



# IMPORTANCE OF FASHION ILLUSTRATION IN FASHION & DESIGN EDUCATION WITH APPLICATION OF COREL DRAW SOFTWARE

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**ABSTRACT:** The purpose of the paper is to study of how to create a human and fashion figure drawing with computer skill. The key to great illustrations for fashion design lies in a good knowledge of the human physique and the mastery of various drawing techniques. The observation and study of the human body is vital to every fashion designer, the delicate curves and structures are the origin of all human body shape and the perfect setting and surroundings to present them.

Traditionally illustrations were made with pencil, ink and water colours. Today markers and pens can do the trick as well and of course Corel Draw. Fashion sketching is all about experimentation and refining your drawing abilities, your knowledge of basic figures and fashion stands will be put to a test. I made all the sketches with line drawing of human and fashion figure to fulfill the objectives. The conclusion of this study is as following;

First, to create basic profile of the human figure drawing in a modern way such as combination of computer graphic using CorelDraw and Adobe Photoshop, I was able to make originaive and creative line drawing illustration work. The study I was also able to develop an ideal skill and command over the tool.

Secondly, with this practice I was able to create standard expression in my all gesture drawing. The magazine visuals is selected as templates and that can contain both commercial and artistic value. Therefore, It is quite feasible for follow up research to apply into many different areas.

**Keywords:** Human and Fashion Figure, Computer Skill, Designer, CorelDraw, Photoshop, Illustration.

## I. INTRODUCTION

Fashion illustration is the transmission of fashion through a diagram; it is the visual aid through which the design is explained in the fashion magazines and books. Illustrations have played an importance role since the evolution of fashion and in the various institutions serving in educating fashion illustration play the lead role and through illustrations the practitioners do practice fashion designs. It is a piece of art through which fashion is explained and communicated.

Fashion illustration is something that requires expert hands without which the illustration could not be presented in its best form. For an illustration to speak in words, it is very important to draw in such a way in which it each and every angle of the illustration should look real, including the hairs, facial expressions and body shape. All these factors play a very important role in making the illustration look real, presentable, and more attractive.<sup>1</sup>

To create any figure, illustrator begins with rough sketches or small templates of stick figures of the human body. The small templates are later one enlarge this stick sketches in actual sizes as required. Importance of small templates is to retain the gesture and proportion of the human body.

To build these profile need to follow certain rule to scale back and measure the figure parts proportionately. Fashion illustrators get commissioned for copy in fashion magazines jointly a part of an article feature or for the aim of



advertising and promoting fashion manufacturers, fashion boutiques and department shops. An illustrator starts with a plan and brainstorm ideas to rough sketches on volume. These rough sketches square measure then transferred to croquis and rendered to a fashion sketch applying the feel, color, pattern and details with the assistance of art materials.<sup>2</sup>

**1.1. Objectives:**

The main objectives of the study are;

- To understand about importance of fashion Illustration in fashion and design education.
- To comparative study between human & fashion figure drawing.
- To learn how to develop the fashion figure drawing on Corel Draw software.

**II. MATERIALS AND METHODS**

The illustrations are used in this paper made by me on CorelDraw X6 version software. The initial line drawing like figure mapping grid to real figure and fashion figure drawings are made on using various tools of CorelDraw software. Hence, all the illustrations used on this paper are original and not copied from anywhere or visual has not been taken from website, magazine or books.

And Adobe Photoshop software is used for cleaning of the irrelevant elements which was not required in formalizing this research paper.

Some of the information's related to selected topic writing about 'Real and Fashion Figure creation' are sourced from secondary data which was taken from different links & websites.

**III. PROCESS OF HUMAN FIGURE DEVELOPEMNT**

There are several steps depended in developing the front, back & side profile of the human and fashion croqui. The major steps of developing the human figure and forms are mentioned below;

**3.1. Figure Mapping:**

In the *step 1*, first draw a vertical line as per required size (working area) and mark two dots (a) & (b) at top and bottom of the drawing sheet. Mark dot as (c) is the mid point of between the dots (a) & (b). Make

sure you need to leave extra space at the bottom of the drawing sheet to extend and draw the foot part of the human body.

