

Fashion Illustration for Designers

Second Edition

Kathryn Hagen

Otis College of Art and Design

Prentice Hall

Boston Columbus Indianapolis New York San Francisco Upper Saddle River
Amsterdam Cape Town Dubai London Madrid Milan Munich Paris Montreal Toronto
Delhi Mexico City Sao Paulo Sydney Hong Kong Seoul Singapore Taipei Tokyo

Contents

Preface xi

Acknowledgments xiii



Chapter 1 Hand Tools 2

- Objectives 3
- Introduction to Hand Tools 3
- Design Illustrations 4
- What Are the Tools of the Trade in the Fashion World? 5
- How to Begin 5
- Drawing Tools 6
- Erasing Tools 8
- Tracing Paper: The Smart Drawing Surface 9
- Rendering Tools 10
- Paint Tools 13
- Rendering Papers 15
- Support Tools 16
- Buying Tips 17
- Organizing Your Workspace 18
- Summary 19
- Exercises 20



Chapter 2 Photoshop Tools 26

- Objectives 27
- Introduction to Computer Tools 27
- Backgrounds 28
- How to Begin 29
- Computer Terms: Learn to Speak the Language 29
- Scanning 30
- Photoshop 31
- How to Do Basic Stuff 36
- Creating Compositions 44
- Rendering in Photoshop 46
- Summary 47

Collecting Your Work 47

Exercises 48



Chapter 3 Fashion Flats 52

- Objectives 53
- Introduction to Fashion Flats 53
- Women's Swimwear Flat Templates 54
- How to Begin 55
- Construction Details 56
- Basic Seams 59
- Gathers, Folds, and Drapes 60
- Pleat Variations 62
- Drawing Ruffles 63
- Drawing Technical Flats 64
- Swimwear Templates 65
- Men's Casual Flats 74
- Flats: Final Points 76
- Relating Flats to Design Illustrations 77
- Summary 78
- Exercises 79



Chapter 4 Fashion Heads 82

- Objectives 83
- Introduction to Fashion Heads 83
- How to Begin 85
- Overview of Fashion Heads 86
- Fashion Eyes 88
- Fashion Noses 90
- Fashion Mouths 92
- Skeletal Facial Structure 94
- Drawing Front View Fashion Heads 95
- Three-Quarter Heads 98
- Profiles 100
- Alternative Angles 102

Cool Fashion Hair 104
 Sunglasses 109
 Hats 110
 Draw a Variety of Ethnicities 114
 Approaches to Stylization 116
 Summary 117
 Exercises 118

Stylized Figures 183
 Summary 185
 How to Develop Your Fashion Pose 185
 Exercises 186



Chapter 5 Fashion Figures 122

Objectives 123
 Introduction to Fashion Figures 123
 How to Begin 125
 Male Proportions 126
 Female Proportions 127
 Skeletal Overview 128
 The Torso 129
 Arm Structure 135
 Fashion Legs 143
 Summary 154
 Exercises 154



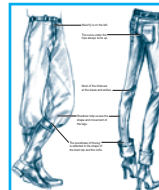
Chapter 7 Swim and Surf 188

Objectives 189
 Introduction to Swim and Surf 189
 How to Begin 191
 Why Stretch Fabrics? 191
 Historical Overview 192
 Men's Swimwear 193
 Swimsuits for Junior Girls 194
 Surf Culture 196
 Creating Your Own Graphics 199
 Sophisticated Men 200
 Jetsetters 201
 Waders and Paraders 204
 Swimwear Poses 205
 Swimwear Layout 209
 Summary 211
 Exercises 211



Chapter 6 Develop Your Fashion Pose 158

Objectives 159
 Introduction 159
 Developing a Figure 160
 How to Begin 161
 Fashion Gestures 161
 Essence Gestures 162
 Structural Gestures 163
 Refined Gestures 163
 Focus on Weight Leg 164
 Working from Tearsheets 165
 Fashion Attitude 166
 Adapting a Pose 167
 Female Front View Figures 168
 Front View Fashion Guys 172
 Develop a Front View Pose 173
 One-Point Perspective 175
 Female Back Views 176
 Male Back Views 178
 Action Poses 180
 Dynamic Movement 181
 Subtle Action 182



Chapter 8 Trousers and Jeans 214

Objectives 215
 Introduction to Trousers and Jeans 215
 Research 216
 Trouser Timeline 217
 How to Begin 217
 Styles and Fabrics 218
 Men's Tailored Trousers 226
 Men's Sporty Silhouettes 228
 The Denim Jean 231
 Dropped-Crotch Trousers 234
 Rendering Black 235
 Drawing Trousers 237
 Rendering Techniques 242
 Summary 245
 Exercises 245



