

## Great resource for

Fashion students  
Fashion designers  
High schools students  
Aspiring fashionistas &  
illustrators  
Art students



Fashion Design Courses with Olena Luggassi

# Draw Fashion illustrations like a Pro

Techniques, instructions, illustrations, technical drawings,  
mood and story boards, presenting collections and more

*Use the techniques you learn for portfolio & collection presentations*

# CONTENT OF THE E-COURSE

- Introduction to drawing Fashion Illustrations
- The Art shop- drawing & painting material, paper
- Drawing a proportional female figure- geometrical analysis of a figure
- Drawing face, hair and hands
- Tracing the figure
- Designing and drawing fashion garments
- Rendering techniques-skin colour, fabrics, designs
- Flats/production drawings
- Styling fashion illustrations- make up, accessories, style
- Designing collections
- Design brief

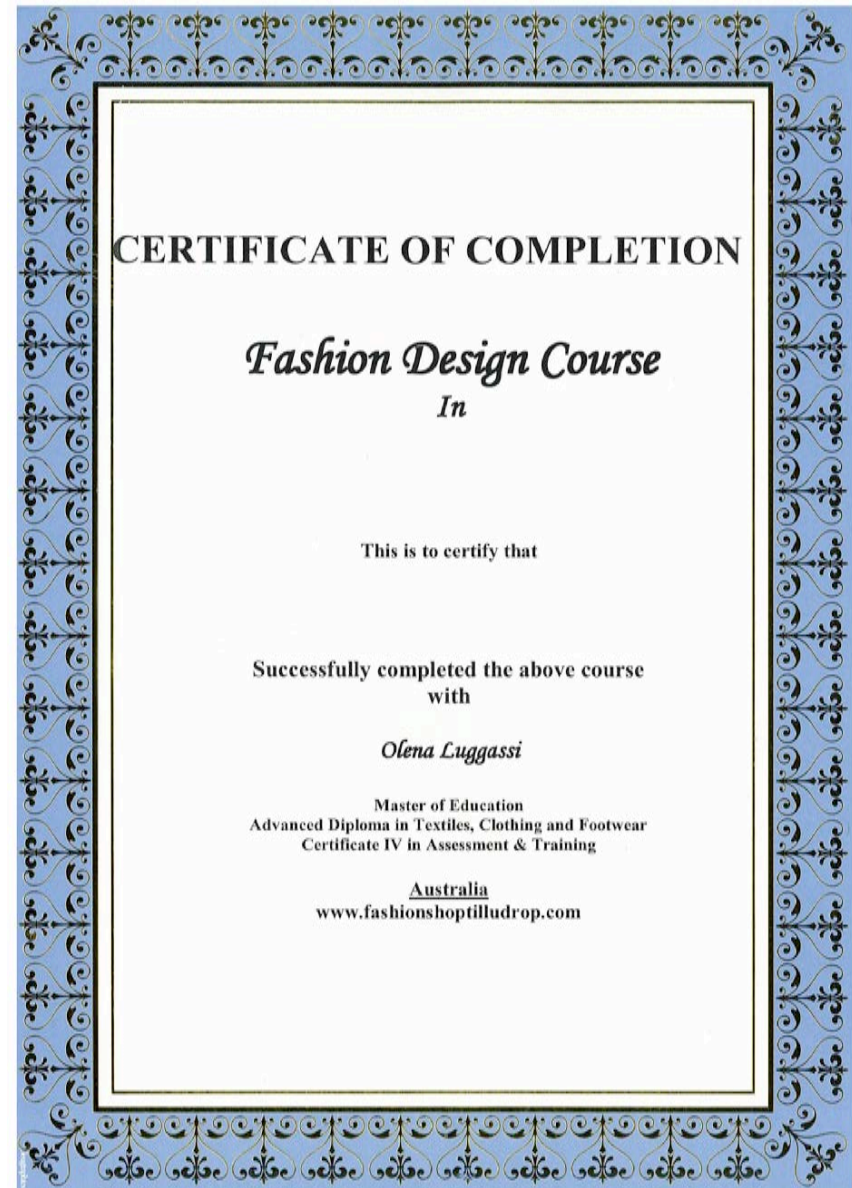


# Certificate of completion

To receive a Certificate of completion please email such drawings on A3 or A4 paper:

1. A drawing of a face ( lead or coloured pencils)
2. A drawing of fashion figure with clothes/ design on ( coloured/ rendered )
3. A production drawing (any design)

Email: [salesolenaluggassi@hotmail.com](mailto:salesolenaluggassi@hotmail.com)



# Introduction to drawing Fashion illustrations

- **This e-course comes with many drawing and designing techniques and exercises ! The course is aimed at anyone with an interest in the fascinating world of fashion. You will learn how to draw fashion figures and draw them professionally.**
- **Learn how to create a professional looking fashion illustration step by step. Some amazing secrets will be revealed. We will explore the wide range of media that is used in illustrating designs. You will learn how to represent what you see in your creative individual way.**
- **So why do fashion designers need to know how to draw a proportional female and male figure? The answer is simple. Designers use drawing to communicate their vision with a maximum impact. When a fashion designer creates something it comes as an idea, then the idea needs to be visualised and communicated to the customers or buyers. To communicate all these creative ideas clearly is to draw them.**

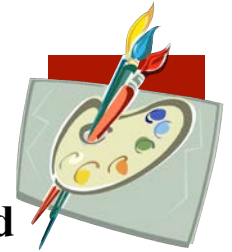


- **Designers present their creative ideas as three dimensional garments on fashion figures. Can we imagine a garment without a body? Yes, but we won't be able to see how the garment will look on a human body. Later when you create a collection of five outfits, we suggest you to draw five fashion figures on the A3 or A2 paper. We will take you through the techniques used to draw the figure, face, hands and feet. Next step will be to design five outfits and finish the figures as fully stylised rendered fashion illustrations.**



- **Presentation is very important. You can present your fashion illustration or a collection in many different ways.**
- **Everything you need to know about drawing fashion illustrations, flats or technical drawings is right here in this e-course! Get all the help, tips, tricks and advice from professional designers! You will be greatly rewarded for your patience and creative work.**

# The Art shop –drawing tools and paper



- To draw Fashion illustrations you will need to purchase different drawing media-paper, pencils, paints, pastels, pantone markers, art line pens and brushes. So what do you need to draw fashion illustrations? There are so many products available in art shops. It's really easy to get lost there so get some help from the experts.
- You will need A4, A3 and A2 paper. Semitransparent paper –A 3, 80 gsm is the best paper for drawing and tracing but not suitable for watercolour pencils and Pantone markers, because the paper is very light. Buy a bleedproof paper for watercolours and Pantone markers. Artist's Sketch Books feature the finest quality, Australian made, genuine drawing cartridge, which is neutral pH, acid-free and excellent archival stability. With a medium surface, is ideal for pen, pencil, crayon, charcoal, acrylic and watercolour media. Fabriano Accademia Disegno Pads offer a superb surface which is ideal for all dry media. Suitable also for light wet media, such as watercolour pencils and gouache.
- Fashion boards A3 and A2 are used for presenting collections. Colours - depend on your collections and ideas.
- Buy a portfolio where you can keep all your art work. Get an art portfolio where you can keep drawing and coloring media together. Choose some portable art box as well.
- Drawing material. Graphite pencils: H, HB, 2B, 6B. H gives a hard line, which is very good to use for technical drawings. HB gives a medium strength line, 2B gives a soft line, 6B gives a very soft line that is great to use for sketching and shading. Derwent Watercolour Pencils feature a smooth 3,5mm colour strip which retains its full intensity whether applied wet or dried. Ideal for mixed media work.

- Derwent Coloursoft pencils are ideal for detailed illustrations. The pencils can be mixed and blended to create rich velvety colours.
- Pantone markers: these markers is a professional media used in the design studio. Pantone marker has 3 felt points -broad, medium and fine (thin). Water based markers can give water-colour effects.
- Copic markers- is a cheaper version of Pantone markers. Copic has two tips, great for rendering skin, hair and fabrics.
- Black ink art-line pens: size 0.1-0.7. Use 0.1 for fine lines, through to 0.7 for bold lines. You will need red, green, black and blue pens. Use fine art-line pen for drawing production/technical drawings. Use colored pens to draw eyes, lips and other small details.
- Colour pastels
- Mounting boards
- Brushes: round no. 1-fine. no. 7-medium, no. 15-thick.

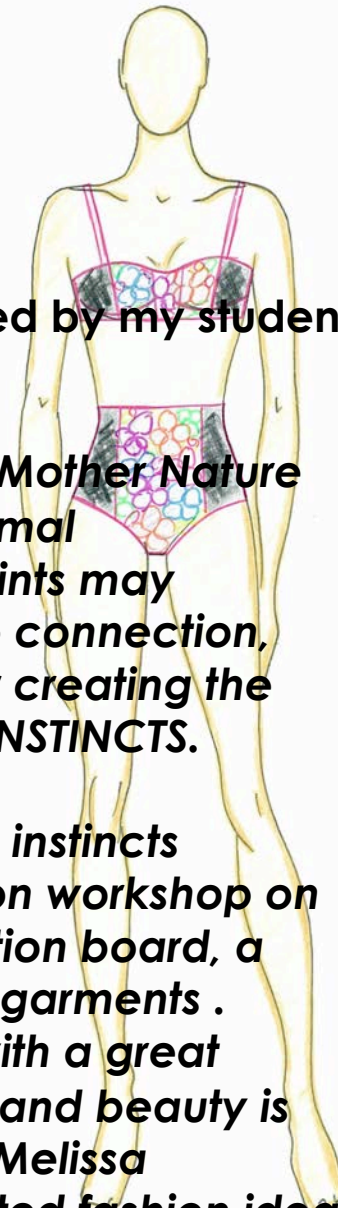
*Watercolor pencils, pantone markers, brush and art line pens have been used to create the above illustration*



# Student's work

Melissa Matkovic

- Collection "Glamorous Instincts" 2012 was designed by my student Melissa Matkovic
- What inspired me in designing this collection was *Mother Nature* and it's flawless natural tones, golds, flora and animal instinct. Though it may seem that each of these prints may overpower one another, I took it back to their one connection, *Mother Nature*. To this I added a touch of glamour creating the perfect collection for any getaway.....GLAMOUR INSTINCTS.
- Melissa Matkovic designed a stunning Glamorous instincts collection in Create & develop a Fashion collection workshop on 21 April, 2012. She put together a beautiful inspiration board, a story board, and designed a collection of fashion garments . Melissa illustrated her designs on fashion figures with a great attention to details, shapes and proportions. Style and beauty is present in Glamorous instincts. Most importantly, Melissa expressed herself through her designs and translated fashion ideas into garments in a very creative way .



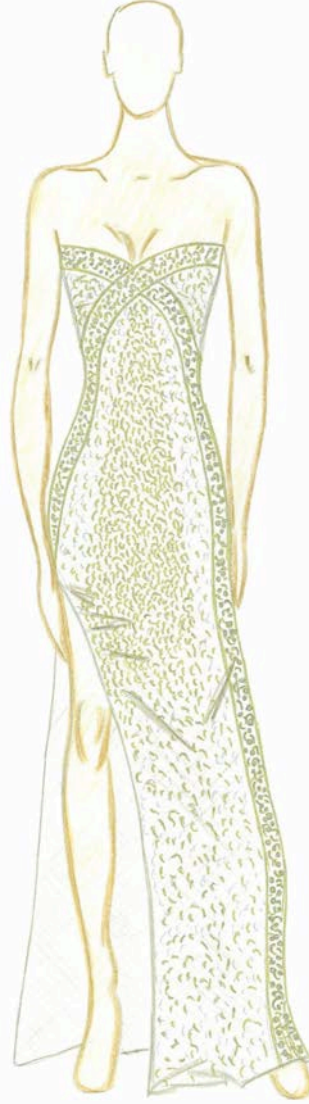


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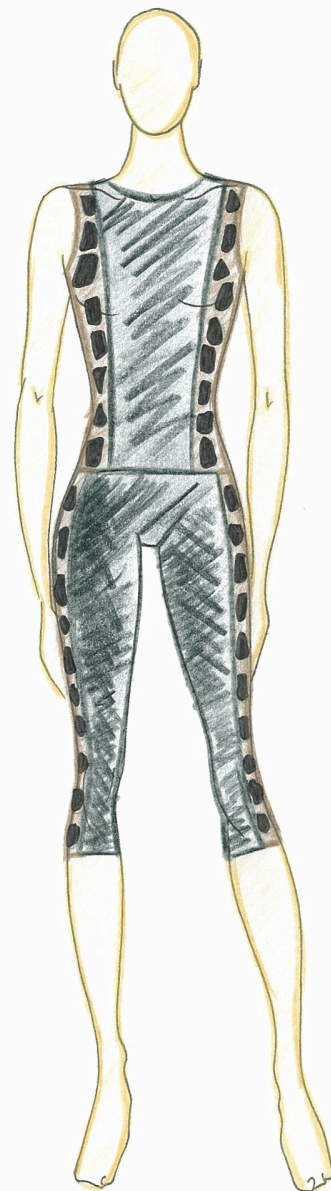
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## Renee Saliba illustrations

**Renee Saliba is another rising Fashion designer, whose creative mind and vision always at work.**

**Renee has done more than two years of Fashion design study with Olena Luggassi. After her trip to Europe, she designed a beautiful collection Maple & Ray.**

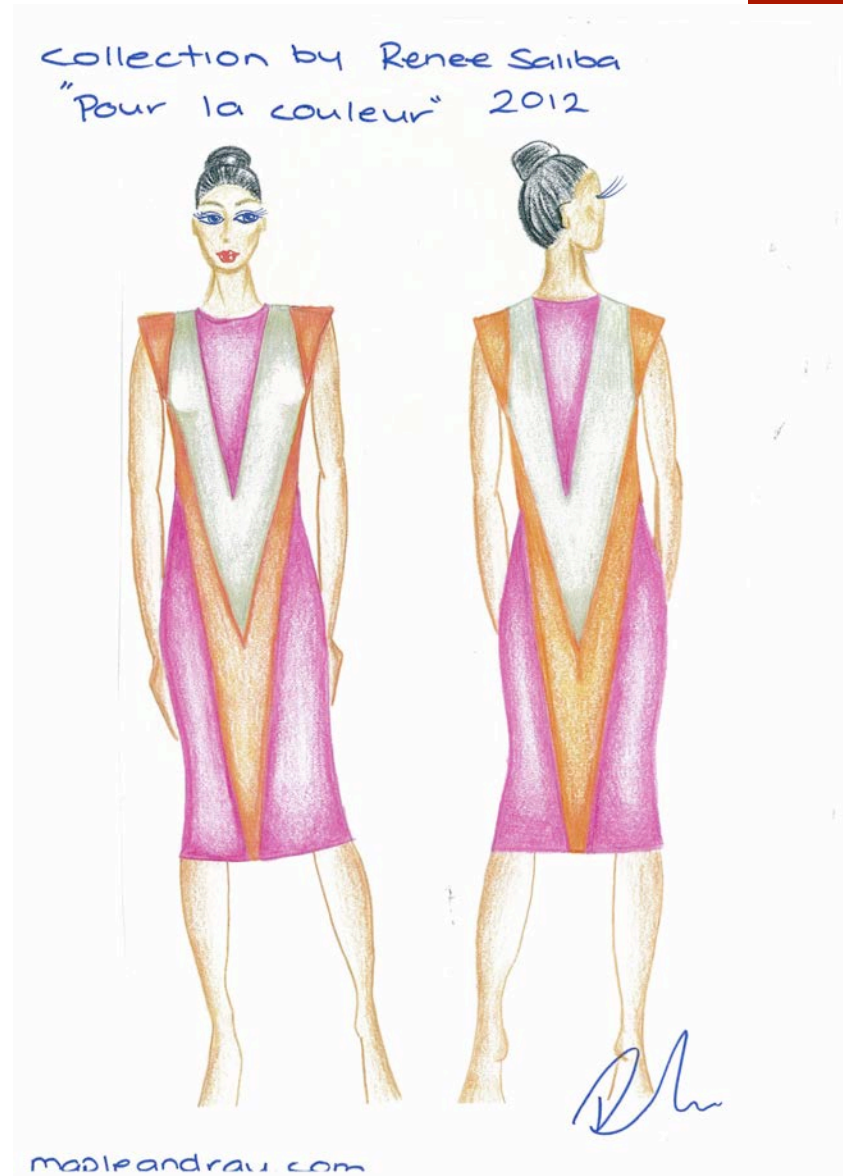
**Her collection is very fresh, colourful and vibrant!**