In the *step -2*, mark dot as (d) at the mid point of between the dots (a) & (c) for dividing the upper torso and lower torso. Similarly, mark dot as (e) is the mid point of (b) & (c) for dividing the crotch or high hip to knee and knee to ankle length.

In the *step-3*, mark dot as (f) is the mid point of (a) & (d) which is equal to one head length of the total human body length. And similarly mark dot as (g) is the mid point of (c) & (d).

In the *step-4*, mark dot as (h) which is the mid point of (c) &(d) for mid Thai and mark dot as (i) is the mid point of (e) & (b) to divide the mid calf. Mark a new point dot as (j) which is extended point to draw foot and it has measured half of the one head height.<sup>3</sup> The human figure mapping process are shown in the below fig.1.

**3.2. Human Body Measuring Technique on CAD:**

Artists measures the head length from crown to bottom of the chin. The height of the human body measures vertically and width of the human body measures horizontally. For example one head equal to one inch, one & quarter inch or one & half inch as a unit to describe human body proportion for measuring the both direction vertically for height and horizontally for width of the body. This one unit multiplies of no. of heads for total height and total width. The human body measurements are illustrated on CorelDraw software to be described height and width shown in the below fig. 2.

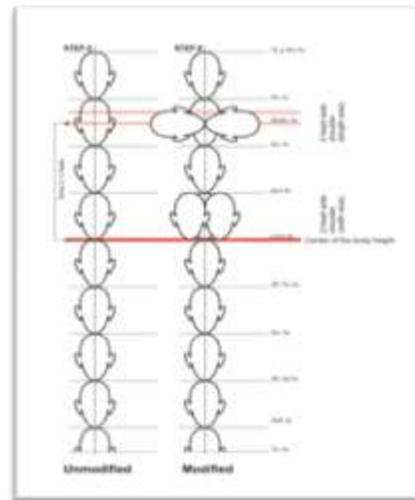


Fig.2. Human body measures by heads.

### 3.3. Real Figure and Fashion Figure Drawing on CAD:

The height of the average figure length varies from between 7 ½ half to 8 ½ heads. Where in a fashion figure height starts from 10 ½ half head to 12 ½ heads. The length of the leg exaggerated, try not to over exaggerate when producing sketches, as this may distort the proportions of the human or fashion body drawing.

The vertical or balance line is drawn from the pit of the neck to the foot taking the weight of the body, to indicate that the head and neck are above the supporting foot. It is useful to draw this line very lightly when starting the sketch to obtain the correct balance. The fashion figure is an abstraction of the real figure is not a negative or positive attraction. The female figure illustrated proportionately in the below fig. 3 & 4.

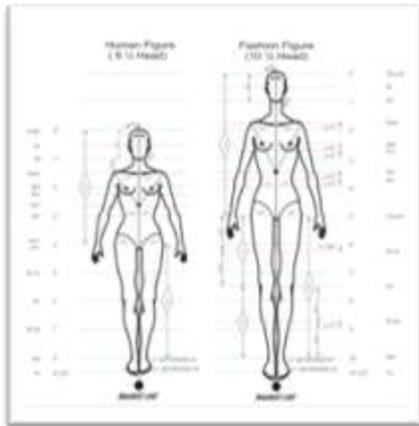


Fig.3. The comparative study of female real figure and fashion figure proportion.

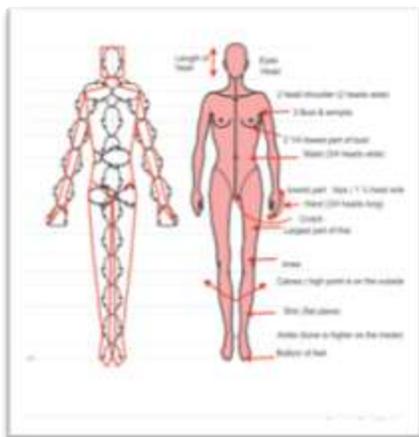


Fig.4. The basic fashion figure proportion.

