



Fashion Design: A Guide to the Industry and Creative Process

Denis Antoine

Chapter 6 Activity

Experimenting with editorial illustration

Individual project

Brief:

Editorial illustrations are a uniquely valuable tool to strengthen design presentations. Exploring media, techniques, and approaches can greatly improve the designer's confidence when deciding how they want to present their own work.

Objectives:

- Gain familiarity with the way fashion collections and brands express specific moods.
- Identify how a variety of illustrative media and techniques can help designers convey a specific message to an audience.

Strategy / Steps:

- 1) Look through the most recent runway shows, and identify three collections you wish to illustrate. Each collection should be unique and communicate a distinct emotion/feeling/mood. Make sure you intentionally challenge yourself with your selection; if your personal style is minimal overall, choosing a maximalist brand as part of your three collections for this project could lead to valuable unexpected discoveries. You will be working as if these three brands had hired you to illustrate their work, so your task will be to ensure your work expresses the message the brand wants to communicate.
- 2) Research each collection, and each brand. Make sure to gather as much information as possible about the key message each company wants to express, both through their seasonal choices and their overall brand messaging. Familiarize yourself with their previous ad campaigns and with editorial photoshoots that showcased their work over the last few years.
- 3) For each collection, identify three key looks that you will illustrate. Don't base your choice on personal preference; instead, consider which three looks each brand would find most valuable to them.
- 4) Gather visual inspiration to be used in your illustrative work for each brand. Research illustrations, fine art, photography (both fashion and fine art), with a specific mindset toward creating a body of visual content which will guide your own illustrative experiments. Consider page format and orientation, dynamic composition, geometrically formal composition, color, line quality, etc.
- 5) Practice with a variety of media, exploring ways to convey the colors and surfaces of the looks chosen for each brand. Evaluate the effects of realistic and abstracted approaches to media throughout this process. Embrace multi-media play.
- 6) Execute editorial illustrations for your chosen looks. Each set of illustrations should read as a resolved, intentional, and purposeful advertising campaign for the brand selected.

Deliverables:

Three illustrated advertising campaigns, presented to full print standard, and reflecting both the seasonal inspiration and the brand ethos of the selected work.

Estimated time required: approx. 2–3 weeks