**Maple & Ray was launched at the Spring Summer 12/13 Sydney Fashion Palette event in April 2012.**

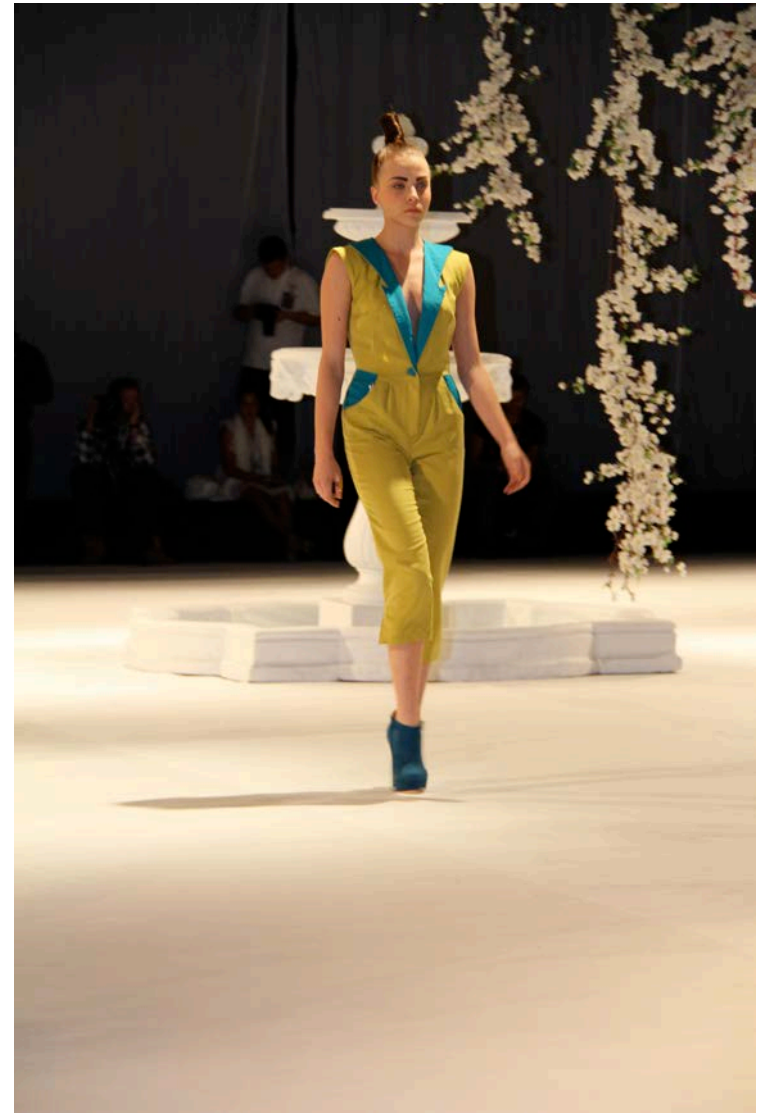
**Collection is available at [www.mapleandray.com](http://www.mapleandray.com)**



**Renee Saliba has done Fashion illustration drawing course, patternmaking course and created this beautiful design**



## Renee Saliba designs







Mood board (inspiration)





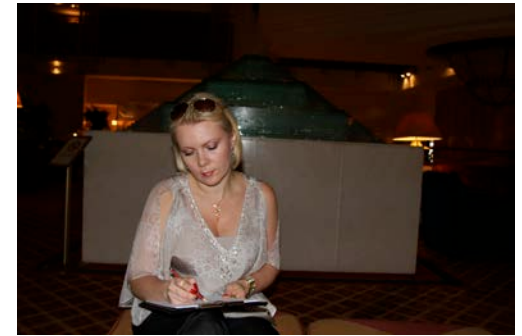
# Trend board (design , style)

# LET'S START

- **Fashion design course** is aimed at anyone with an interest in the fascinating world of Fashion, Style and Design.
- **Drawing is an important part of a design process.**

Designers use drawing to communicate, present their design ideas to others - to customers, manufactures, patternmakers and other creative people. That is how designers communicate their vision with maximum impact! They present their design on a fashion figure as 3 D drawings.

- The primary purpose of fashion illustrations is to showcase the clothes.
- There are two kinds of drawings - production drawings or technical drawings (also production sketches) and rendered stylised illustrations.
- **Media.** We use different media to draw- pencils, textures, watercolour pencils, paints, gouache, oil pastels and Pantone markers. It is a great idea to mix media to create some masterpieces.

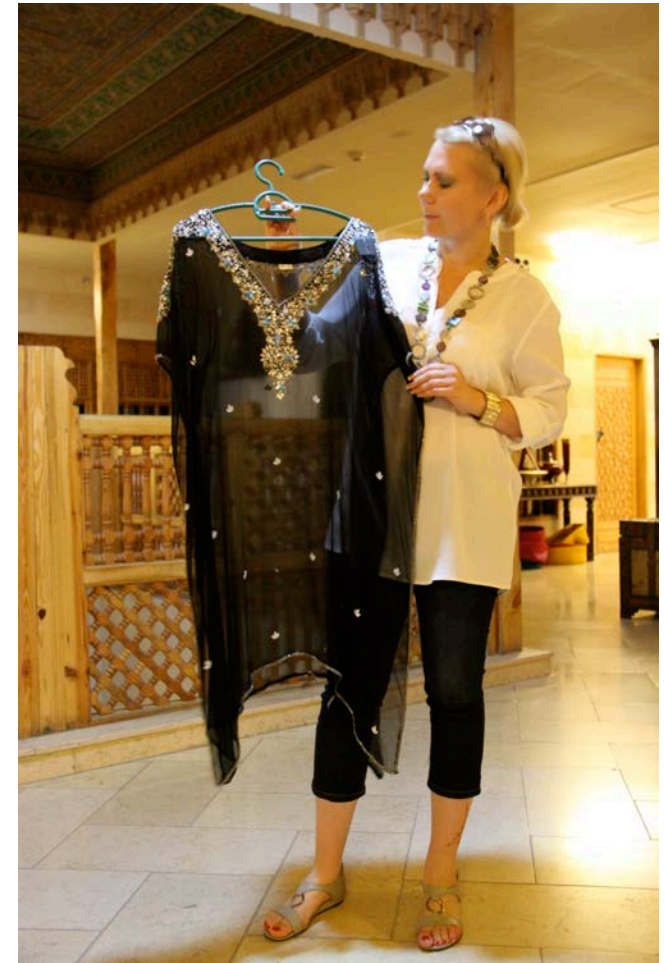




- For example, we may use watercolour pencil on a textured paper, black ink pen with Pantone marker. My favourite is to mix watercolour pencils, Pantone markers and art-line pens.
- Your illustrations should be fun to draw; experiment with media, find your creative way!



## Finding an inspiration for new ideas



I get my inspiration from travelling around the world. The pictures above are taken in Dubai, in April 2012.

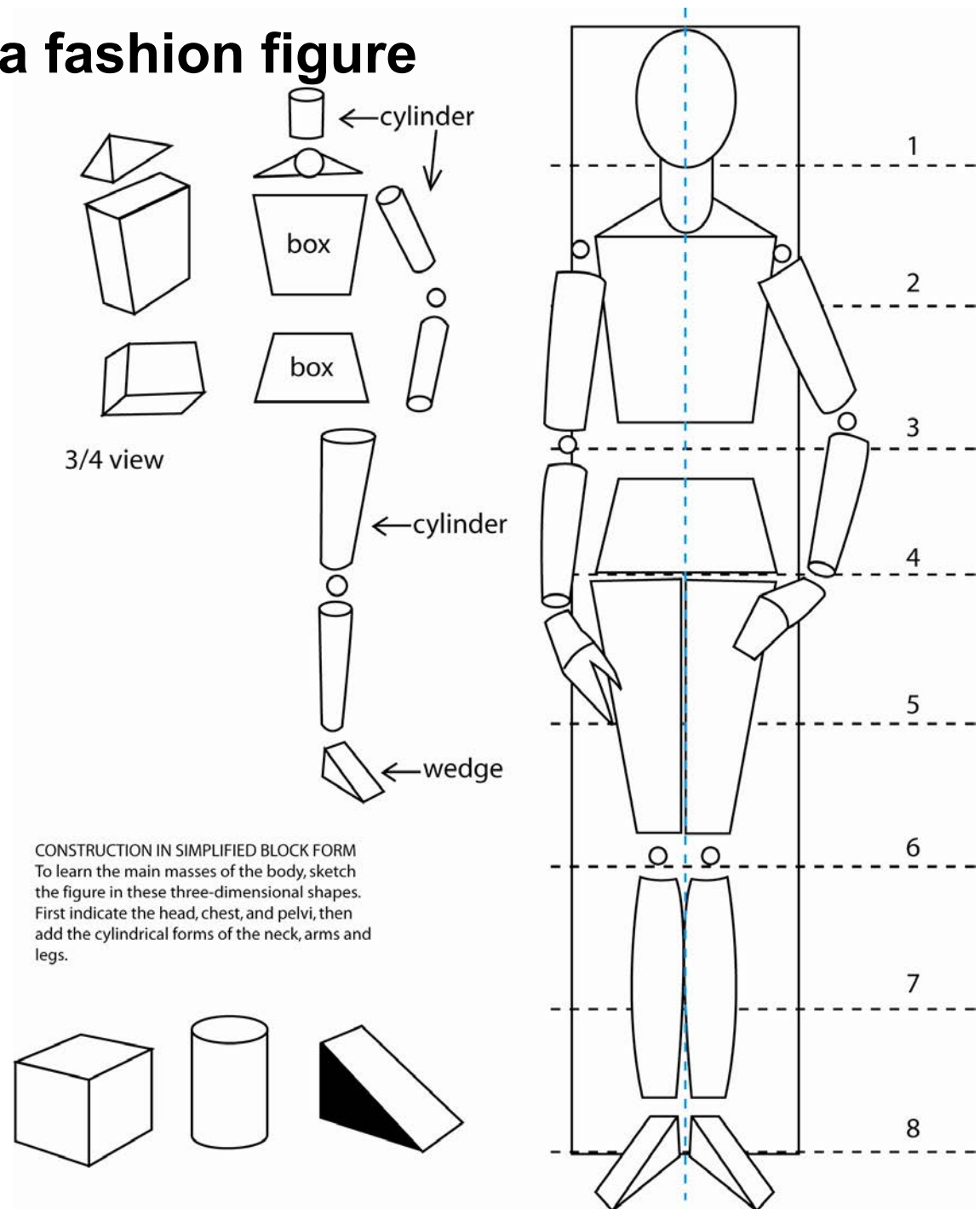


I never stop drawing and searching for new ideas.  
This time I was inspired by the Sound and Light show  
in Dubai



# Geometric analysis of a fashion figure

Draw 10 horizontal lines on A3 paper, 3cm apart. Draw geometric shapes as illustrated.



# Drawing a figure

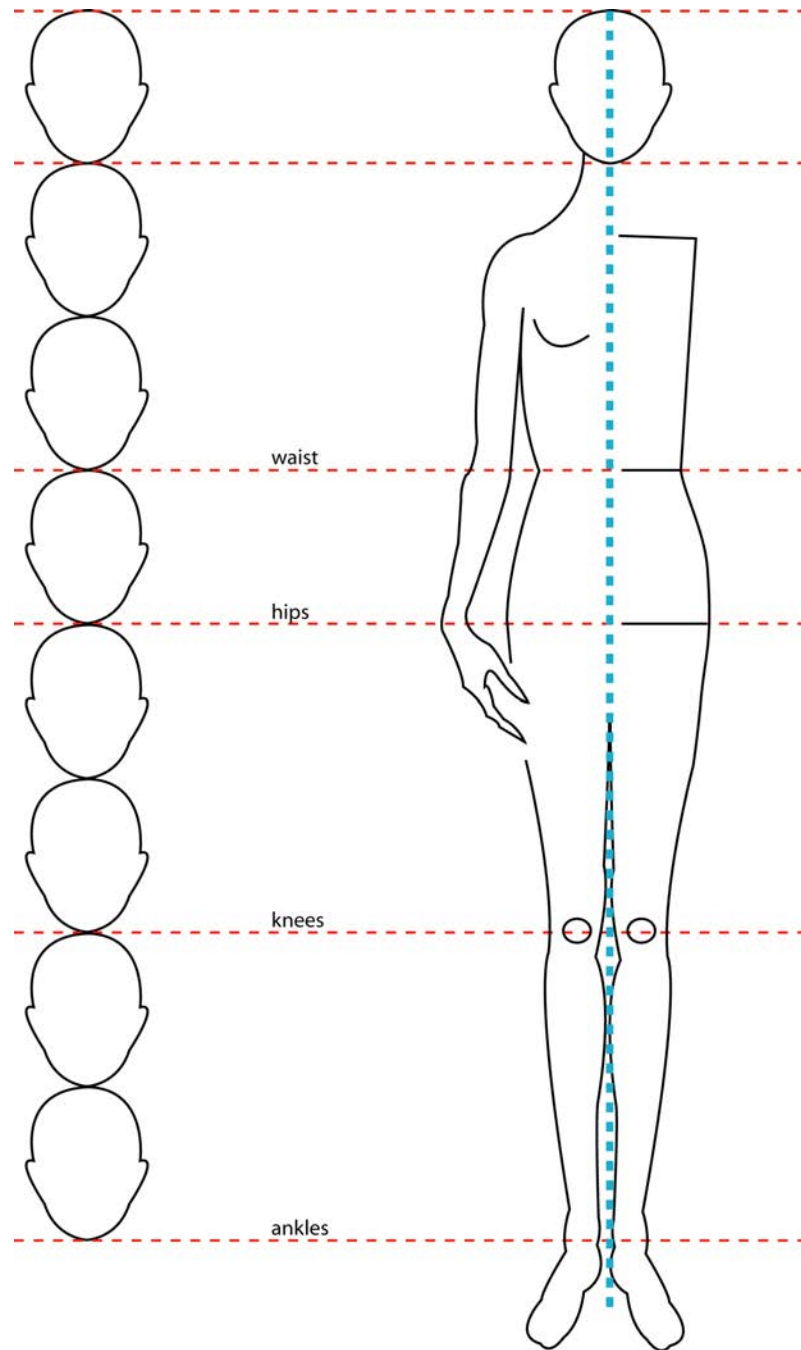


- **STEP 1. 9 heads – is a system that used to draw a proportional fashion figure.**
- You will need an A3 paper, a ruler and a HB pencil .
- Please follow the instructions and the provided illustration to draw a fashion figure.
- Draw 10 lines across the page( 3 cm apart). Number lines from 0 to 9.
- Draw a centre line in the middle of a paper. It is a figure's centre line (or spine)
- Line 1- draw a chin.
- Half way down from Line 1- a shoulder line( around 4 - 5 cm long )
- Draw a head-an oval shape- from Line 0

- Draw a cylinder for the neck
- Line 3 – a bellybutton, a waistline – line is around 3-3.5 cm
- Above Line 3 – a rib cage line
- Join a shoulder line and a rib cage line
- Line 2 - underarms. Below line 2- bust
- Line 4- hips, around 4-5 cm long
- Below Line 3 – a hipbone line
- Join a hipbone line and a hip line
- Line 6 - knees. Draw 2 circles for knees
- Line 8 - ankles. Draw 2 circles for ankles
- Draw legs following the illustration
- Arms- Line 3 -elbows, Line 4 -wrists
- Fingertips- quarter up from knees





