The ABCs of Fashion

An Honors Thesis (HONR 499)

By

Lauren Bronowski

Thesis Advisor

Dr. Frank Felsenstein

Ball State University
Muncie, Indiana

May 2014

Expected Date of Graduation

May 2014
Abstract

Illuminated manuscripts, ornately illustrated texts, were popular in the Middle Ages. *The ABCs of Fashion* is a modern take on illuminated manuscripts. It combines the design of typography with fashion. Each letter of the alphabet represents a fashion-related term that is then illustrated and defined. Various media were used to complete the illustrations—markers, colored pencils, watercolor pencils and Adobe Illustrator, a computer aided design software. The project was created to fuse passions and education while pushing the limits of ability.
Acknowledgements

I would like to thank Dr. Frank Felsenstein for advising me throughout my thesis project. He pushed me to limits I did not think I was capable of. He always encouraged expanding my ideas and researching concepts that would benefit my knowledge and progression of this project.

I would also like to thank professor Valerie Birk for teaching me all that I know about fashion illustration. If it weren't for her class, this project would have been very difficult.

I would like to thank those at the FabLab in the College of Architecture and Planning building. Kyle Sechrest guided me to the laser-cutting machine. The lab assistants were also very helpful. They were the ones to show me all the technicalities and get me set up. Though I do not know their names, I will forever be grateful.

Finally, I would like to thank my friends and family. They have always encouraged me to do my best and to try new things. During this project, I was definitely in need of some encouragement. A special shout-out to my friend, Leah Honeycutt, and my sister, Sami Bronowski, for their technical knowledge and expertise.
The ABCs of Fashion

* A charming collection that merges education, design, and creativity.

MUNCIE, Ind. – March 19, 2014- "The ABCs of Fashion" by Lauren Bronowski is an educational tool through graphic design and fashion illustration. The volume compiled is reminiscent of illuminated manuscripts of the Middle Ages. This multidisciplinary work was completed as an Honors Thesis Creative Project but no doubt will have an impact outside of the Ball State Honors College.

The project began a year ago in March of 2013. Due to her love of and interest in fonts, Dr. Felsenstein suggested creating one for an Honors Thesis Project. Bronowski had taken a class with Dr. Felsenstein titled "From Gutenberg to Google" where she read the book *Just My Type*, a book about fonts by Simon Garfield. It features chapters on street signs, Helvetica’s world domination, and the silly tale of Comic Sans (Garfield 2011). The class looked into the history, evolution and creation of the book and its parts. After consulting with the Honors advisors, the idea of creating a font and then showcasing it with fashion illustrations would encompass Bronowski’s major, Public Relations, and minor, Fashion, as well her as passions. Her work was very highly influenced by William Nicholson’s *An Alphabet*, a collection of woodcuts that illustrate each letter (Nicholson 1899).

–more–
The font was designed the summer of 2013. It is a serif uppercase font. After several attempts, the final font features a bell-like shape at the end and corners of each stroke. First it was drawn by hand and then uploaded and perfected in Adobe Photoshop. The font was designed to look elegant yet simple. It had to be pretty enough to associate with fashion but it needed to be simple enough that it did not distract from the fashion.

Each letter was assigned a word that represented something fashion-related. In this sense the project is much like a picture book. ‘D’ is for dog ‘E’ is for elephant was the standard procession. The list had changed throughout the illustrative process in order to better suit the illustrations. This was probably the easiest part of the project. Some words are basic fashion words such as dress and blouse while others are more specific or intricate such as ikat and grunge.

Before illustration began, some preparation was in order. The Fashion Department offers FCFA 265 Fashion Illustration as an elective for Fashion minors. Of course Bronowski signed up for the class to obtain the skills needed for her Senior Project. The class was a struggle, however she pulled through and learned a great deal. With Professor Valerie Birk’s guidance and support, her final portfolio landed her an A in the class. Bronowski learned about proportions (her biggest nemesis), the use of shading to create detail and dimension, how to use Prismacolor markers and watercolor pencils. Fashion illustration is more than just drawing a pretty picture. What one draws has to be able to come to life. Knowing where a hem will lie or how the movement of a skirt will go with the movement of the body
are a few thoughts to remember when illustrating a garment.

