

# Portfolio Development in Fashion Design Course Guide Book

## A. Basic Information

<b>Title of the Course: Portfolio Development in Fashion Design</b>		<b>Course Manager: Tsion Geremew</b>	
<b>Course Code: Fdes 2094</b>		<b>Office location: behind registral, Room 304</b>	
<b>Module Name: Fashion Illustration</b>		<b>Consultation Hours: Monday 2:30- 4:30</b>	
<b>Credits: 4</b>		<b>Email: tsiongeremewt@gmail.com</b>	
<b>Target Group: 2<sup>nd</sup> Fashion Design</b>		<b>Mobile: 0902093656</b>	
<b>Lecture days &amp;Hours</b>			
	Lecture	Tutorial	
Day			
Hour	2	3	
Room			
<b>Tut/Lab Manager:</b>		<b>Consultation Hours: 1 hour</b>	
<b>Mobile: 0902093656</b> <b>Email: tsiongeremewt@gmail.com</b>		<b>Office location:behind registral, office no. 304</b>	

## B. Course Description

This course focuses on the development of a professional designer portfolio. Students target a specific area of interest for employment and produce groups with concept boards, color story, fabrics, trims, illustrations and technical drawings for each. Lectures, group activities, workshops and team field trips will help spark the ideas, and let the students push the boundaries of fashion design.

## C. Objectives of The Course

Students will be able to:

- Describe the concept of portfolio development
- Develop professional designer portfolio by using different methods and techniques
- Develop a storytelling
- To take full responsibility for their project work realization
- To organize their project self-contained

**Tentative Schedule of Lecture , Laboratory and Tutorial Topics, Activities and Assignments, and Readings**

Weeks	Lecture Topics	Tutorial Sessions	Students activities and Assignments	Reading
1	<b>Chapter 1: Introduction To Portfolio Development</b> <ul style="list-style-type: none"> <li>• Definition</li> <li>• Importance of portfolio</li> <li>• Tools and technique of portfolio making</li> </ul>	<ul style="list-style-type: none"> <li>• A review of student's current portfolio.</li> </ul> <p>From drawings or paintings to garment photos or projects</p>	<ul style="list-style-type: none"> <li>• Case study of professional fashion designer portfolio.</li> </ul>	<ul style="list-style-type: none"> <li>• LINDA TAIN portfolio presentation for fashion designers.</li> <li>• Anna kipper fashion portfolio design + presentation.</li> </ul>
2	<b>Chapter 2: Types of fashion portfolio</b> <ul style="list-style-type: none"> <li>• Student portfolio</li> <li>• Internship portfolio</li> <li>• Professional portfolio</li> </ul>	<ul style="list-style-type: none"> <li>• Special presentation</li> <li>• Portfolio evaluation</li> </ul>	<ul style="list-style-type: none"> <li>• Fashion magazines cover stories.</li> </ul>	<ul style="list-style-type: none"> <li>• LINDA TAIN portfolio presentation for fashion designers.</li> <li>• Anna kipper fashion portfolio design + presentation.</li> </ul>
3	<ul style="list-style-type: none"> <li>➤ Presentation formats <ul style="list-style-type: none"> <li>➤ Digital</li> <li>➤ Manual</li> </ul> </li> <li>➤ Page Layout style</li> </ul>	<b>Quiz 1</b>	<ul style="list-style-type: none"> <li>• Practice digital portfolio making in adobe illustrator.</li> </ul>	<ul style="list-style-type: none"> <li>• Handout</li> </ul>

4	➤ Storytelling	development of a visual narrative to enhance the impact of the work	<b>Assignment 1</b> <ul style="list-style-type: none"><li>Organize Design philosophy and Storytelling</li></ul>	<ul style="list-style-type: none"><li>LINDA TAIN portfolio presentation for fashion designers.</li></ul>
5	<ul style="list-style-type: none"><li>Miscellaneous presentation<ul style="list-style-type: none"><li>➤ Look book</li><li>➤ Mailer</li><li>➤ Design journal</li></ul></li></ul>	<ul style="list-style-type: none"><li>The design journal</li><li>Technique and presentation.</li></ul>	<ul style="list-style-type: none"><li>Make a design journal.</li></ul>	<ul style="list-style-type: none"><li>LINDA TAIN portfolio presentation for fashion designers.</li></ul>
6	<b>Chapter 3: Creativity</b> <ul style="list-style-type: none"><li>Types of creativity</li><li>Ideas generation</li><li>Exploration of ideas</li></ul>	<ul style="list-style-type: none"><li>Planning the presentation<ul style="list-style-type: none"><li>➤ Purpose</li><li>➤ Focus</li><li>➤ Quantity</li></ul></li></ul>	<b>Assignment 2</b> <ul style="list-style-type: none"><li>Select inspiration and show how to turn inspiration in fashion collection.</li></ul>	<ul style="list-style-type: none"><li>LINDA TAIN portfolio presentation for fashion designers.</li><li>Anna kipper fashion portfolio design + presentation.</li></ul>
7	<b>Assignment 1 presentation</b>			
8	<b>Mid Exam (25 %)</b>			
9	<ul style="list-style-type: none"><li>Developing a personal style</li><li>Critical thinking</li><li>Communicating ideas</li></ul>	<ul style="list-style-type: none"><li>Planning the presentation<ul style="list-style-type: none"><li>➤ Art supplies</li><li>➤ Visual elements</li><li>➤ Techniques and technologies</li></ul></li></ul>	<b>Project 1</b> <ul style="list-style-type: none"><li>Prepare a complete presentation boards along with structured technical package</li></ul>	<ul style="list-style-type: none"><li>LINDA TAIN portfolio presentation for fashion designers.</li><li>Anna kipper fashion portfolio design + presentation.</li></ul>