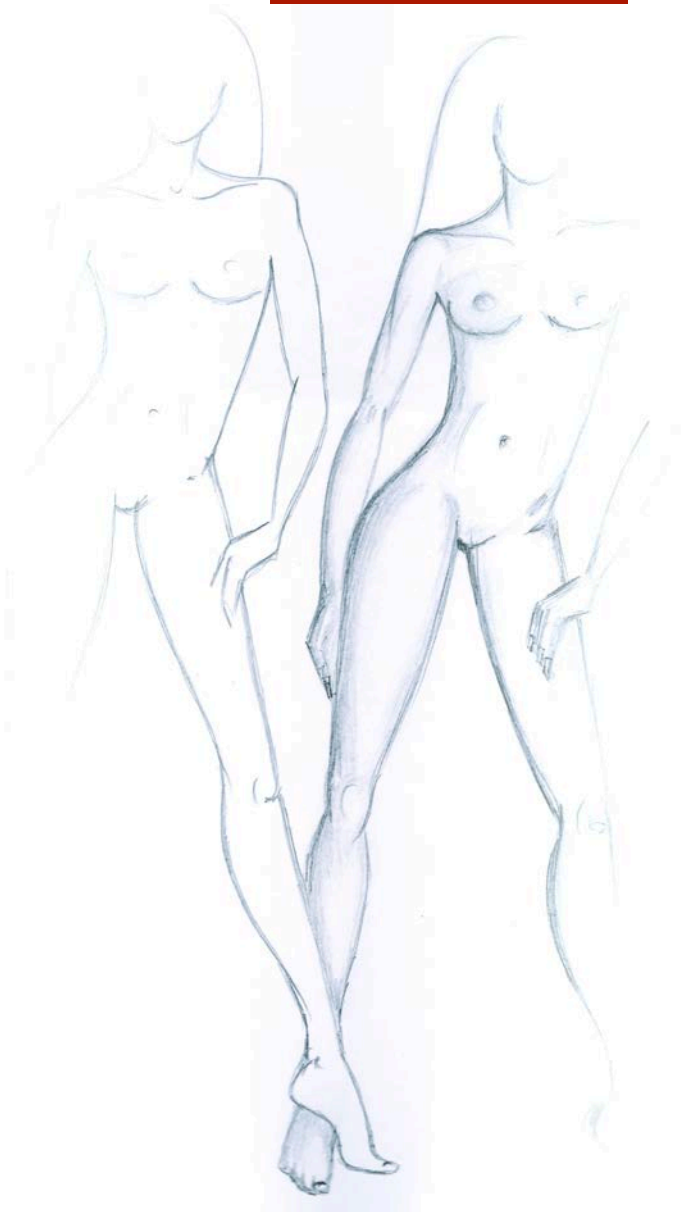
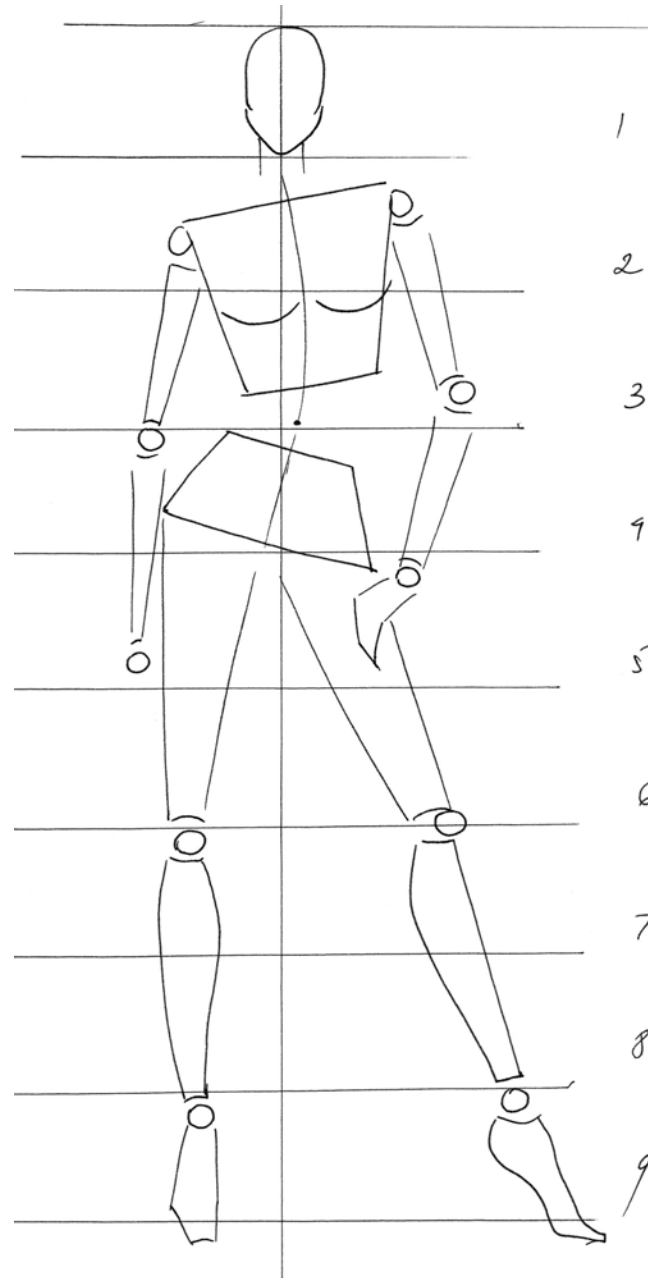


Shape the figure as illustrated



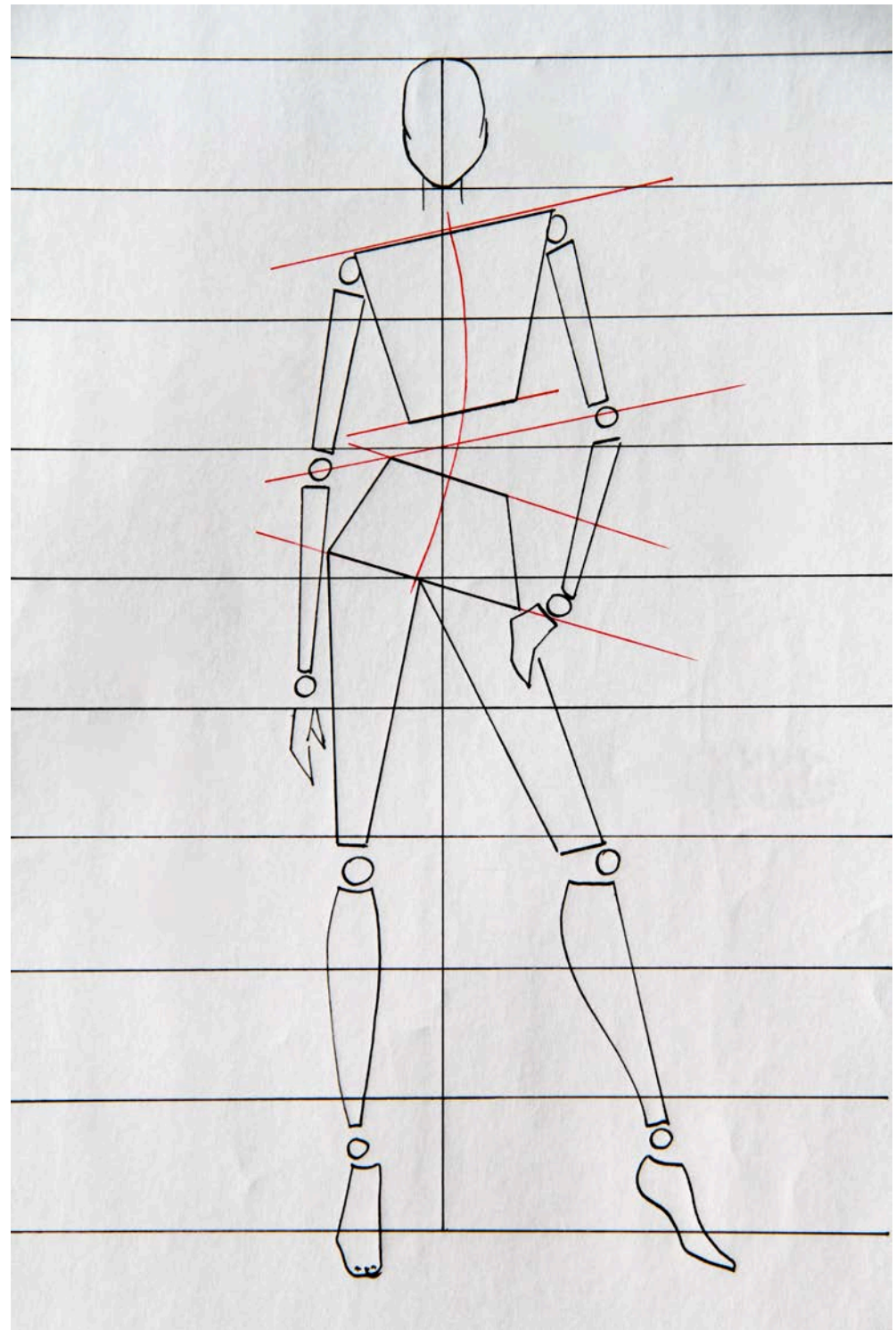
# Drawing a Relaxed Pose

Use the printed templates provided

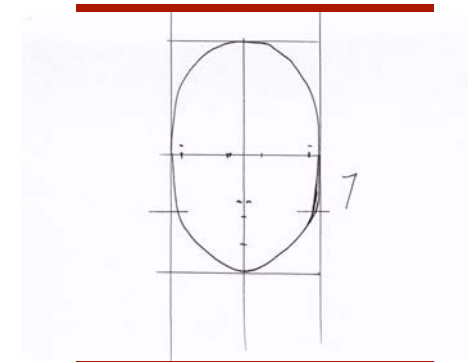


## Drawing a relaxed pose

- 1. Draw 10 lines across the page ( 3 cm apart)  
Number lines from 0 to 9
- 2. Draw a centre line in the middle of a paper (black line). It is a figure's centre line
- Draw a spine (red line) and follow as illustrated



- This is a geometric drawing or geometric analysis of a fashion figure.
- **Shape the figure!** Now you need to shape the figure, giving her soft and feminine lines.
- **Face**
  - You will need an A3 paper, a ruler and a HB pencil.
  - Draw a box 5 X 7 cm and a smaller one - 2.5 X 3 cm.
  - Draw centre lines . Draw a chin and a head inside the boxes.
  - Plan where you want to draw eyes. First line- an eye line, then eye lids and under eye lines.
  - Draw pupils, eye balls. Leave an area inside the eyes unrendered- it's a light reflection which makes eyes bright and sparkly.
  - Lips and nose- follow the illustrations.
  - **Hair-** practice drawing different hair styles. Draw straight, curly ,wavy, short and long hair. Decide which hair style you will draw on your fashion figure.



- **STEP 2. Draw face and hair on the figure.**
- Your fashion figure looks great. Put it aside for a while.
- **STEP 3. Design an outfit for your fashion figure.** Now starts the designing process! It's a very interesting and creative time that you need to spend on finding inspiration and designing a collection.
- You can find inspiration everywhere- nature ( ocean, stars in the sky, flowers, drops of water); fabric stores( lace, texture, colour); fashion shows; movies and TV shows, and architecture.
- You will need a couple of pages of A3 paper and a pencil. Draw 5-10 designs and choose the best one.





- **STEP 4. Draw an outfit on your fashion figure.** You need only a HB pencil in this exercise.
- Draw an outfit or a garment on your fashion figure, ignoring all other lines. This drawing will be a little bit messy, that is ok 😊
- Now you have a chance to add accessories like jewellery, hats, bags and shoes.
- **STEP 5. Tracing the figure.** Next step is tracing the figure. You will need a clean piece of A3 paper and a sharp pencil. Put a clean paper on top of your fashion figure and trace it. Trace only lines that you need to render, don't push pencil very hard. You want light tracing lines that will be easy to render later.
- **STEP 6. Rendering the illustration.** To render the illustration, start from the face and hair, then skin and an outfit. Finally, render all accessories and outline the illustration if you need.
- **STEP 7. Mounting your fashion illustration.** We use mounting technique to mount the picture. Black cardboard is used for mounting.







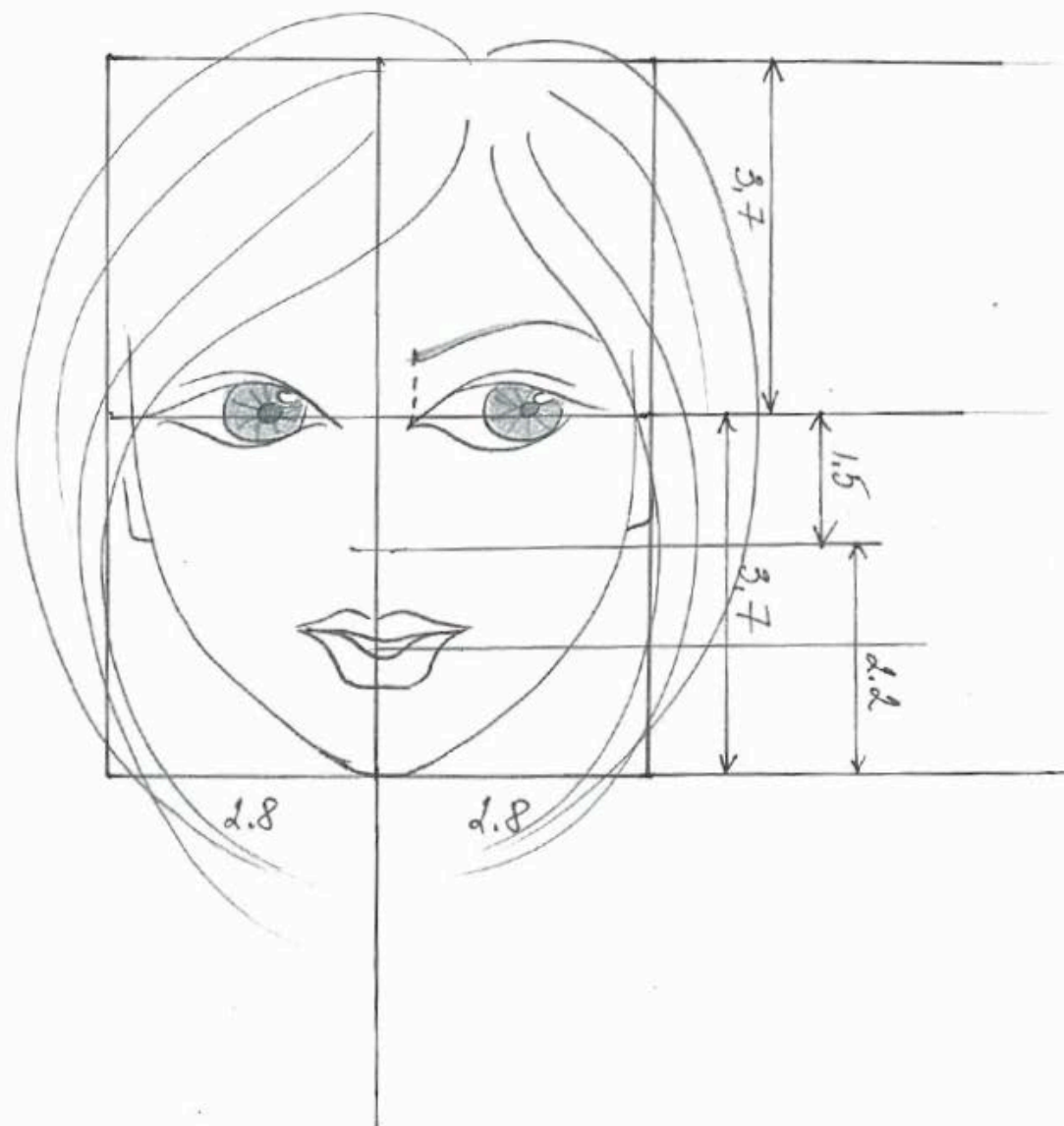
These figures were  
drawn by hand

What was used to draw  
these figures?  
Pantone and Copic  
markers, and art-line pens