### 3.4. Importance of Guidelines:

As shown on these figures there are specific guidelines on the fashion figure that divide the form into sections. These guidelines serve two purposes. First, the lines define and label sections of the fashion figure that you can use as a guide for drawing a particular pose. Second, the lines roughly imitate a few of the sewing lines that can be found on a dress form or mannequin. In this case the guidelines can help you dress the figure so that design detail in a garment is properly drawn on the figure.<sup>4</sup> The application of guidelines for croqui making procedures are shown in the below fig. 5 & 6.

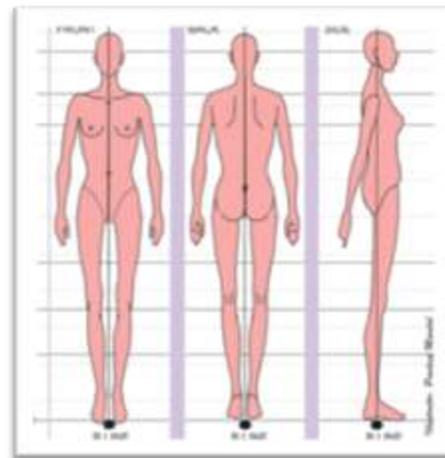


Fig. 5. The front, back & side views at left illustrated on CorelDraw x6 version.

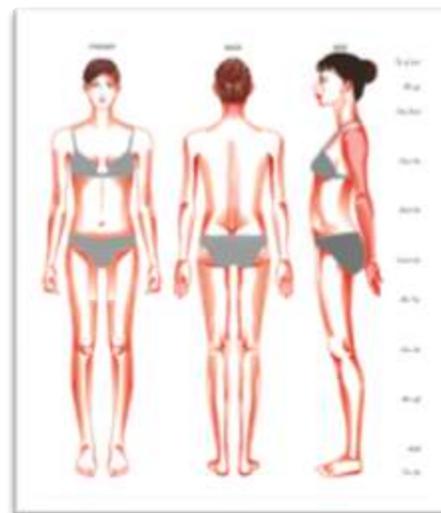


Fig. 6. Illustration of female croquis at right illustrated on CorelDraw x6 version.



#### IV. RESULT AND DISCUSSION

All the above line drawings in terms of figure mapping, body proportion & measurement and front view, back view and side view have been drawn on CorelDraw x6 version. Pick tool is used for selection of the object and by dragging it we can move the place we want, it has also facility to reduce and increase the size of the object. By using shape tool we can make any change the straight line to curve line. Application of freehand and Bezier tool has a facility to draw any object or diagram, this tool is important for illustration, advertisement, brochure making etc. Moreover, these software's have multifunctional advance features through which we can make 2D or 3D designs easily. With its various set of tools and predefined shapes, we can design from pin to plane and from insect to man and the whole universe. One of the best benefits of Corel Draw is that the objects/designs created in the Corel Draw are not limited to pixels or sizes. We can stretch or reduce its size as good as we feel fine. No matter how much we increase the size, or how much zoom you use, the object created in Corel Draw will never blur.

#### V. CONCLUSION

The students studding at Fashion, design and technology institutions are given focused on learning various CAD software's. They are given opportunity for commanding over the design software's by the specialized professors those who are teaching the related subject.

CorelDraw is being used globally in different sectors. Due to its versatility its usage changes depending on which sector it is being used. For a small scale printing press, it is used basically for the designing of Invitation cards, Wedding Cards, Visiting cards, Handbills etc. In large scale enterprises, its uses increases to design the brochures and to create the eye-catching demonstrations to gather attraction through hoardings for advertisements.<sup>5</sup>

#### VI. REFERENCES

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