Chapter 9 Shirts, Blouses, and Tops 246

- Objectives 247
- Introduction to Shirts, Blouses, and Tops 247
- Historical Research 248
- How to Begin 249
- Basic Bodices 250
- Collars and Necklines 252
- Cowls 255
- Summer Fabrics and Details 256
- Sleeves 257
- Fall Fabrics 259
- Embellishments 260
- Design Methods for Tops 262
- Women's Tailored Woven Shirts 263
- Tunics 264
- Shirts for Guys 266
- Jacket Sleeves 270
- Light-Weight Sweaters and Jackets 271
- Hoodies 272
- T-Shirts and Graphics 273
- Summary 274
- Exercises 274



Chapter 11 Sports and Activewear 302

- Objectives 303
- Introduction to Sports and Activewear 303
- High-Tech Sports Gear 304
- How to Begin 305
- Women's Running Gear 306
- Runner Figures 307
- Dynamic Figures 308
- Research Your Sport 309
- Skateboarding: Ten Steps to a Dynamic Illustration 310
- Snowboard Gear 312
- Skiing 314
- Cycling 315
- More Sporty Poses 316
- Dimensional Flats 317
- Focus: Putting Graphics into Perspective 318
- Exercise and Dance Wear 319
- Yoga 321
- Activewear-Influenced Separates 322
- Summary 323
- Exercises 323



Chapter 10 Skirts and Dresses 278

- Objectives 279
- Introduction to Skirts and Dresses 279
- Dress and Skirt Timeline 280
- How to Begin 281
- Hemlines 281
- Elements of Complex Clothing 282
- Drawing Skirts 283
- Understanding Drape 288
- Dress Silhouettes and Vocabulary 290
- Drawing Layers: Step by Step 291
- Casual Summer Dresses with Drape 292
- Drawing Dress Fabrics 293
- Dress Poses 295
- Creating a Well-Merchandised Dress Group 298
- Summary 299
- Exercises 300



Chapter 12 Streetwear 326

- Objectives 327
- Introduction to Streetwear 327
- Moody Poses 328
- How to Begin 329
- Skater Fashion and Culture 330
- Drawing Layers 332
- Young Guy Looks 333
- Activewear Influence 334
- Boys "in the Hood" 336
- Military Influence 338
- Fifties Influence 340
- Casual Layers 342
- Pushing Proportion and Contrast 343
- Urban Street 344
- Rendering Black Leather Step by Step 345
- Punk Influence 346
- Street Girl Poses 350
- Street Guy Poses 351

Street Back View Poses	352
Composing Your Group	354
Summary	355
Exercises	356



Chapter 13 Chic Separates 358

Objectives	359
Introduction to Chic Separates	359
How to Begin	361
Fashion and the Haute Couture	362
Brief History of Tailoring	364
Drawing Tailored Clothing	365
Female Flat Templates	367
Sophisticated Female Proportion	368
Chic Design Illustrations	369
Patterned Wool Suits	370
Chic Leather	372
Create a Subtle Pose	373
Male Flat Templates	374
Ten-Head Male Proportion	375
Classic Suits	376
Hipster Suits	378
Quilting and Hoodies	380
Cool Guy Layers	381
Spring Sweaters	382
Deconstruction	383
Spring-Summer Layers	384
Casual Chic	386
Illustrating Your Tailored Group	389
Summary	390
Exercises	391



Chapter 14 Fall Layers 392

Objectives	393
Introduction to Fall Layers	393
How to Begin	395
Adding Volume	397
Designer Sweaters	398
Bulky Sweaters	399
Rendering Corduroy	400
Chic Leather	401
Designer Coats	402
Coat and Jacket Templates	403

Women's Coat Silhouettes	404
Bulky Designer Coats	405
Fall Textures	406
Coat Fabrics	407
Fall Accessories	409
Fall Men	410
Adding Garments with Volume	412
Casual Chic	413
Men's Classic Coats	414
Fall Details	416
Summary	417
Exercises	418



Chapter 15 Eveningwear, Lingerie, and Costumes 420

Objectives	421
Introduction to Eveningwear, Lingerie, and Costumes	421
How to Begin	423
Eveningwear Flat Templates	424
Drawing Elaborate Drape: Step by Step	431
Lingerie/Loungewear	446
Costumes	450
Summary	454
Exercises	455



Chapter 16 Kids, Kids, Kids 458

Objectives	459
Introduction to Kidswear	459
How to Begin	461
Kid Proportions	462
Head Proportions	463
Clothing Differences	464
Drawing Clothes on Kids	465
Infants and Babies	466
Toddlers: One to Three Years Old	470
Kids: Three to Five	473
Kids: Six to Nine	476
Tweens: Ten to Twelve	480
Teenagers (Juniors)	482
Summary	484
Exercises	484



Chapter 17 Color, Wonderful Color 486

Objectives	487
Introduction to Color	487
Color Families	488
How to Begin	489
Use Your Hand Tools	490
Photoshop Color	494
Rendering Fashion Heads	498
Rendering the Figure	506

Swim and Surf	512
Computer Collage	521
Tops: Rendering Embellishments and Details	524
Skirts and Dresses	526
Runners	528
Street Culture	530
Chic Separates	534
Fall Rendering	540
Eveningwear	550
Gang Kids	558
Summary	567
Exercises	568

Index 571