# Drawing a face





Pantone markers  
Coloured pencils  
Artline pens





**Purple hair**



# Hair style



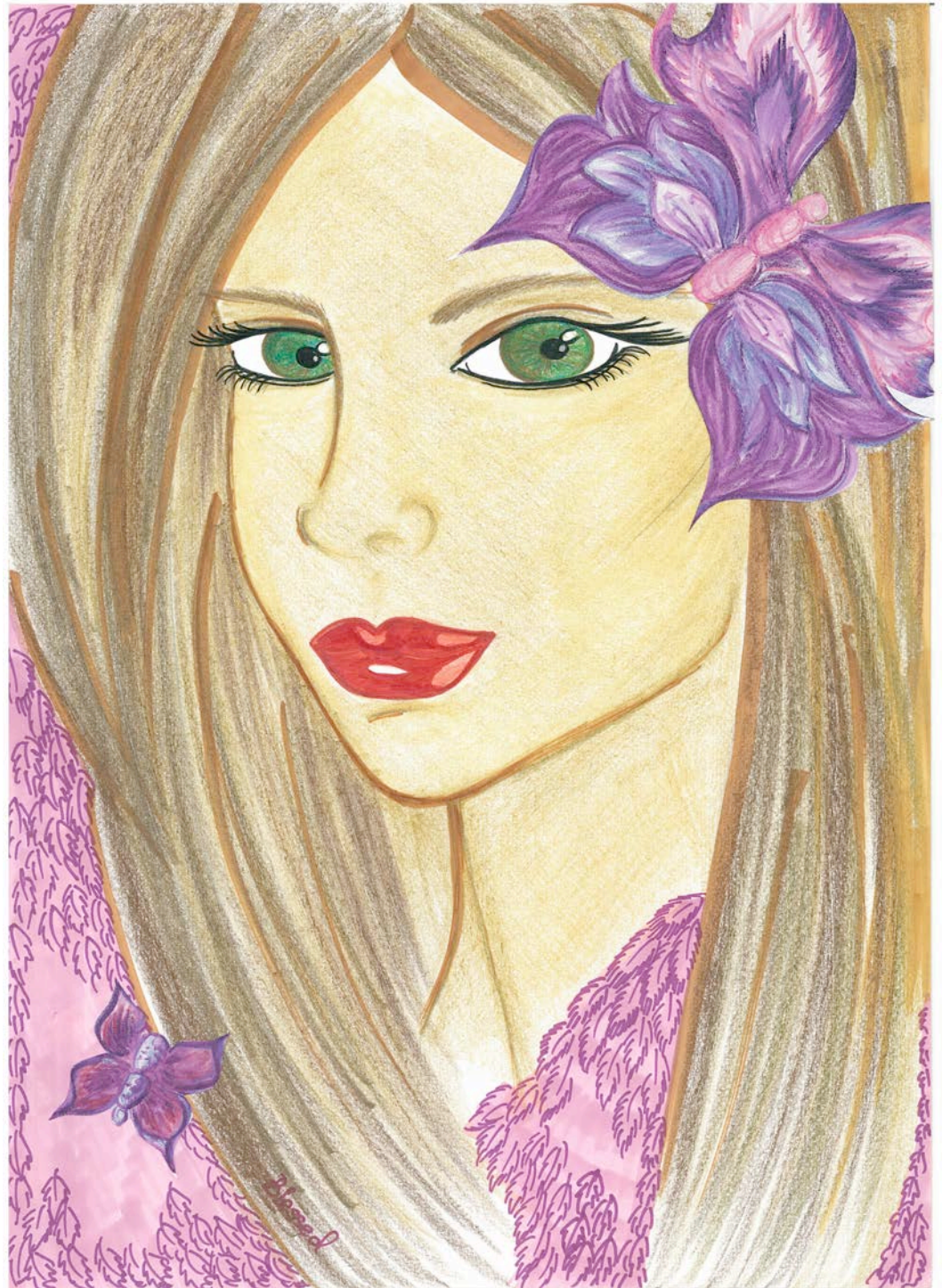
Copic marker  
Artline pens  
Coloured pencils



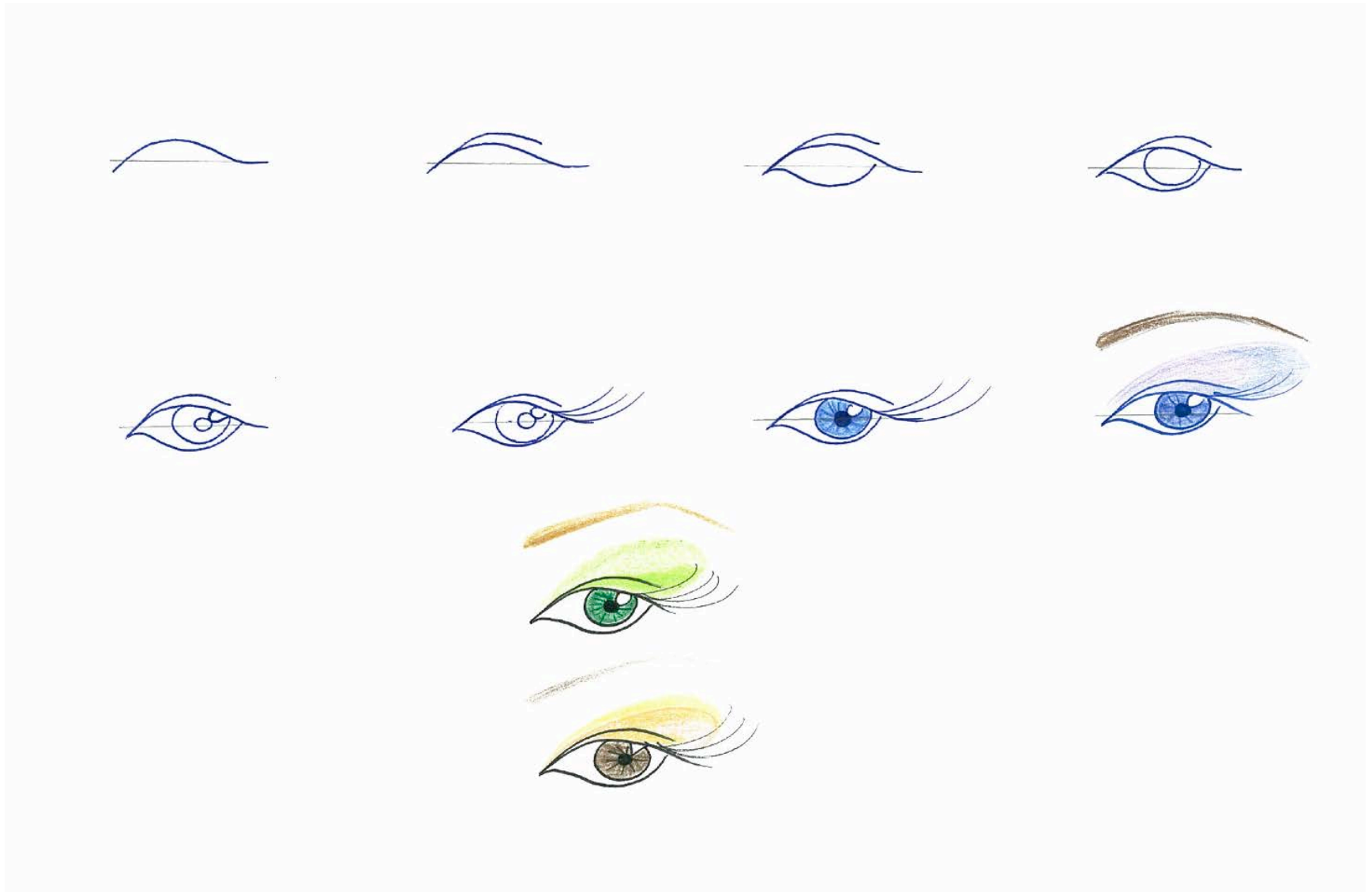


**Watercolour pencils, art line pens and Pantone markers are used in this illustration Collage-butterfly.**

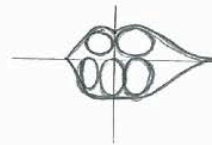
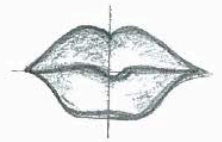
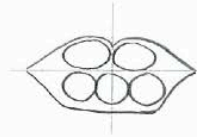
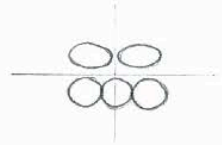
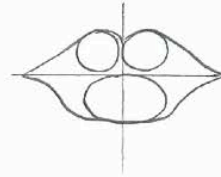
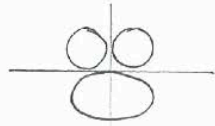
**You can draw an illustration and then add some extra drawing such as a flower or a butterfly (use glue)**







Practice drawing eyes



Practice drawing lips

# How to draw hair

- Look at the pictures in a magazine and choose the desired hair style. Identify the major sections of hair. Lightly outline the main shapes ( curls, waves) and sections.
- Draw in the dark parts with a soft pencil, but leave the highlights so hair will look like real.
- Make sure that you follow the direction of the curls or waves.





## Face rendering

with Copic markers and  
pencils:

Outline the face

Render eyes

Render skin

Lips

Hair

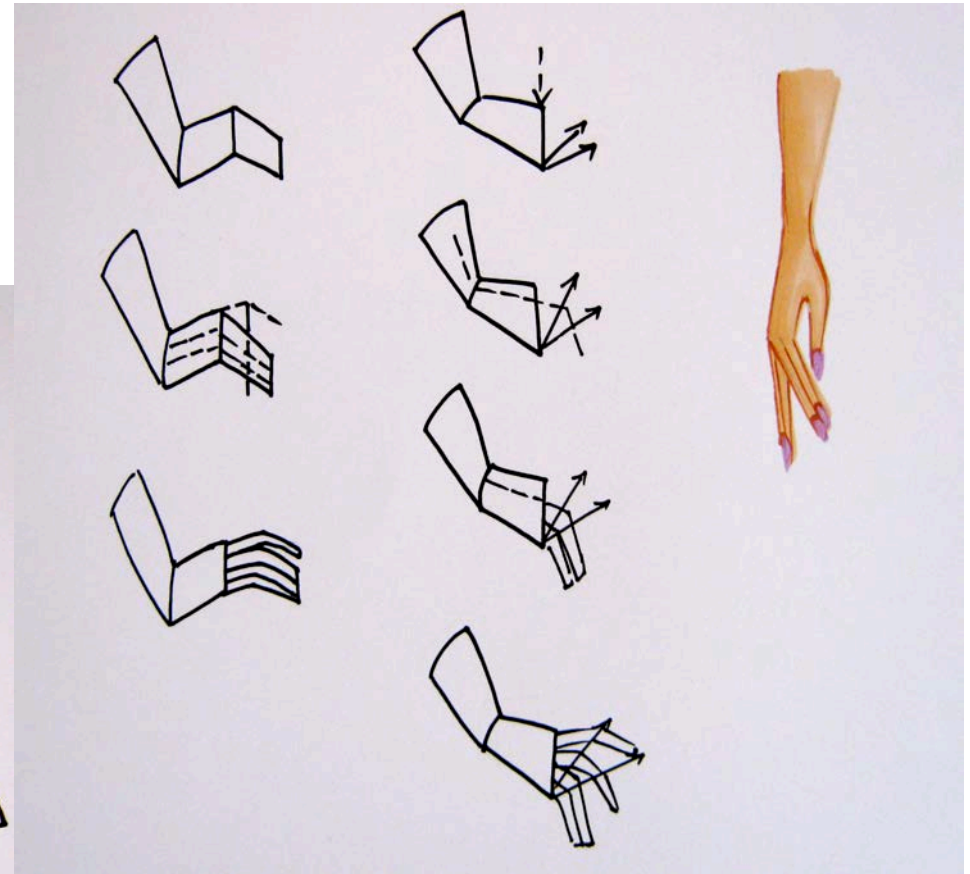
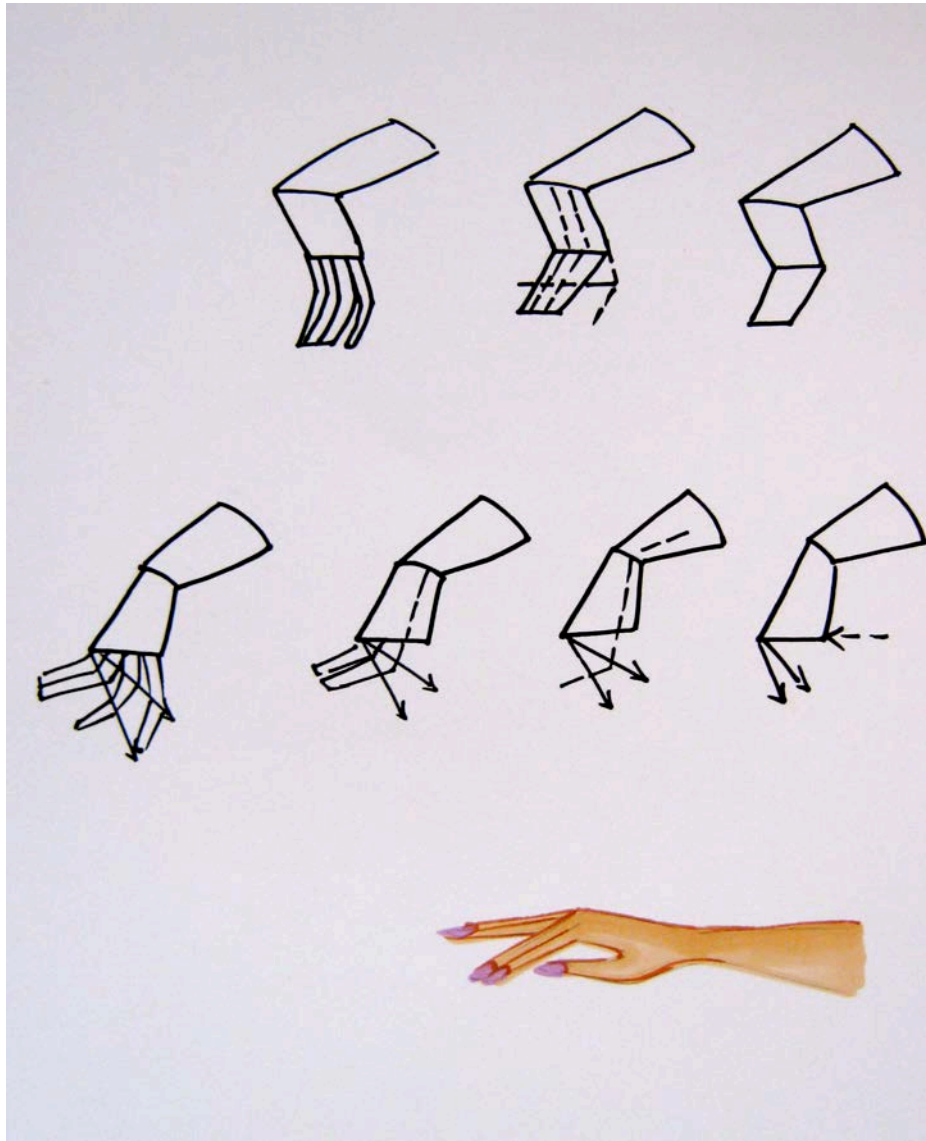






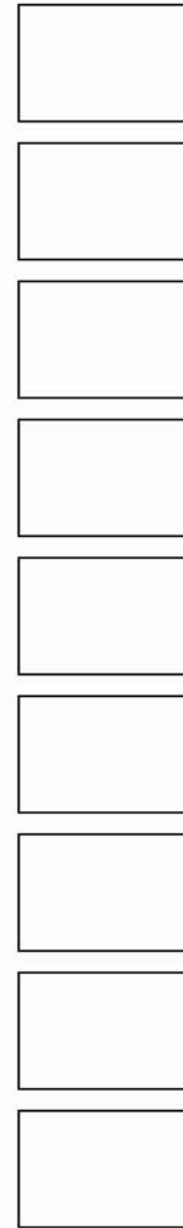
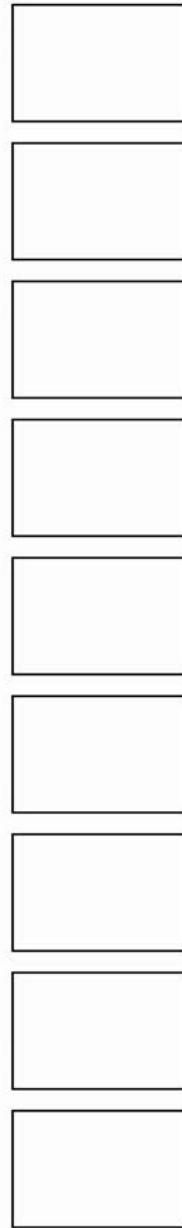


# Drawing hands



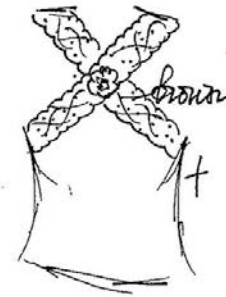


## ■ SHADE      STIPPLE

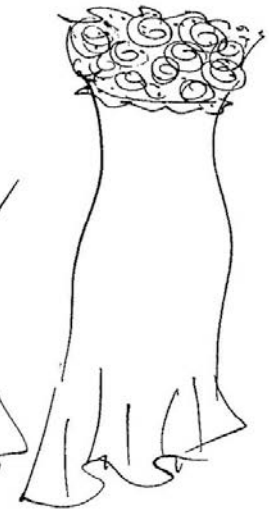
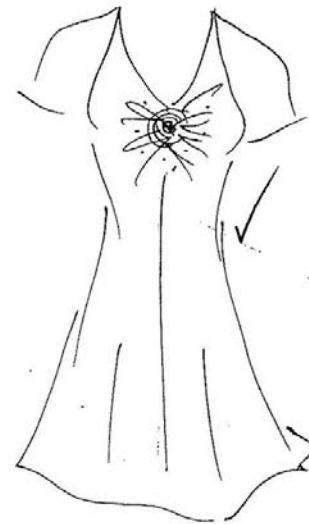


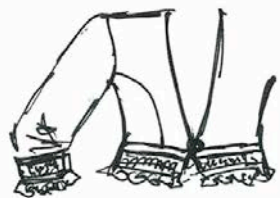
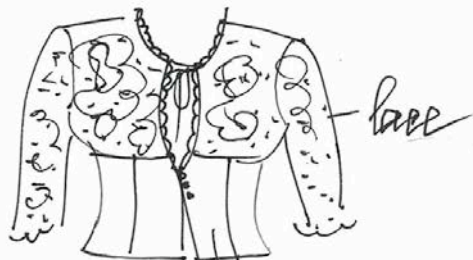
**Practice stippling. Use lead and colour pencils.** Successful pencil shading is to control the movement of a pencil. You can use the point or side of the pencil to shade with. The shading should have a soft fine look.

