: Hidalgo & Roig, <i>Designing Fashion Accessories: Masterclass in Professional Design</i> , pp. 90-99. Assignment: create a mood board.

Lesson 4	
Meet	In class
Lecture	From 2D basic sketching to voluming.
Objectives	Understand the importance of volumes in fashion sketching. Gain knowledge of basic techniques to define volume in simple fashion sketches. Be able to practice voluming on simple fashion items. Gain knowledge about the definition and importance of perspective in sketching. Be able to apply perspective on 2D fashion sketches.
In-Class Activity	Apply perspective on the sketched fashion items from previous classes.
Readings/ Assignments	Read: Hidalgo & Roig, <i>Designing Fashion Accessories: Masterclass in Professional Design</i> , pp. 60-63, 98-102, 124-127.

Lesson 5	
Meet	In class
Lecture	Color application to sketches. Selection and rendering materials on simple fashion sketches. Pantone and other scales as a reference for sketches coloring and rendering.
Objectives	Gain knowledge of how colors, materials, and chromatic shapes can be applied to sketches. Understand the importance of colors in fashion sketching and rendering. Become familiar with fashion materials and their rendering on simple fashion sketches.
In-Class Activity	Practice sketching of simple fashion items applying color, material, and pantone or chromatic scales (to be completed for next class, 6).
Readings/ Assignments	Read: Hidalgo & Roig, <i>Designing Fashion Accessories: Masterclass in Professional Design</i> , pp. 112-138.

Lesson 6	
Meet	In class
Lecture	From 2D paper sketching to digital: import paper sketches on digital formats. Digital sketching and rendering: basic tools to import and edit basic fashion sketches.
Objectives	Become familiar with digital software for fashion sketching and rendering. Identify the technical stages to import from paper to digital format. Gain knowledge of basic import and editing tools on fashion digital software.
In-Class Activity	Import one fashion item from paper to a digital format.
Readings/ Assignments	Read: Hidalgo & Roig, <i>Designing Fashion Accessories: Masterclass in Professional Design</i> , pp. 82-110.

Lesson 7	
Meet	In class
Lecture	MIDTERM EXAM

Lesson 8	
	BREAK

Lesson 9	
Meet	In class
Lecture	Sketching and rendering fashion items directly on digital software.
Objectives	Gain knowledge about sketching and render directly on digital software. Gain knowledge of basic and complex tools to sketch and render simple fashion items on fashion software.
In-Class Activity	Sketch one fashion item directly on a software (Photoshop/Illustrator).
Readings/ Assignments	Read: Hidalgo & Roig, <i>Designing Fashion Accessories: Masterclass in Professional Design</i> , 40-80.

Lesson 10	
Meet	In class
Lecture	Overview of flats uses in presenting ideas and concepts.
Objectives	Understand the role of flats in the sketching and rendering creation process. Gain knowledge about how to elaborate professional flats. Be able to elaborate flats for simple fashion items on Illustrator.
In-Class Activity	Creation of flats of one simple fashion accessories.
Readings/ Assignments	Read: Hidalgo & Roig, <i>Designing Fashion Accessories: Masterclass in Professional Design</i> , pp. 60-63, 98-102 124-127.

Lesson 11	
Meet	In class
Lecture	Lay out and presentation of a simple sketched accessory (through a template/designed page and/or area, using Indesign). Sketching and rendering a hat: processes, stages, and stages-management.
Objectives	Identify the stages defining the creation of a hat – sketching and rendering in paper and digital formats. Manage sketching and rendering time, processes, and stages.
In-Class Activity	Sketching, rendering, defining, and laying out a hat (Photoshop/Illustrator).
Readings/ Assignments	Read: Hidalgo & Roig, <i>Designing Fashion Accessories: Masterclass in Professional Design</i> , pp. 82-110.

Lesson 12	
Meet	In class
Lecture	Sketching and rendering a bag: processes, stages, and stages-management.
Objectives	Identify the stages defining the creation of a bag – sketching and rendering in paper and digital formats. Manage sketching and rendering time, processes, and stages.
In-Class Activity	Sketching, rendering, defining, and laying out a bag (Photoshop/Illustrator).
Readings/ Assignments	Assignment: visit a market stall in Florence and analyze three different types of bags offered and provide a short description.

Lesson 13	
Meet	In class
Lecture	Sketching and rendering a shoe: processes, stages, and stages-management.
Objectives	Identify the stages defining the creation of a shoe – sketching and rendering in paper and digital formats. Manage sketching and rendering time, processes, and stages.
In-Class Activity	Sketching, rendering, defining, and laying out a shoe (Photoshop/Illustrator).
Readings/ Assignments	Read: Hidalgo & Roig, <i>Designing Fashion Accessories: Masterclass in Professional Design</i> , 40-80.

Lesson 14	
Meet	In class
Lecture	In-class presentation and discussion: hat, bag, and shoe sketching and rendering projects presentation. General review.
Objectives	Identify and apply a comprehensive series of techniques, tools, and methodologies to develop an independent personal sketching and rendering fashion project. Assess the technical and critical features and challenges of a self-conducted work and of projects by peers. Defend and justify technical and aesthetic choices in group conversations.
Visit	Discussion of the final presentation.
Readings/ Assignments	Submit final project

Lesson 15	
Meet	In class
Lecture	FINAL EXAM - Final exam