10	<b>Chapter 3: Portfolio Presentation Boards</b> <ul style="list-style-type: none"> <li>• Concept board</li> <li>• Research board</li> <li>• Inspiration board</li> <li>• Theme board</li> </ul>	<b>Quiz 2</b>	<b>Project 1</b> <ul style="list-style-type: none"> <li>• Exploring ideas</li> </ul>	<ul style="list-style-type: none"> <li>• LINDA TAIN portfolio presentation for fashion designers.</li> <li>• Anna kipper fashion portfolio design + presentation.</li> </ul>
11	<ul style="list-style-type: none"> <li>• Mood board</li> <li>• Color board</li> <li>• Material board</li> <li>• Trim and accessories board</li> <li>• Design illustration board</li> </ul>	<ul style="list-style-type: none"> <li>• Presentation</li> </ul>	<ul style="list-style-type: none"> <li>• Trend research on board.</li> <li>• Critical thinking</li> </ul>	<ul style="list-style-type: none"> <li>• Handout</li> <li>• LINDA TAIN portfolio presentation for fashion designers.</li> <li>• Anna kipper fashion portfolio design + presentation.</li> </ul>
12	<b>Chapter 5: Developing a collection</b> <ul style="list-style-type: none"> <li>• Look For Reference</li> <li>• Define silhouette Colour, patterns, shape</li> <li>• Fabric/drape</li> </ul>	<ul style="list-style-type: none"> <li>• Presentation techniques</li> </ul>	<ul style="list-style-type: none"> <li>• Trend research on board.</li> </ul>	
13	<ul style="list-style-type: none"> <li>• Understanding 3D form</li> <li>• Flats and spec</li> <li>• “Polishing” portfolio</li> <li>• Portfolio cases</li> </ul>	<ul style="list-style-type: none"> <li>• The process of present a concept</li> </ul>	<b>Project 1</b>	
14	<b>Chapter 6: The Job Market</b> <ul style="list-style-type: none"> <li>• Company organization</li> <li>• The job descriptions in fashion design industry</li> <li>• Freelance designing</li> </ul>	<ul style="list-style-type: none"> <li>• Glossary of apparel manufacturing terms.</li> <li>• Building your career</li> </ul>	<b>Project 1</b>	<ul style="list-style-type: none"> <li>• LINDA TAIN portfolio presentation for fashion designers.</li> </ul>
15	<b>Project presentation</b>	<b>Evaluation of Project</b>	<b>Revision</b>	



#### D. Teaching Methods

Knowledge will be demonstrated and lectured on PowerPoint. EBooks and assignment templates are provided by Course Manager, so that students can easily progress at each assignment. Class activities will vary day to day, ranging from lectures to discussions. All of knowledge will be offered within questions, exercises, or group's competition. Following the guidance of lecturer, students will participate in a peer group to discuss and give ideas, analyze, prove and reach conclusions.

#### E. Assessment Methods

Lecture Part	Marks	Tutorial Part	Marks
Mid Exam	25%	Assignment 1 & 2	11%
Final Examination	40%	Quiz 1 & 2	12%
		Project 1	12%
<b>Total</b>	<b>65%</b>	<b>Total</b>	<b>35%</b>

#### F. Course Policy

Academic dishonesty, including cheating, fabrication, and plagiarism will not be tolerated and will be reported to concerned bodies for action.

##### *Note on class attendance:*

- Be expected to attend class regularly. Lecturer will take attendance on random days during the semester to ensure that students are coming to class. Students who are absent more than 15% of the class attendance will not be permitted for final exams.
- Required to arrive on time for class. Students who are late more than five minutes must not be allowed to enter class. Cell phones must be turned off before entering the class.

##### *Note on class participant:*

- Following the instructions indicated at each content and required reference books, positive to research.
- Actively participate in discussion throughout the course whether they are to be performed individually or in group. Good expression will be evaluated as mark plus to each assignment.
- Required to submit and present the assignments provided according to the time table indicated.
- Be free to give questions related knowledge of course.

#### G. Required Reference Books

1. Tain, Linda: “Portfolio Presentation for Fashion Designers”, Fairchild Books
2. Anna Kiper “Fashion portfolio design + presentation”

## **H. Approval**

Tsion Geremew  
Course Manager

\_\_\_\_\_  
Signature

Ashenafi Teklay  
Program head

Signature \_\_\_\_\_

Tewodros Tenagne  
Educational quality assurance officer

Signature \_\_\_\_\_