Real silk

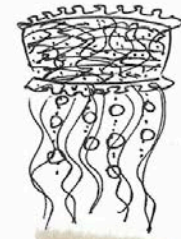


Sketch your designs freehand  
Use a fine pen or a pencil





champa



ed)



24/ lace







A sketch of a wedding dress



Challenge  
yourself to sketch  
this Dior dress

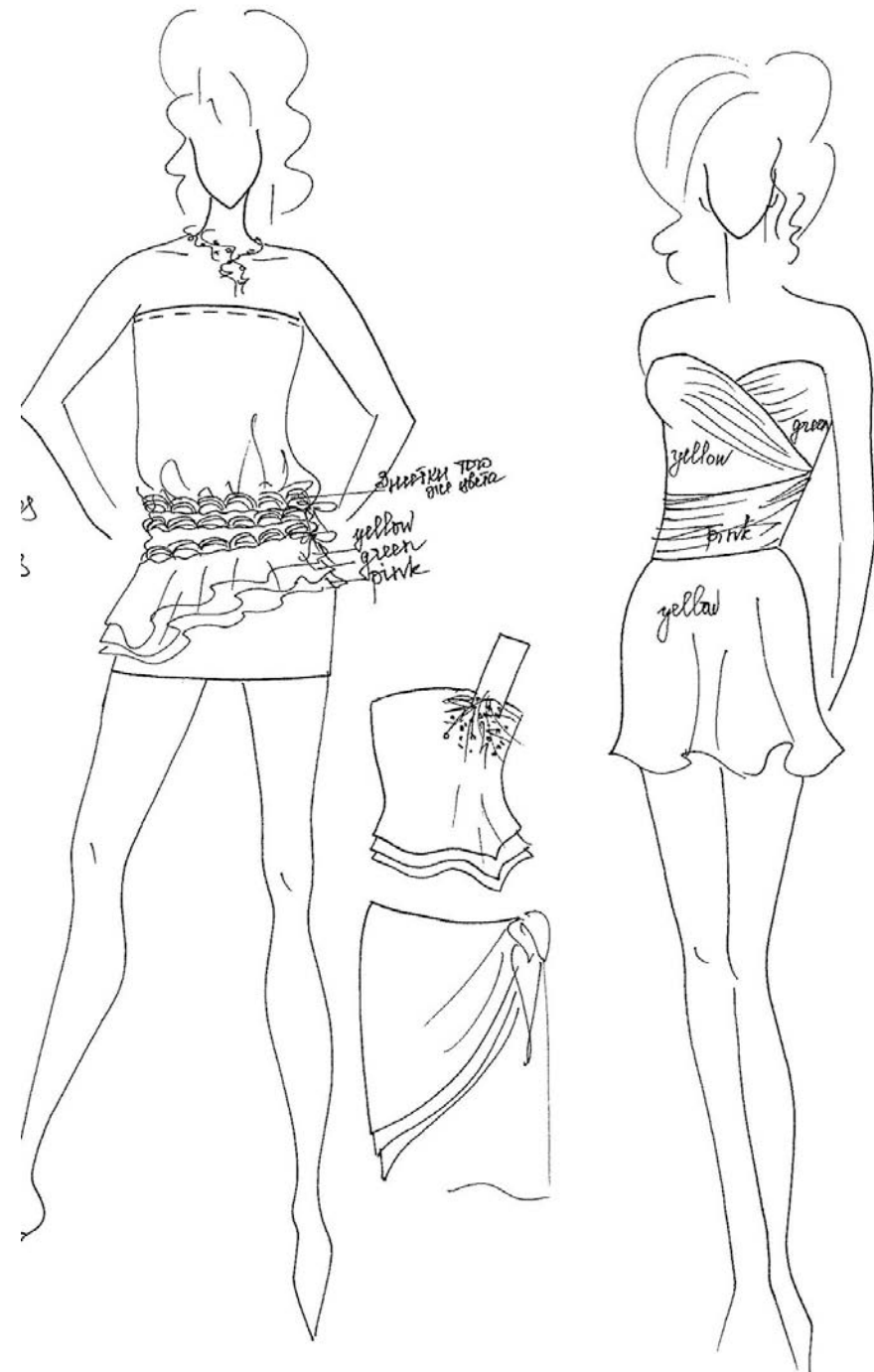


Soft  
Bold  
Curved  
Delicate  
Dots  
Circles



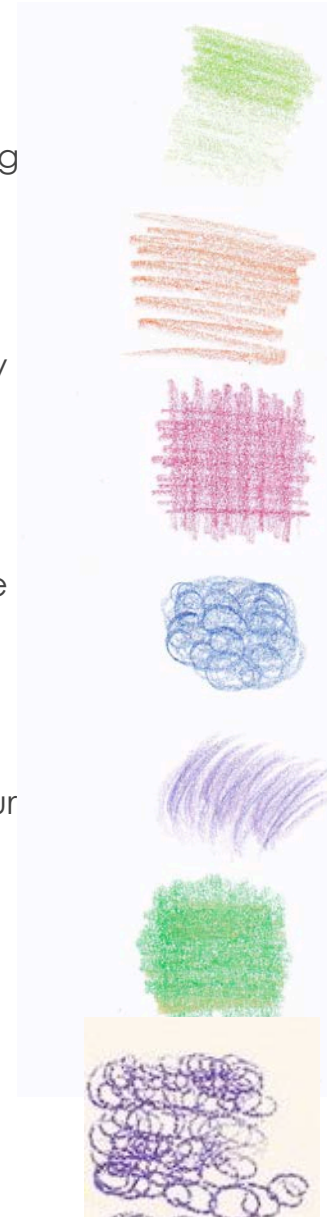


## Layering examples



# Rendering

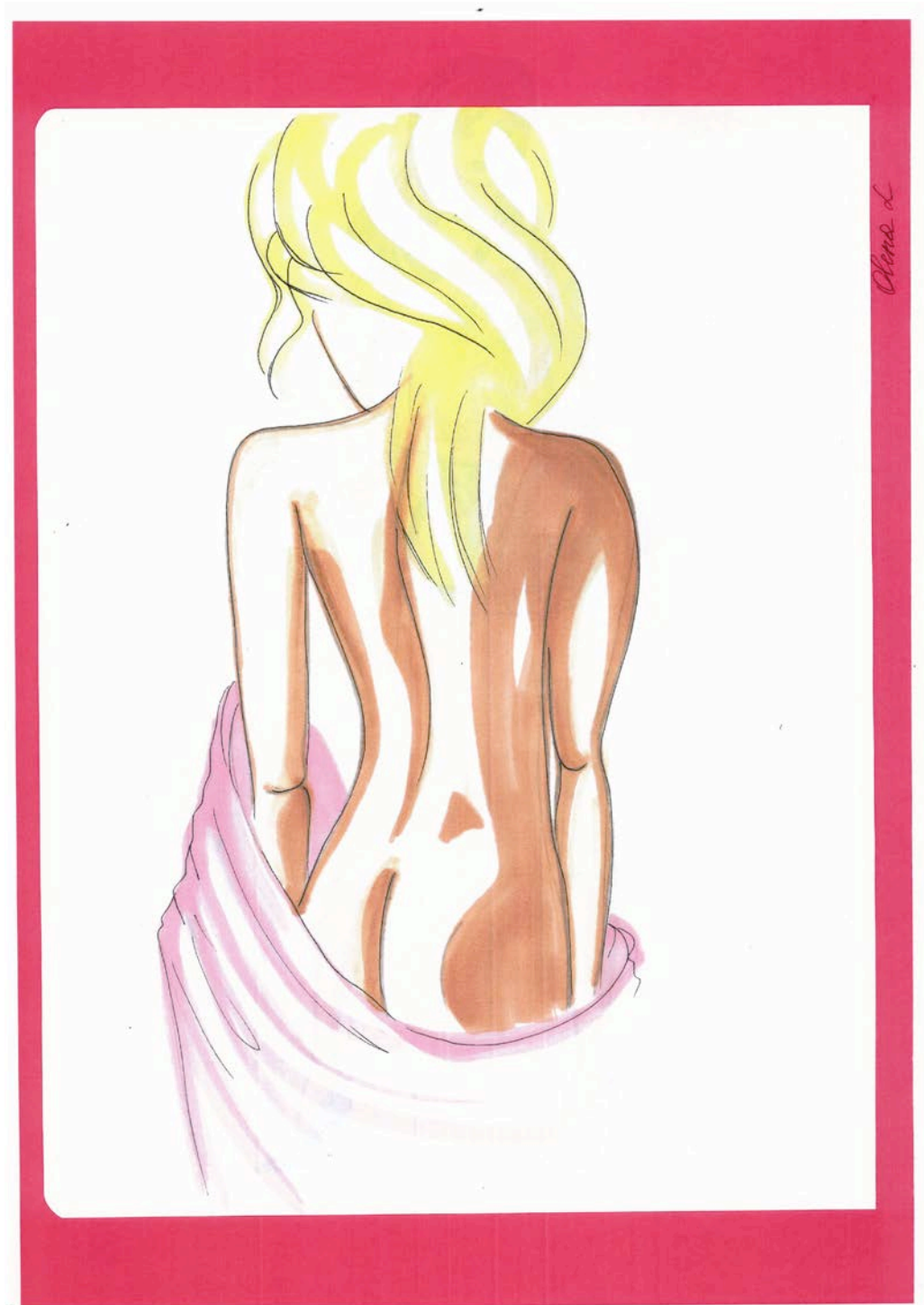
- Rendering clothes is a challenge for many artists, because clothes is made of different fabrics and trims. The important thing is to understand how shadow and movement affects the garment shape, how it sits or flows from the body. You have to observe how different fabric works.
- 1)Shading- use a straightforward side-to-side shading motion, try to build a smooth even layer of colour
- 2)Hatching- rapid, regular and evenly spaced lines on a paper
- 3)Cross-hatching- hatching overlaid at right angles. You can use different colours
- 4)Scumbling- use circles to draw and overlap each other
- 5)Directional marks- short directional lines which follow a contour (hair , fur)
- 6)Burnishing-layers of colored pencil overlaid using strong pressure to achieve a smooth result







## Shading with Pantone markers



Choose a picture and follow the lines of the fabric





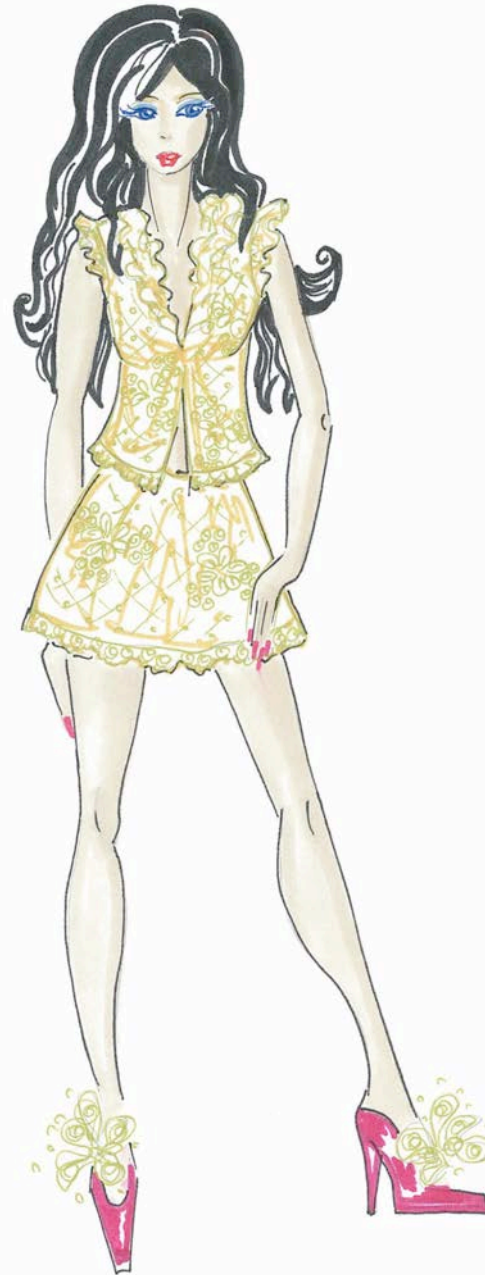






Lace drawing example

# Lace design



Drawing of a  
silk top



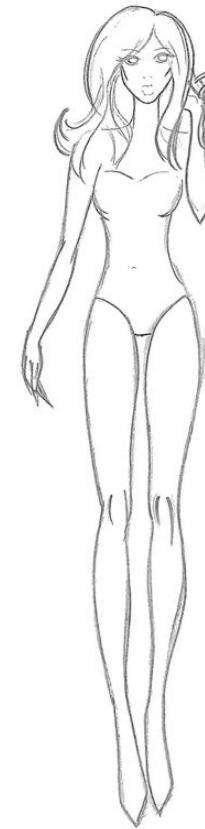
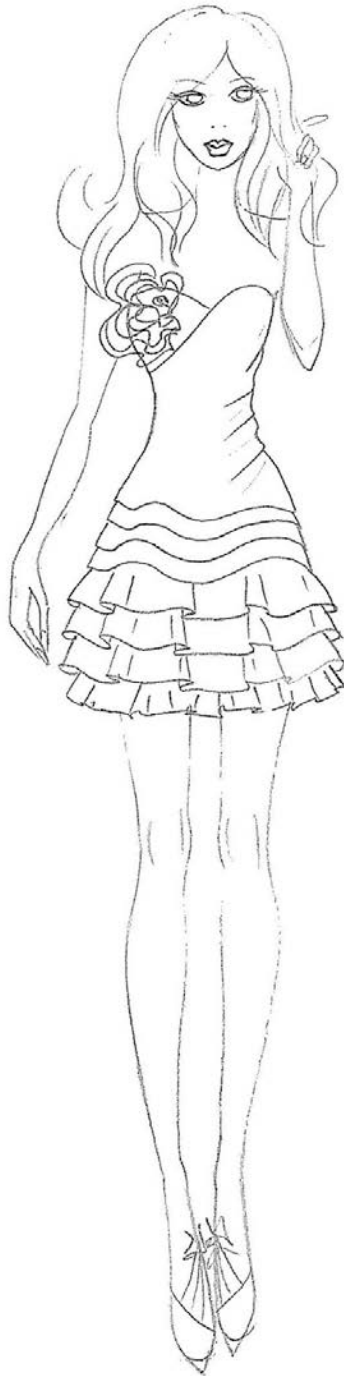


## Step 1.

Draw 4 figures  
with different  
designs on them

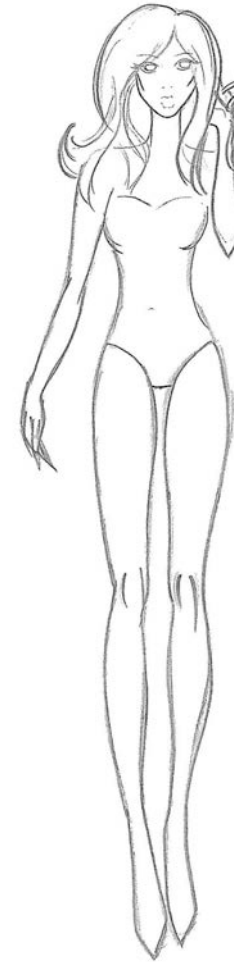
**One template- 4 fashion  
figures .**

**I used a HB lead pencil  
to draw**



A template

**One template- 4 fashion  
figures .  
I used a HB lead pencil  
to draw**



**One template- 4 fashion figures .  
I used a HB lead pencil to draw**





**One template- 4 fashion figures .  
I used a HB lead pencil to draw**

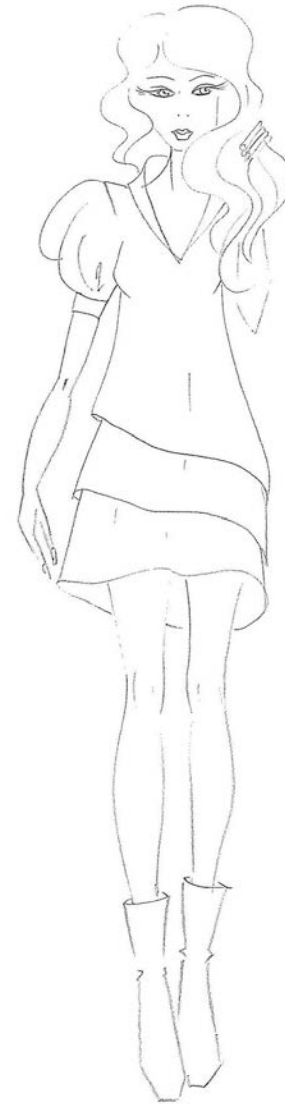


## Step 2.

Trace the outline of the figures and designs on a new piece of paper.

