



Accredited

OCR LEVEL 3 CAMBRIDGE TECHNICAL CERTIFICATE/DIPLOMA IN ART AND DESIGN

FASHION ILLUSTRATION

F/504/0288

LEVEL 3 UNIT 54

GUIDED LEARNING HOURS: 60

UNIT CREDIT VALUE: 10



FASHION ILLUSTRATION

F/504/0288

LEVEL 3

AIM OF THE UNIT

By completing this unit, learners will understand fashion illustration, including styles, influences, materials, processes and presentation techniques. They will be able to produce designs and present a portfolio of designs, for a fashion collection, in response to a brief.

ASSESSMENT AND GRADING CRITERIA

Learning Outcome (LO)	Pass The assessment criteria are the pass requirements for this unit. The learner will:	Merit To achieve a merit the evidence must show that, in addition to the pass criteria, the learner is able to:	Distinction To achieve a distinction the evidence must show that, in addition to the pass and merit criteria, the learner is able to:
1 Understand fashion illustration styles and influences, and the media, materials and processes used to create them	P1 Learners use annotated studies to investigate how a range of fashion illustration styles have developed and been influenced by relevant contextual trends P2 Learners use annotated studies to investigate a range of techniques, media, materials and processes used by fashion illustrators	M1 Learners use their investigations to demonstrate a good understanding of cultural, historical and technological influences on, and applications of, fashion illustration	
2 Be able to use fashion illustration techniques, media, materials and processes to develop their own illustration style	P3 Learners experiment with appropriate techniques, media, materials and processes to develop their own fashion illustration style	M2 Learners use techniques, media, materials and processes in a skilful and Innovative way to develop an original personal style and approach for fashion illustration	
3 Be able to produce original fashion illustrations in response to a client brief	P4 Learners apply their illustration style and technique to competently produce a range of original fashion illustrations, in response to a client brief	M3 Learners demonstrate proficient skills in producing successful fashion illustrations. The outcome produced is generally of a good quality	D1 Learners produce very original fashion illustrations. The outcomes produced are skilfully finished, generally of a high quality and display a thorough understanding of the requirements of the brief
4 Be able to use appropriate presentation techniques to present fashion illustrations to a client	P5 Learners use appropriate techniques to present their illustrations to the client		D2 Learners use effective presentation techniques to successfully enhance their illustration work for display in an exhibition or for use in a commercial format

TEACHING CONTENT

The unit content describes what has to be taught to ensure that learners are able to access the highest grade.

Anything which follows an i.e. details what must be taught as part of that area of content.

Anything which follows an e.g. is illustrative, it should be noted that where e.g. is used, learners must know and be able to apply relevant examples to their work though these do not need to be the same ones specified in the unit content.

Understand fashion illustration styles and influences, and the media, materials and processes used to create them

Produce evidence of research and understanding, for example by considering:

Influences on fashion illustration work from trends within the broader world of illustration, graphics, art and photography.

Influences on fashion illustration work by technological and traditional media

Fashion illustration from historical, contemporary and different cultural sources

Explore media, for example:

- collage
- mixed media
- dry/wet media
- digital.

Be able to use fashion illustration techniques, media, materials and processes to develop their own illustration style

Explore different formats, for example:

- illustrative sketches
- developmental design
- flats/roughs.

Be able to produce original fashion illustrations in response to a client brief

Consider:

- theme
- client/customer profile
- purpose

For example, brief could be for a magazine, book, exhibition, display, concept design, advertising, theatrical costume etc.

Be able to use appropriate presentation techniques to present fashion illustrations to a client

Select relevant work for the portfolio and present in a suitable way. Where appropriate, work should be annotated.

Consider, for example:

- display and layout
- scale
- requirements of client
- format
- materials
- balance.

DELIVERY GUIDANCE

This unit is centre-assessed and externally moderated.

In order to achieve this unit, learners must produce a portfolio of evidence showing that they can meet all the pass criteria.

Portfolios of work must be produced independently. Portfolios put forward for moderation must be available for the OCR Visiting Moderator to access freely during the moderation visit, along with witness statements and any other necessary supporting documentation.

Centres must confirm to OCR that the evidence produced by learners is authentic.

In order to achieve this unit, learners must produce evidence that meets all the pass grading criteria. There are no other additional requirements for this unit.

The focus of this unit is the creation of a personal fashion illustration style and to do this learners will need in **P1/P2/P3/M1/M2** to research fashion illustration styles and influences, explore fashion presentation techniques, and a range of materials and processes used in the fashion industry. This can be done using books, websites, museums, higher education degree shows/courses etc and evidence presented through, for example, annotated studies and sketchbooks.

For **P4/M3/D1** learners should use their personally developed fashion illustration style to respond to a brief and produce a range of original fashion illustrations.

For **P5/D2**, the finished designs should be presented as a portfolio of designs in an appropriate manner as suits the requirements of the brief and client. This could for example be for a fashion magazine, theatrical costume proposal, display boards in a retail outlet, as designer to potential client etc.

Learner work presented for assessment should, in addition to the outcome produced for **P4/M3/D1**, include drawings, sketches and annotated studies that provide evidence of all investigations and the entire development of a personal fashion drawing style, and ideas developed in response to the brief.

RESOURCES

This section provides suggestions of suitable resources. The list is neither prescriptive nor exhaustive, and learners should be encouraged to gather information from a variety of sources.

Some suggested resources are intended for Tutor use. The resources in this section were current at the time of production.

Books

Wilcox, Claire.	<i>Radical Fashion</i> V&A ISBN 1-851773525
Hodge , Brooke. Mears, Patricia. Sidlauskas, Susan.	<i>Skin + Bones: Parallel Practices in Fashion and Architecture</i> Thames and Hudson ISBN 9780500513187
Braddock, Sarah. O'Mahony, Maria.	<i>Techno Textiles</i> Thames& Hudson ISBN 0500280967
Wolff, Collette. (1996)	<i>The Art of Manipulating Fabric</i> Krause Publications
Delaunay, Sonia.	<i>Sonia Delaunay: Art into Fashion</i> George Braziller ISBN 10: 0807611662
Colchester, Chloe.	<i>Textiles Today: A Global Survey of Trends and Traditions</i> Thames and Hudson ISBN-10: 0500513813
Davis, Hywel.	<i>British Fashion Designers</i> Laurence King Publishers ISBN-10: 1856696332
Abling, Bina. (1999)	<i>Fashion Sketchbook</i> Fairchild Books
Tain, Linda. (1998)	<i>Portfolio Presentation for Fashion Designers</i> Fairchild Books
Tatham, C & Seaman, J. (2003)	<i>Fashion Design Drawing Course</i> Barron's Educational
Ireland, Patrick J. (1989)	<i>Fashion Design, Drawing and Presentation</i> Batsford
Hyland, A & Bell, R. (2003)	<i>Hand to Eye: Contemporary Illustration</i> Lawrence King

LINKS TO NOS

Creative and Cultural Skills – Design (2009)

DES3 Use critical thinking techniques in your design work

DES7 Contribute to the production of prototypes, models, mock-ups, artwork, samples or test pieces

DES10 Create visual designs

ENTO – Health and Safety Standalone Units

HSS1 Make sure your own actions reduce risks to health and safety



CONTACT US

Staff at the OCR Customer Contact Centre are available to take your call between 8am and 5.30pm, Monday to Friday.

We're always delighted to answer questions and give advice.

Telephone 02476 851509

Email cambridgetechnicals@ocr.org.uk

www.ocr.org.uk