Three Day Workshop on
Illustration for Fashion Design

Date: 08 to 10 October 2014
Anchor Faculty: Mr. Amit Sinha

Introduction:
The process of fashion design involves various stages. In conceptualization stage, designers transform their inspiration into interpretation of ideas in the form of sketches and artworks. The skill of drawing helps in representing concept visualization. The application of colour, silhouette, textures, and composition helps in representing the moods and details as combination. It is one of the creative processes that has been popular and has been practiced since a long time along the growth of fashion design especially in the 19th century. If required, various characteristics such as glamour, luxury, drama, sport, retro etc can also be added to represent a specific theme. This is also supported with the exposure of different media for appropriate application.

Scope:
The objective of this workshop is to strengthen the learners in Fashion Illustration and sensitize their ability to develop individual style and to be versatile in exploring ideas. The introduction of the skill through this workshop helps the learner to improve on being more articulate, relevant, impressive and effective in representing their design ideas. The exposure and explorations in few interesting media and technique helps to develop sensitivity towards application and approach. This technique is a prerequisite for all types of design and documentation projects that the learners wish to pursue in the field of apparel/clothing and fashion design.

Objective:
- To understand balance and proportion in human figure
- Understand silhouettes and its role in deciding composition
- Developing familiarity with illustration mediums for effective use
- Learning the methods to make composition of human body, silhouette colours and other essential details to complete an illustration project professionally.
- This workshop is to help the learners from fashion industry to refresh their skill and to the students who wish to develop the art of fashion illustration as a powerful tool and aspire to join fashion industry as designers.

Contents/Methodology:


DAY 2: Explorations in Different Mediums - Dry & Wet mediums, Medium for Foreground and Background - papers, acrylics, pastels, water colours, stencils, masking, collage. Developing Stylised Proportions, Croquis or Lay Figures

DAY 3: Selecting and applying appropriate media for final composition on give brief. Creating final composition incorporating human figure, silhouettes, colours and other required details to represent a design idea through an illustration professionally. Presentation & Feedback
Anchor Faculty: Amit Sinha

Areas of Expertise: Apparel, Accessory and Surface Design, Trend Research and Forecasting, Illustration and Representation Techniques, Research Methods in Design

Since 2009, Amit Sinha has been teaching at NID. He did his postgraduate Advanced Entry Programme in Apparel Design in 2000 from NID, after finishing his BA in Sociology from the Benaras Hindu University, Varanasi and has a cumulative work experience of 14+ years in industry and design education.

Amit has experience of teaching Fashion Illustration at some of the leading design schools in India including NID, NIFT since 2004 at elementary as well as advanced level. His own approach on the subject has been experimental in application of concept and media. Amit considers development of a professional style and presentation an important aspect of fashion illustration. He believes that everybody who has a passion, can develop his strength and style. Even though skills are vital, an understanding of need, skill and application is more desired aspects to master fashion illustration.

Fashion Illustration & Representation Techniques, Design Drawing - Nature and Human figure, Material Techniques and Model Making (Soft Material), Introduction to Apparel Design and Research & Documentation for Craft are the courses Amit teaches at NID. He conducts design projects on Ready-to-wear Collections and Woven Apparel to enable students understand project methodology and design development.

Amit has been instrumental in designing the curriculum for the Fashion Entrepreneurship Programme at the International College of Financial Planning, New Delhi. He has been a part of the juries at NIFT, SNDT, Kala Raksha Vidyalaya, Symbiosis Institute of Design. He has also been invited by Mahatma Gandhi Labour Institute, Ahmedabad, to deliver talks on “Design for Livelihood Improvement” for the Women Garment Workers in 2010 and for De-notified and Nomadic Tribes in 2011. He has developed uniforms for the first MBA Convocation at the Ahmedabad University. He organized the NID team responsible for the winning Trend Pavilion display at Tex-style 2010 in ITPO’s fair at Pragati Maidan, New Delhi.

Amit participated as team member for 3D Anthropometric Body Data Training, Feb 2011 at the Association for Overseas Technical Scholarship Yokohama, Kensu Center, Japan. In his professional career, he has worked at various levels of apparel, textile & home fashion Industry and has participated in major exhibitions and seminars including Premier Vision Paris, Tex-world Paris and Tex-world, New York, Hong Kong Fashion Week, HeimTextil Frankfurt, APLF Hong Kong etc.
DURATION:

The workshop will be conducted for three days. Please note that the workshop will be highly intensive and you are requested to keep all the evenings except the first day free for the workshop sessions.

INTAKE:

Participation will be limited to a maximum of twenty (on a first come first serve basis). Any and all in the creative field including designers, architects, managers, design professional, retailers, other professionals and students can benefit from this program. Others desiring to increase their sensitivity and creativity are also welcome. All that is needed is an open mind.

VENUE:

National Institute of Design, Ahmedabad

FEE & REGISTRATION:

Rs.10,000/- [Non-residential, includes Service Tax, Workshop Registration fee, Lunch and one set of material only] to be paid by Demand Draft/ Pay Order before one week of the program in favour of NATIONAL INSTITUTE OF DESIGN, payable at Ahmedabad.

Kindly send in your nominations on your company letterhead indicating Name/s, Designation, Address, Phone No, Fax No, and Email Id of the nominees along with the fee to:

Project Officer
Industry Programmes (IP)
NATIONAL INSTITUTE OF DESIGN

Paldi, Ahmedabad 380 007
Telephone: 079-26629 767, 079-26629 746
Mr. Mansukh Patel: 08153948372,
Ms. Rupali Sinha: 09328136526
Fax: 079-26621167 / 26605240
E-mail: industryprogrammes@nid.edu, ipp@nid.edu

CERTIFICATION: A certificate of participation will be presented to the participants