You can trace and photocopy the illustrations, this will give you very clean lines.

After that you can use Pantone or Copic markers.

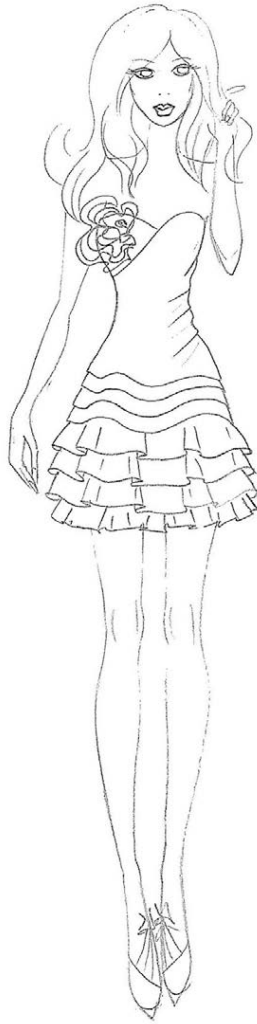


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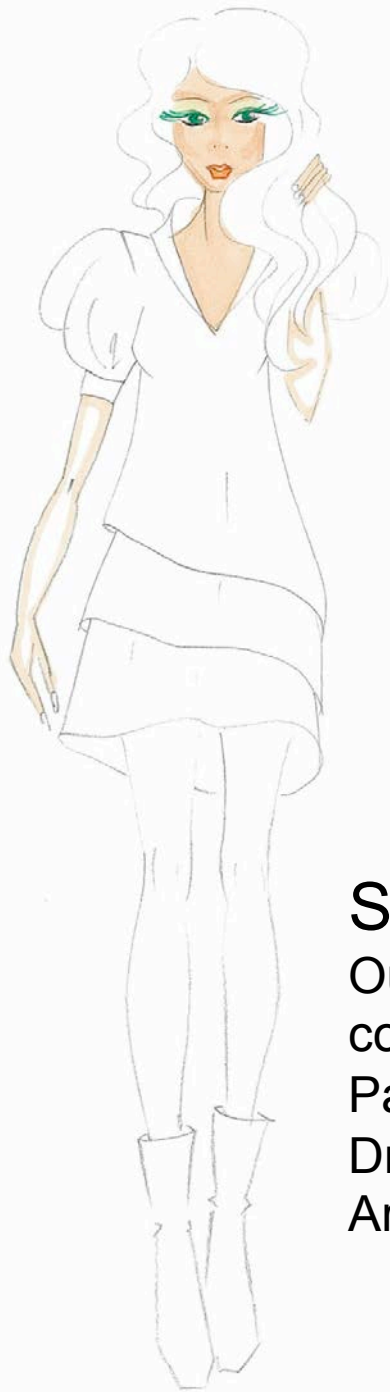




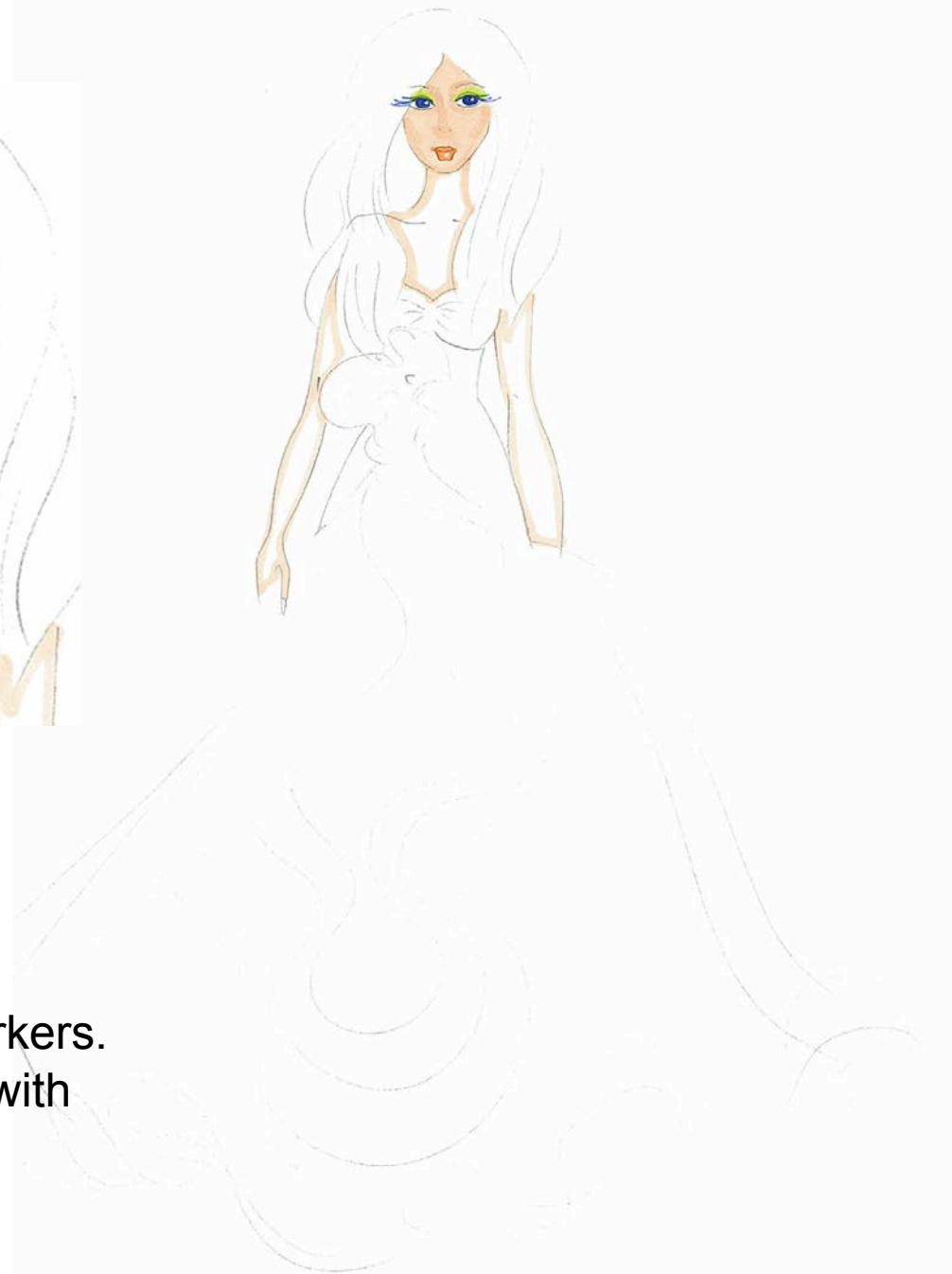


**Step 3.**  
Outline faces with  
a coloured pencil  
or Pantone /  
Copic markers.  
Draw eyes and  
lips with Artline  
fine pens.





**Step 3.**  
Outline faces with a  
coloured pencil or  
Pantone / Copic markers.  
Draw eyes and lips with  
Artline fine pens.



## Step 4.

Outline and draw hair.

Render skin.

After that you can use pencils, Pantone / Copic markers or any other media





## Step 4.

Outline and draw hair.

Render skin.

After that you can use pencils,  
Pantone / Copic markers or any  
other media



## Step 4.

Outline and draw hair.

Render skin.

After that you can use pencils, Pantone / Copic markers or any other media



## Step 4.

Outline and draw hair.

Render skin.

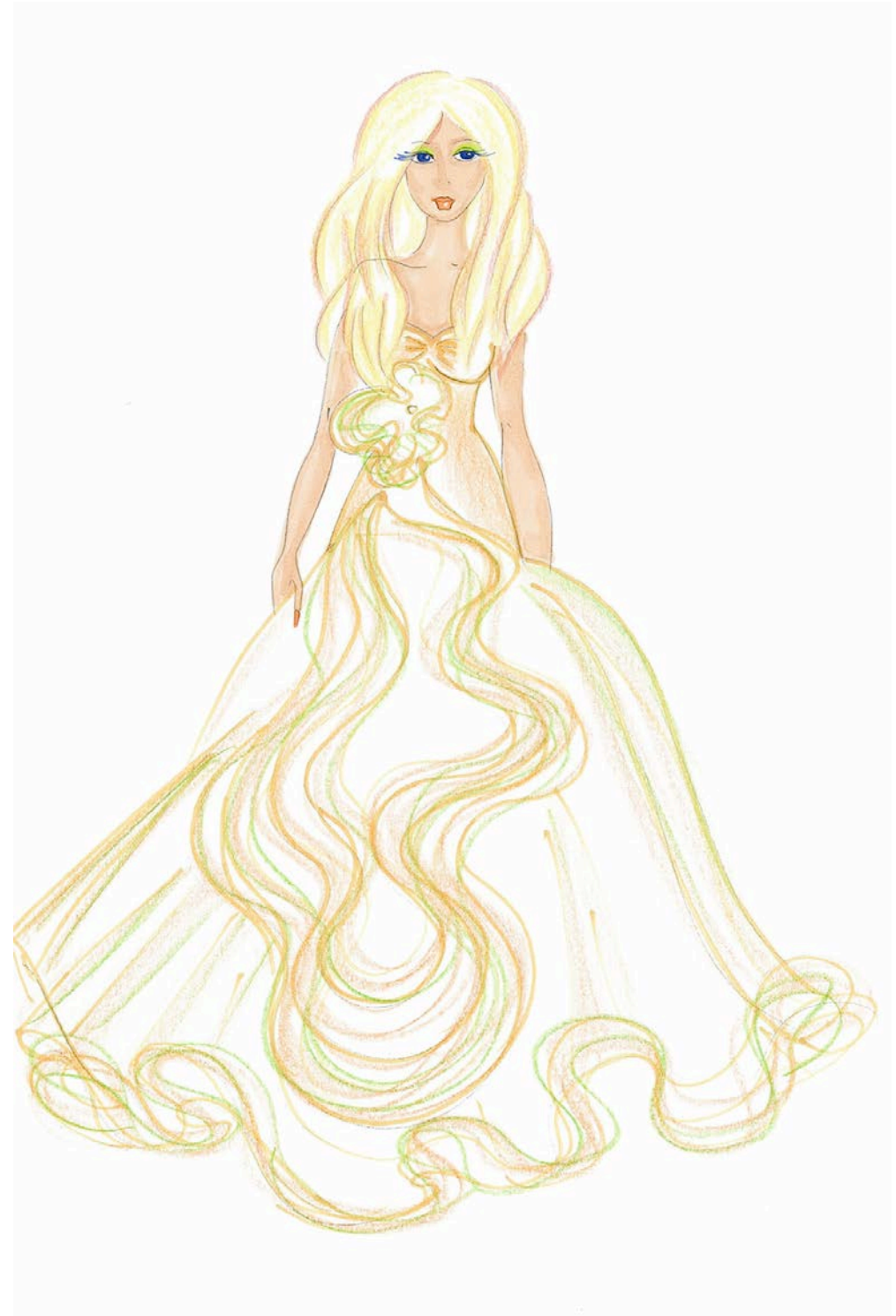
After that you can use pencils, Pantone / Copic markers or any other media





## Step 5.

Outline the design lines and  
start rendering designs



## Step 5.

Outline the design lines and  
start rendering designs



## Step 5.

Outline the design lines and  
start rendering designs



## Step 5.

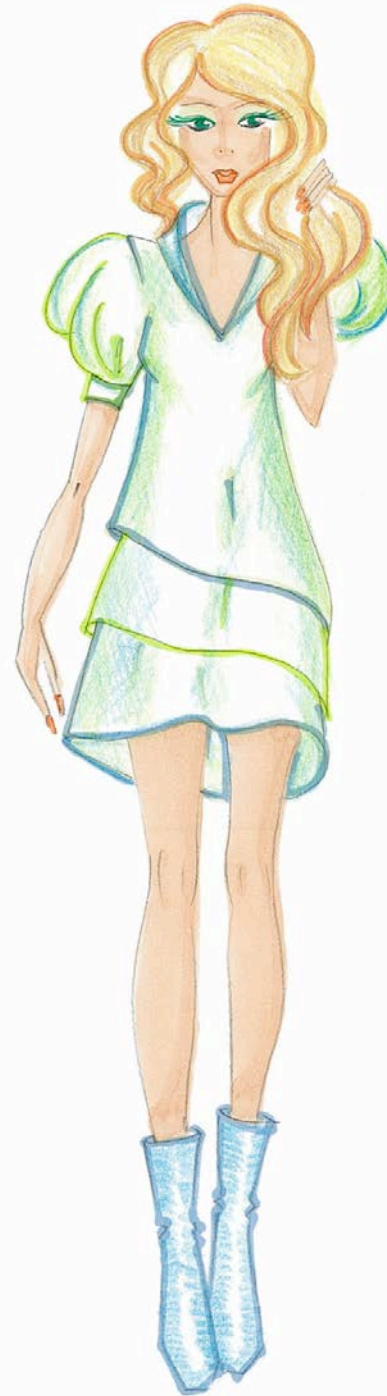
Outline the design lines and  
start rendering designs