Since each letter is assigned an illustration, there are 26 illustrations. These are divided up into different media. The media used for this project were Prismacolor markers, colored pencils, watercolor pencils, and CAD, computer aided design (via Adobe Illustrator). Each medium yields a different look and feel to an illustration. Markers are rich and highly pigmented where colored pencils are lighter but allow for better shading and detail. CAD illustrations are more precise and exact where watercolor pencils are loose and flowing. In addition, the canvas changed with the change of medium. Marker paper, obviously used for marker renderings, has a coating on it that prevents the marker from bleeding through the paper. It also prevents the markers from drying up. Regular drawing paper soaks up the juice from a marker, which is a costly mistake. Watercolor pencils and colored pencils use drawing paper. Drawing paper allows for any easy glide of the pencil and is a good canvas for spreading water. CAD uses a computer screen that can then be printed on to computer paper.

Inspiration was at the heart of each illustration. Much of that inspiration was personal. She designed something she would wear and wishes she could wear. Others were simply dictated by the letter they represented. Some letters have a limited amount of words that begin with them and then finding a fashion word in that small amount was difficult. The letters Y and X were the most difficult. However, no letter was left unfashionably illustrated. An in-depth look at her inspiration can be found in a journal entry at the back of the project.

-more-
To challenge the project even more, Dr. Felsenstein suggested a 3D printed element. After consulting with the College of Architecture and Planning’s FabLab Digital Fabrication Technician, Kyle Sechrest, a different option was presented due to the difficulty of 3D printing. The Laser Cutting machine could be used to showcase the alphabet on one page. The letters were formatted and organized to print, or cut, on chipboard, a type of paperboard. The end result looked much like a stencil of the alphabet providing a unifying look at the collection.

Finally, Bronowski fused the various pieces of her work into a cohesive composition. Each letter received its own page. A letter resides in the top left corner of the page while a larger grayscale version of that letter is in the center. The fashion illustration overlays the grayscale letter making the letter become the background. The composition resembles that of a playing card. The history of the playing card can be found in a journal entry located at the back of the collection.

“The ABCs of Fashion” is not merely an alphabet book with pretty pictures. It demonstrates Lauren’s ability to learn new skills, shows off her diverse background and emphasizes her creativity and understanding of fashion design. This collection can travel with her throughout her professional career. A girl, who had never taken a formal drawing class in her life until six months ago, has proved herself capable to accomplish whatever she strives for.

###
“A” stands for asymmetrical. Asymmetrical means that the reflection is not equal. This dress demonstrates asymmetry in that there is only one strap and the skirt is longer on one side. A large flower embellishment was added to add to the asymmetry.
“B” stands for blouse. A blouse is a nice top. This blouse is a button-up blouse in magenta. It is typically worn as business attire.
“C” stands for cocktail dress. Cocktail dresses are semi-formal dresses typically worn for black tie events such as ‘cocktail’ parties. This is an example of a short cocktail dress with a print reminiscent of Dolce & Gabbana.
“D” stands for dress. A dress is a one piece garment. It consists of a top and skirt. This dress is a casual summer dress. A belt was added to emphasize the waist.
“E” stands for evening gown. Evening gowns are long formal dresses. They originated in royal courts mostly due to Phillip the Good’s fashion forward reign. This evening gown is a modified A-line strapless dress with a structured top and beading in the center from top to bottom.
“F” stands for feathers. Feathers come from birds though they can be artificially made. Feathers as a part of fashion have been around since the Neanderthals. This feathered skirt is designed based off of the peacock.
“G” stands for grunge. Grunge originated as a style of music. Nirvana and Sonic Youth are grunge bands. A style of fashion developed with the music. Combat boots, cutoff sleeves, and black are characteristics of grunge. This dress is grungy and inspired by famous designer Vivienne Westwood.
"H" stands for hot pants. Hot pants are extremely short shorts usually with a high waist. Mary Quant designed the hot pant in the 1960s. They were very popular in the 1970s. This is a simple black pair matched with a plain white T and black sandals.
"I" stands for ikat. Ikat is a type of print. It is similar to tribal and Navajo patterns. Ikat is a dyeing technique of the warp and weft fibers prior to construction of the fabric. An example of ikat print can be seen in this sweater.
"J" stands for jacket. A jacket is an outer garment meant to keep one warm. Jacket comes from the French word 'jaquet,' which means a lightweight tunic. This is a green jacket with an extended bottom from the waist.
"K" stands for knickers. Knickers is the British English term for panties. Panties are most often worn by women to protect and cover the lower region. These knickers match the bra. It is a bikini-style.
“L” stands for lace. Lace is a fabric typically made of silk that has an open hole pattern. Lace became popular in the 16th century. This dress is made of lace sleeves with a tulle skirt.
"M" stands for maxi dress or maxi skirt. A maxi dress is a fitted top with an ankle length flowy bottom. The first real maxi dress was introduced in 1968 by Oscar de la Renta. They have become popular again typically with a color block or chevron pattern. This is a maxi skirt with a green pattern at the bottom.
“N” stands for necklace. A necklace is a piece of jewelry worn around one’s neck. This necklace is what is called a statement necklace. It has turquoise gems, wings, gold chains and beading.
"O" stands for oversized. Typically fitted clothes are worn. Recently oversized tops have become popular most likely due to the rise of tight bottoms such as skinny jeans and leggings. This is a cable knit oversized sweater paired with pink skinny jeans.
“P” stands for pleats. Pleats are a type of fold created by folding the fabric over itself. Pleats can be seen in this image on the bottom of the shorts.
“Q” stands for quilted. Quilting is the layering of fabric sewn together to create warmth. The stitching is highly noticeable. This skirt is quilted. The crisscross pattern of quilting can be seen.
“R” stands for ruffles. Ruffles are created when one end of a fabric is bunched together and sewn down so that the other end flairs out, creating a ‘ruffle.’ This skirt has three layers of ruffles to give it body and flow.
“S” stands for scarf. A scarf is a piece of fabric worn around one’s neck. They are commonly used for cleanliness and warmth. This is a navy scarf paired with a summer outfit for those cooler days.
"T" stands for tutu. Tutus are a type of skirt made out of tulle. Tutus are typically worn by ballerinas though they have been seen in RTW fashion. This is a dance costume for ballerinas.
"U" stands for utilitarian. Utilitarian is a style that was modeled for function though it has evolved to be more fashionable. Common elements are khaki, zippers and pockets. This utilitarian outfit is more on the fashion-forward side featuring skinny pants and heels.
“V” stands for vintage. Vintage refers to the period something was created. In fashion, clothes can actually be vintage where it is an old garment or the design can be vintage and the garment new. This dress was inspired by the 1950s.
“W” stands for wedding dress. Modern day wedding dresses are typically long white gowns. This wedding dress is an off-white strapless sweetheart neckline dress with a dramatic tiered skirt.
“X” stands for x-ray. An x-ray is a way to image the inside of a body. It is a medical technique to diagnose people. The pants in this outfit depict an image that resembles an x-ray.
“Y” stands for yoke. Yoke means many things often relating to oxen. However, a yoke of a garment is a shaped piece of the garment that is used to gather looser parts of it. This shirt has a yoke at the top by the shoulders.
"Z" stands for zebra print. A zebra is an animal with black and white stripes across its body. Animal prints are commonly used in the fashion world. This outfit has a zebra print mini skirt paired with a teal cut-out top.
Journal 1

As the summer begins I realize I have plenty of time to think about and work on my honors thesis. I realize I need to figure out the process and method I want to take for each part. Having a structured plan will make the creative process go smoother. I think I will approach it as a three-step process. And with the summer being about three months long, I can make it my goal to complete it (or most of it) in that time frame.

The first step involves the creation of the font. With this I will need to decide on a style. Then do some hand sketches. Then design the font most likely in Adobe Illustrator or Photoshop. Once all the letters are built in a program, I will be able to put it into a font creator to make it a usable font. I have yet to choose a font creator program due to minimal research on that aspect and the knowledge that some do cost money but may be better.

The next two steps involve the illumination part. Most fashion illustrations involve the outline in black ink or charcoal and the inside colored with either colored pencil or watercolors. Due to the learning experience of the project I will be doing the black sketch part in Illustrator and/or Photoshop. Once that is done I will trace that with ink or charcoal to be able to continue onto the next step. This tracing part is crucial because of the way certain mediums work or don't work together. Ink from a computer printer would run and fade with watercolors and if I used colored pencil with computer printed work would look like a coloring page. Then the final step would be adding colors; I will be using watercolors.
Some other thoughts or concerns have already popped into my head. What type of font? Probably a script of some kind that would flow with the fashion illustrations would be best. Should the illustrations have a more specific theme besides just fashion? The 1920s has been suggested to me, which interests me but how relevant is that to the purpose of the project? Another thought would be weddings especially due to my interest in wedding and event planning as a career option. However I think I might need to consider a change in title of the project (not a big deal I don’t think). Or, I could just have it be more general. To go with the title and my original idea came from children’s books... ‘A’ is for apple and ‘D’ is for dog but instead have ‘D’ is for dress and ‘S’ is for sweater.