## Step 6.

When you finish rendering the designs, add some shading



## Step 6.

When you finish rendering the designs, add some shading



## Step 6.

When you finish rendering the designs, add some shading



## Step 6.

When you finish rendering the designs, add some shading





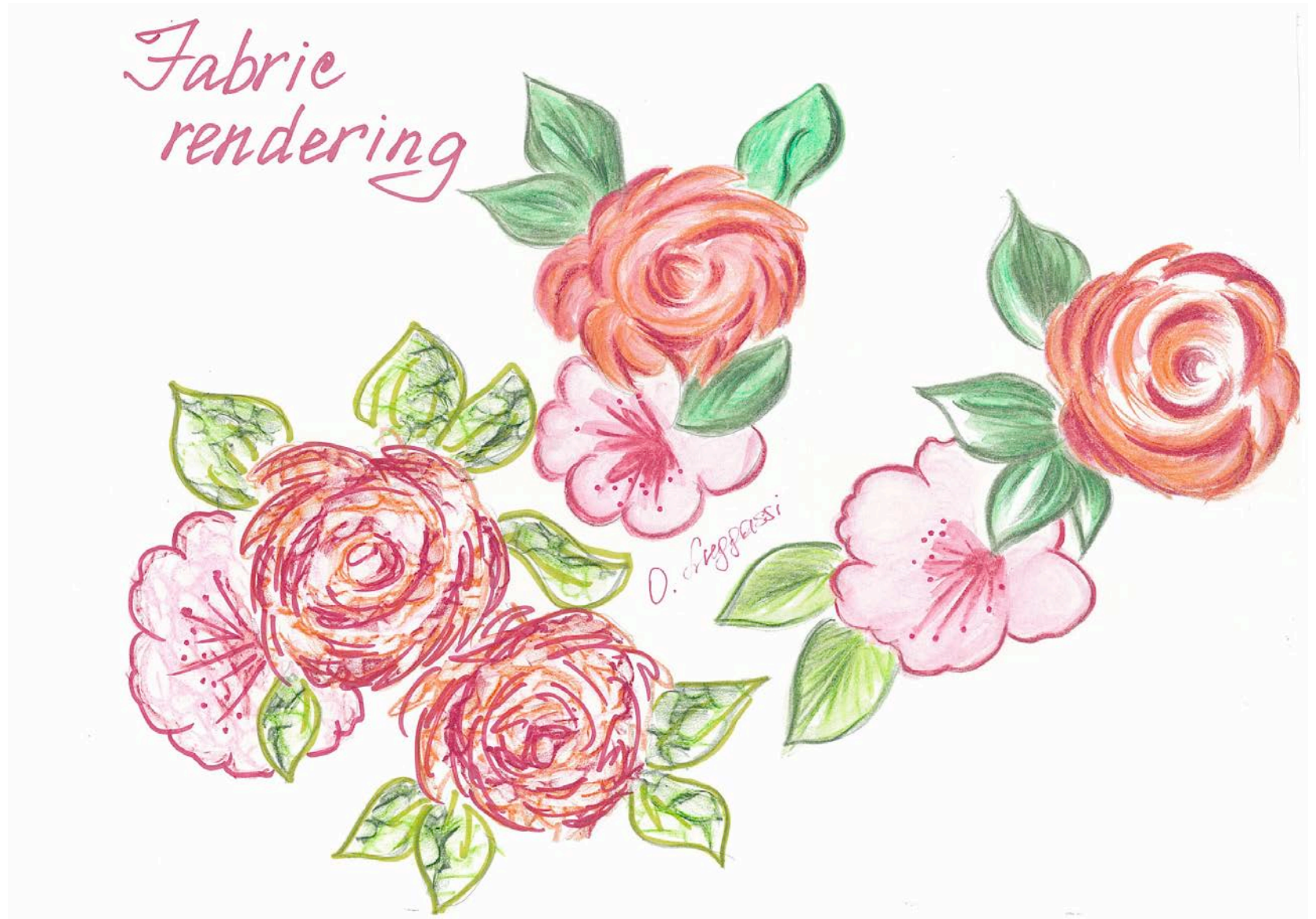
# DESIGN SHOWCASE



# Olena's illustration

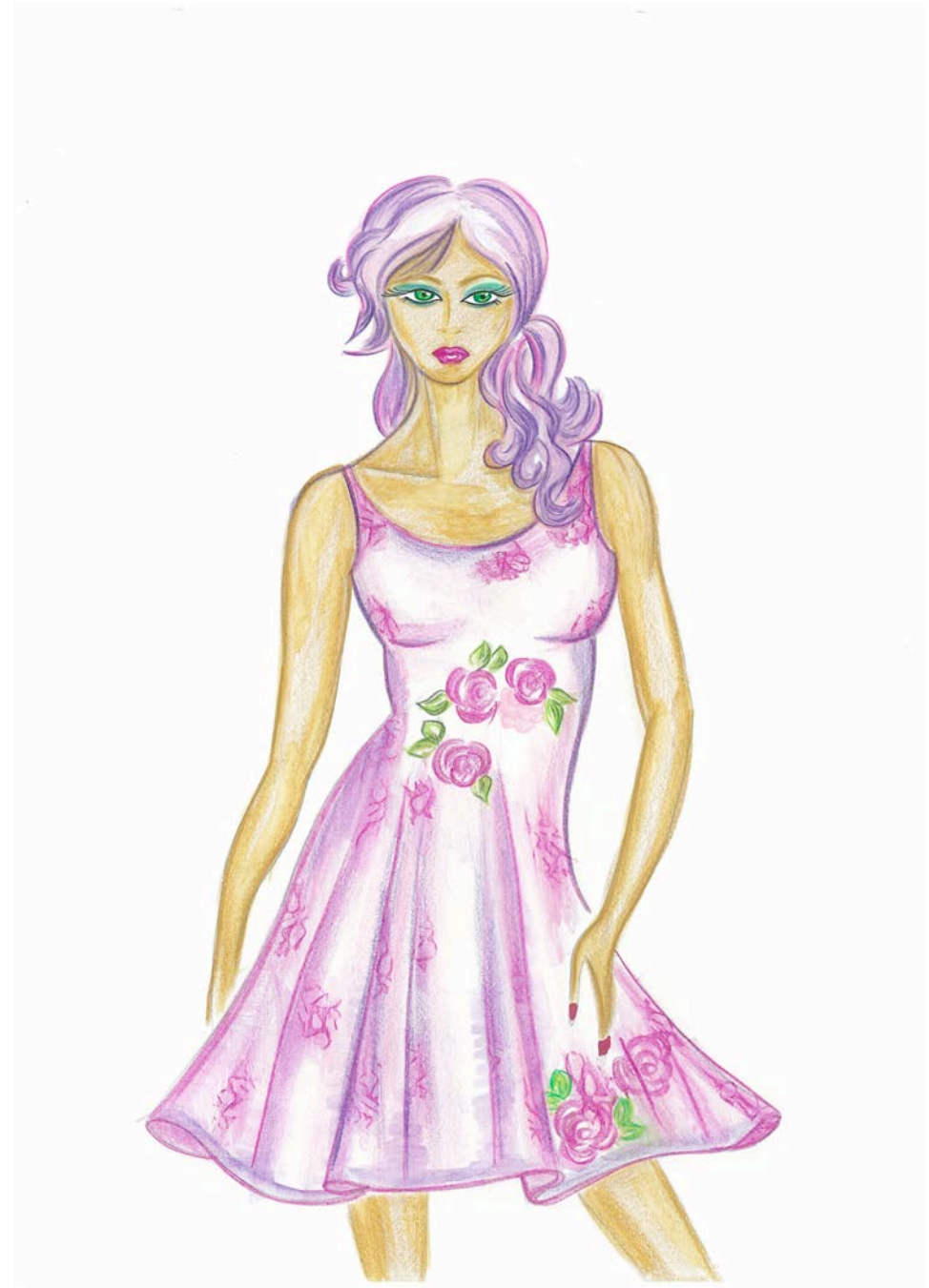






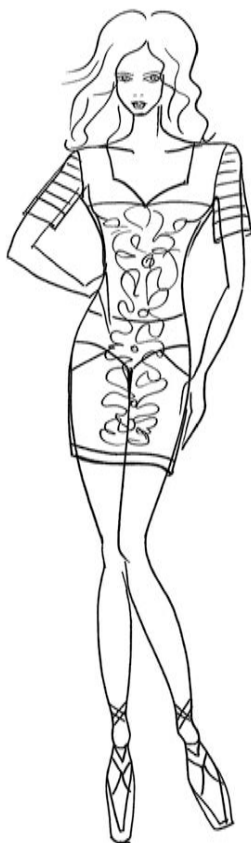
Floral print drawing

Floral fabric print





Use fashion magazines in search of fashion poses



# DESIGNING WOMEN

Inspired by their own wardrobes, the sisters launch a sexy line of minis, jumpsuits, party dresses, and more



"I LOVE A TIGHT DRESS. THIS ONE'S MADE WITH THICK FABRIC FOR EXTRA SUPPORT."

—KIM  
Polyester-elastane dress, Kardashian  
Kollection for Sears, \$99; sears.com.  
All jewelry, her own. Gucci sandals.

**MUST-HAVE**  
No. 1  
BUSTIER TOPS

Polyester-elastane  
dress, Kardashian  
Kollection for Sears,  
\$99; sears.com.

The Kardashians have a passion for big-ticket chic, which has helped them develop a trained eye for the tiny details that make something look stylish. This month that influence is evident with the debut of their Kardashian Kollection, a 60-piece line of clothing and accessories designed exclusively for Sears. "It's a reflection of our personal style at a more affordable price," says Kourtney. While nailing down key design elements was a cinch— "leopard, sequin, and spandex are things we can all agree on," she says— finding the right fit proved

trickier. Khloé says: "We're all curvy but have very different shapes. Kim is bigger on top, while I'm more bottom-heavy. And Kourt has an hourglass figure but is only 5 feet tall." To ensure hemlines fall just right and bustier dresses offer adequate support, the sisters met every two weeks to try on samples. "It was a lot of work. But at the end of the day, I'm happy we did it because every size is just right," says Kourtney. "The whole collection is exactly what we wanted it to be: a mix of basics, with a few over-the-top pieces for when you're feeling really fabulous!"

**Another figure from the magazine**





Stylised  
rendered  
illustration

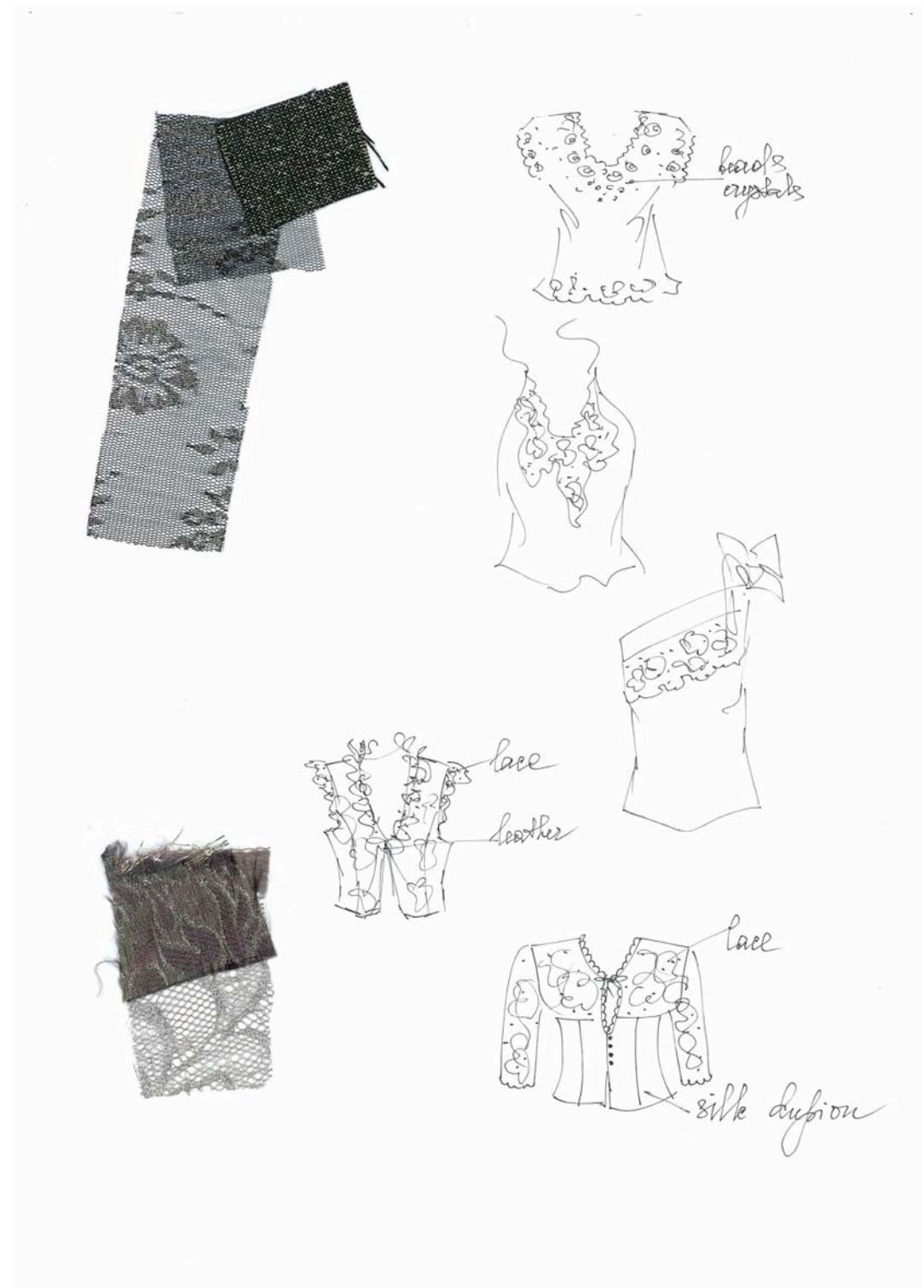


Same fashion  
figure but in a  
different design

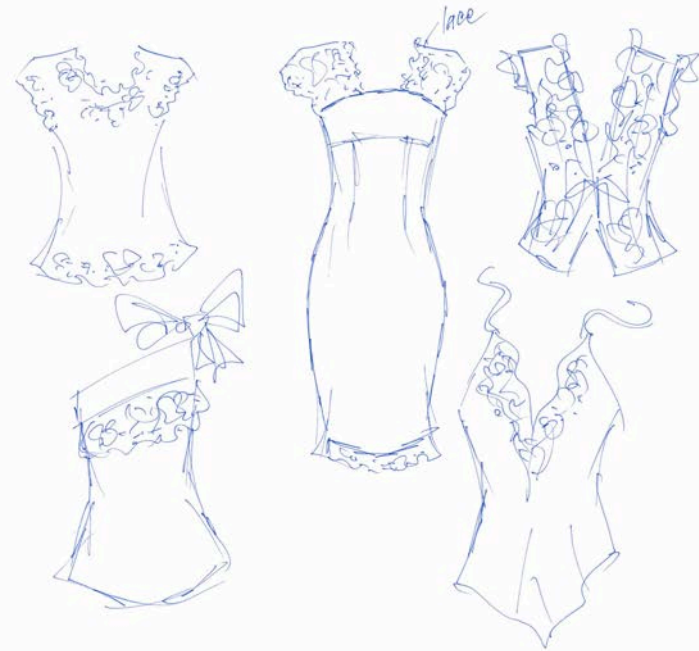
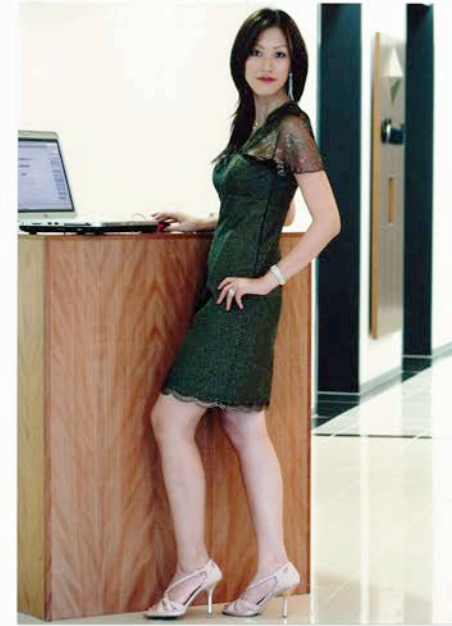




# Sketches of garments



# Sketches and a ready made design









Show what fabrics you have used in your collection



**Stripy pink pants  
& a fur coat**



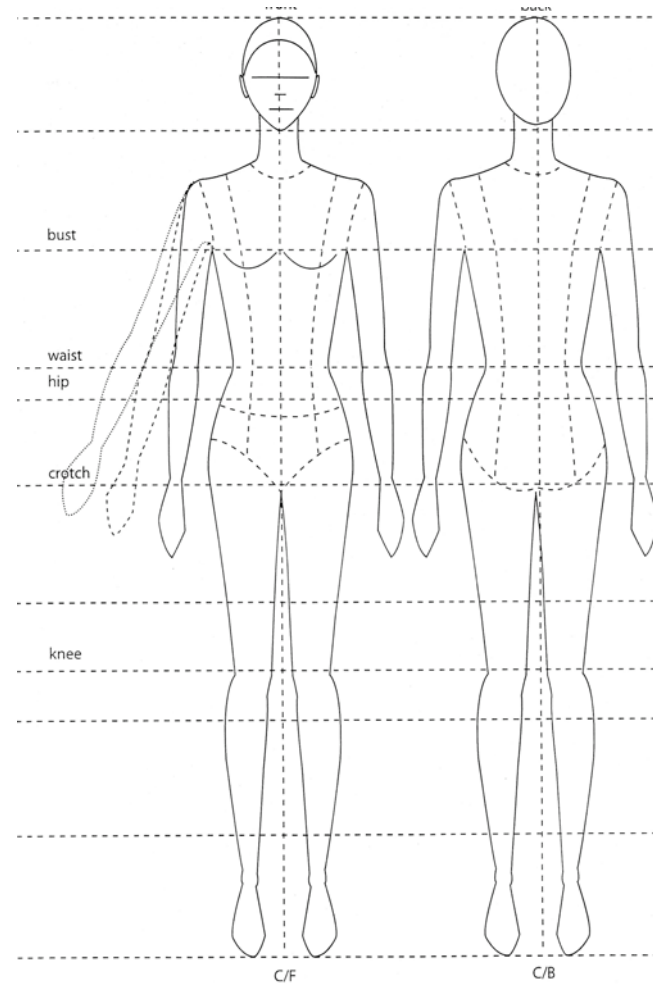
# Production drawings/sketches



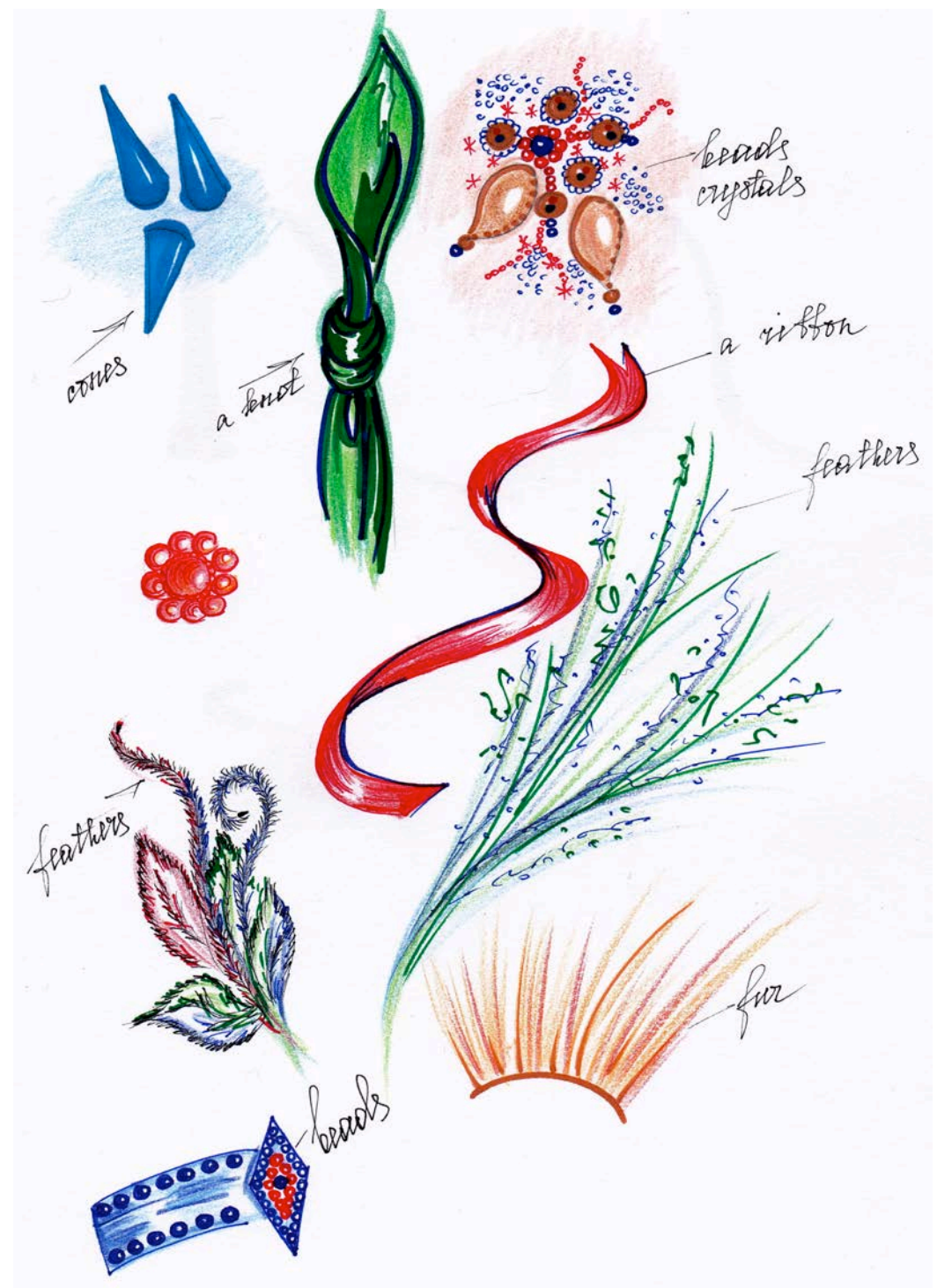
To draw production drawings use a template provided . Use a black art line pen.

Include every detail like topstitching, zipper, ruffles and other details

# Production drawing template

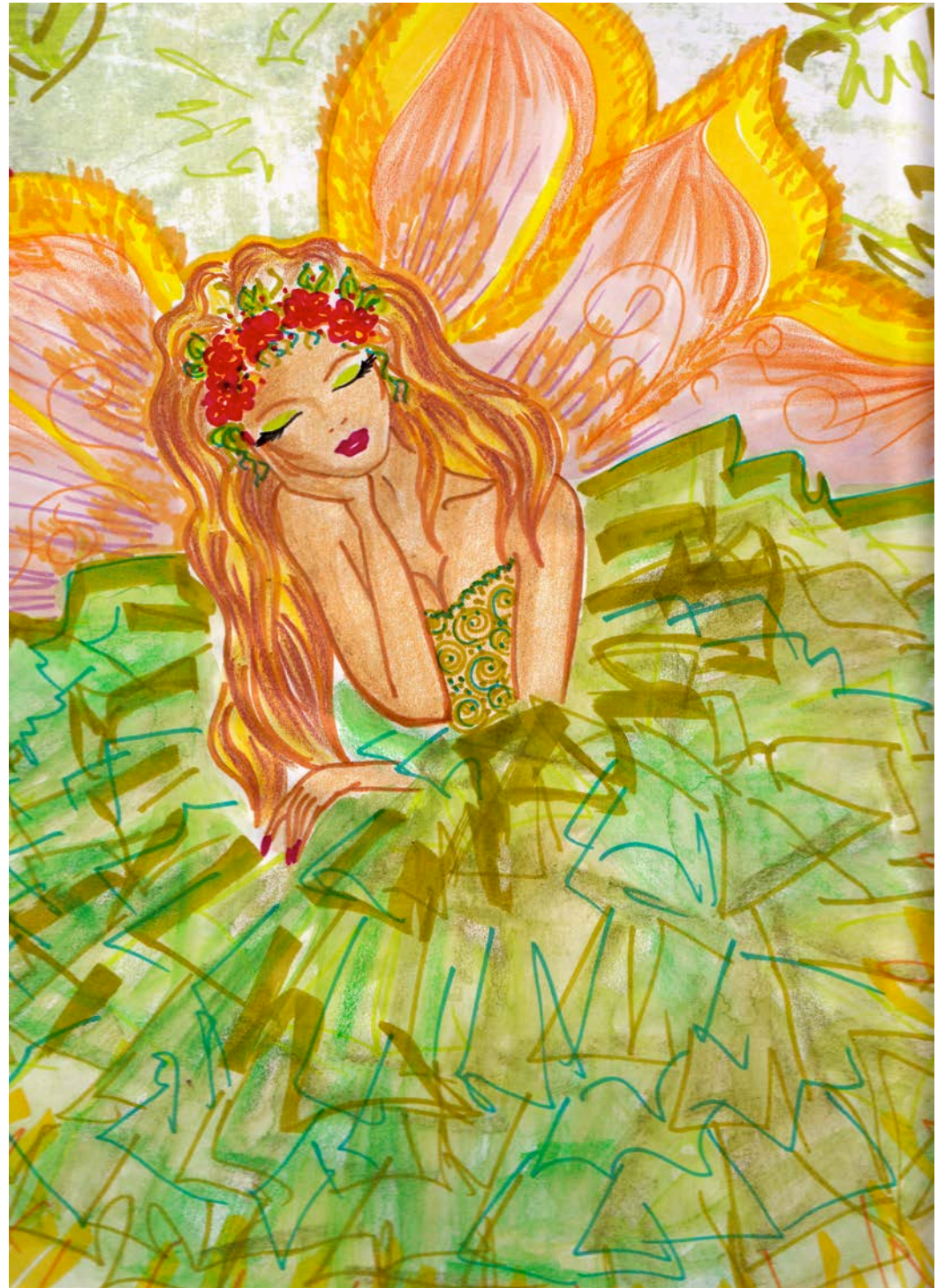


Cones  
Knots  
Beads, crystals  
Ribbons  
Feathers  
Fur





**USE YOUR  
IMAGINATION  
to create different  
illustrations**

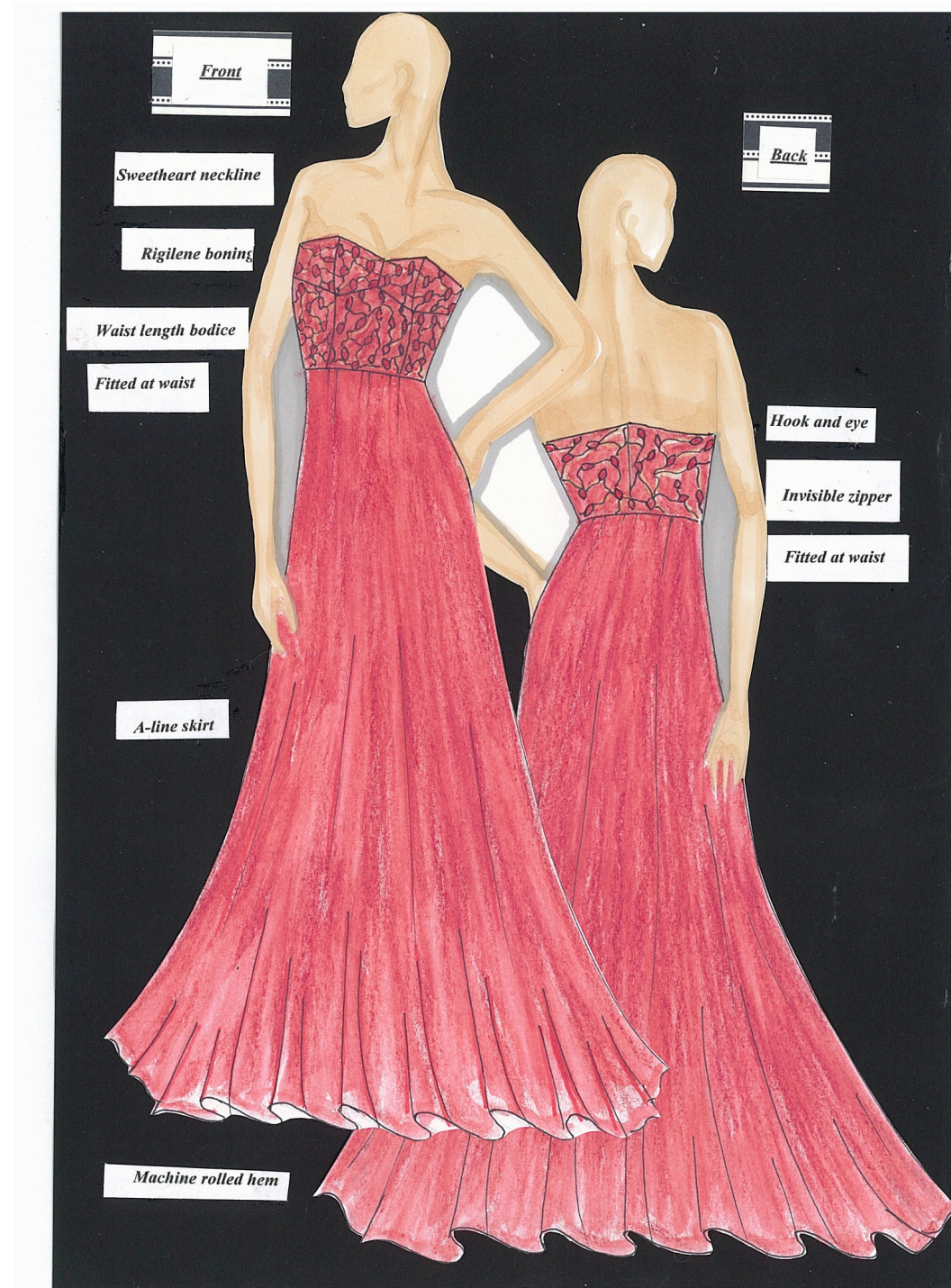






# Major Textile High School project

Anastasiya Protsenko, year 12





Watercolour pencils & Pantone markers are used to draw this illustration





# Christian Dior Illustrations

satin & sheer  
fabric rendering



# Drawing accessories



Place an object in front of you and practice drawing it.  
Great way to learn to draw accessories!

# Shoe illustrations





# INSPIRATION-PEACOCK



Get started , look at the following images (2 slides) and create a collection inspired by a Peacock beauty and the colours





# INSPIRATION-PEACOCK



# Design Brief

- 1. List some of the inspirations of the trend year 2013
- 2. Describe the silhouettes/details/features in the trend
- 3. What are the key colours?
- 4. Describe the “look” of the trend.
- 5. Design and develop a collection of 5 outfits( an outfit can be a skirt, blouse and jacket; a top, pants and scarf)
- Presentation
  - Mood board: Create a collage of images, colour samples, words , ect. that relate to the inspiration
  - Story board: Cut pictures of the magazines-fashion images, style details-ruffles, fabric manipulation ect
  - Collection board: Draw 3 rendered stylised fashion figures







Designer-Olena Luggassi

[www.fashionshoptilludrop.com](http://www.fashionshoptilludrop.com)



# Video Fashion courses coming soon

Register your interest to receive more information about Fashion Design Video courses

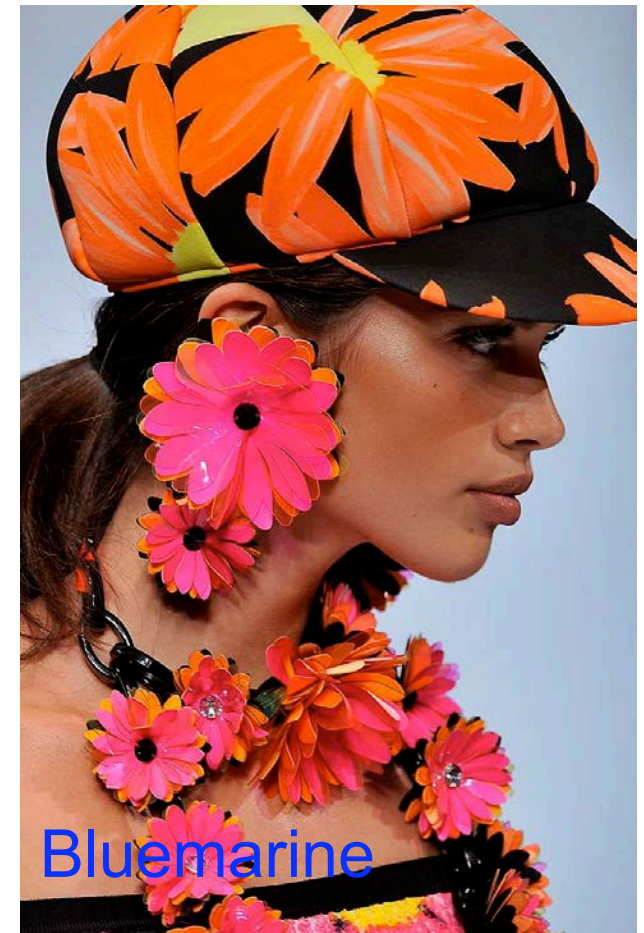
Easy to follow instructions in the E-Book & Booklet and on the screen plus Professional Videos will help learners to learn quickly and well

The Fashion Design tuition packages contains:

- Up to 20 Video lessons with voice over in each package. Each lesson is made of a few sub-lessons
- Lessons showing & describing the techniques taught
- 150+ pages E-Book or printed Booklet with photos/images and descriptions
- Templates to follow and practise
- Follow the photos in the E-Book or printed Booklet for clarifications if needed
- Inspirational quotes from famous Fashion Designers to inspire your creativity
- You can repeat each lesson as many times as you wish until you master the skills you are learning
- My Success Templates to record your success
- Record your learning in the My Success Template provided: mark what you have achieved and what needs to be mastered

# *Self-study courses available :*

- Shoe Design drawing course
- Create and develop a Fashion collection course
- Bag Design drawing course
- Start up a Fashion business course
- Portfolio Presentation for year 12 students-Major Textile school project

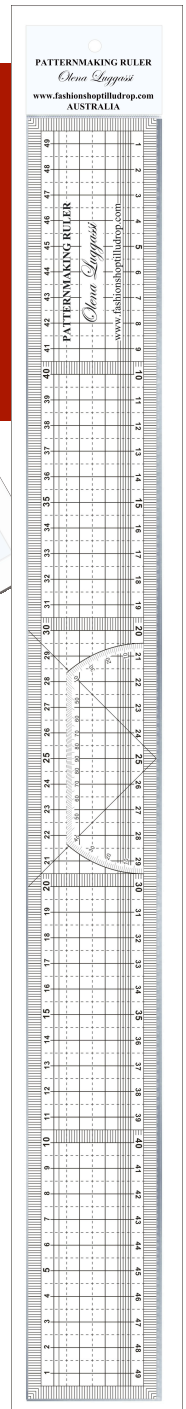




# Patternmaking-grading ruler for Fashion designers

Designed by *Olena Luggassi*

Buy on [www.fashionshoptilludrop.com](http://www.fashionshoptilludrop.com)



# Fashion Design E-Course

## START UP A FASHION BUSINESS

The course Includes:

- Professional business plan advice preparation
- Business /manufacturing contacts
- Business, design & production templates
- Product launch advice
- Website development
- Brand marketing & much more