As a side note... my sister is artistic and well-versed in Adobe Illustrator and Photoshop so I will be consulting her for inspiration, creative advice, and technical help if and when I need it. I also realize my goals are quite big as there are 26 letters and therefore 26 illustrations but like I said it is a goal.
I thought designing and making a font would be really easy. It's not. I thought I had a solid idea for how it would look. My artistic ability did not make for a good first letter. I focused a lot on embellishing each letter instead of the foundation of the letter. I was getting really frustrated because I felt like I lacked the skills and the artistic inspiration and eye. I tried skipping drawing it and going straight to the technology. I was able to design a sub par first letter. But, it was just that sub par- nothing spectacular, creative, or essential.

However, after a long argument with my sister about skills and art and left-brain right-brain, she was able to at least put me a little bit at ease. She gave me some art supplies and some ways to practice. I need to focus more on being an artist just like Morris and Goudy did. I am a very structured and methodical person so embracing the artist in me and the feel of a line will be difficult and a huge challenge.

Overall, I think I need to take a couple steps back and go to the basics. I need to practice drawing and tracing. This will definitely be a growing and learning experience. Failure will happen. But, with failure I can learn. The good thing about this project is that I can't fail. It is art- it can be good art or bad art but it is still art. I of course am striving for good art so it will take a few tries or more. I will not give up and will succeed!
Today, I decided to take a step back from letters. I searched for fashion illustrations to get an idea of what my overall look would actually be like. I printed off a couple and just practiced tracing them to get the feel of what it might be to actually do a fashion illustration. I think I will still wait to start on actual illustrations until I have started my fashion illustration class in the fall.

Tracing didn’t seem so difficult. However, getting different thickness in my lines was challenging. I am not feeling as overwhelmed about that part as I was when I first started.

I think I have decided on the ‘theme.’ I will stay with my original “ABC’s of Fashion” and have each letter stand for a word to describe the illustration. This could be the item of clothing featured, the style, or print. I started to brainstorm which letter will be what and this is the list I have created thus far.

A
B
C-- CLASSIC
D-- DRESS
E
F
G
H-- HIGH HEELS
I
J-- JERSEY
K
L-- LITTLE BLACK DRESS
M-- MINI SKIRT
N
O
P-- PEARLS
Q
R
S-- SWEATER
T-- TRENCH OR TUTU/TULLE
U
V-- VINTAGE
W-- WEDDING DRESS
X
Y
Z-- ZEBRA PRINT
I got back to my font today. I started by sketching something very wispy. Some letters like O and C were difficult to 'wisp.' They felt forced. I remember from my research of Goudy that each letter should come with ease and simplicity. After sketching the entire alphabet in that style I knew that was not what I was looking for.

I want something graceful and clean. The 'wispies' were unstructured and poorly planned. I need to rethink what will go with a fashion illustration while not being overpowering and take away from any illustration but COMPLEMENT it.

Hopefully round two goes better.
Looking at my smaller wispy font, I thought maybe it would look better if I tried to draw it on a larger scale and structure it more. I like the idea of have parts of each letter be wider, kind of representing a skirt or dress or the flow of fabric.

I drew two letters but found it more difficult to maintain consistency throughout my lines on SUCH a large scale. Unfortunately I decided this after measuring out all 26 slots to draw the letters. That wasted a bunch of time. Also the design I thought of is still too detailed for my overall vision of my project.

So, I want some sort of embellishment to make the font unique. I looked at fonts just in my font collection on my computer and decided to sketch out three concepts that would go with my vision. I drew a ‘curly’ cursive-like font, a sketchy font, and then my own handwriting- just a couple letters of each. I think some sort of combination of the three would be ideal... now how to do that and how will that look???
I toyed with another idea today. I made the stems or some straight part of the letter be wider than the rest with a little flair at the ends. However I obviously ran into a problem. There are letters that do not have a stem! C being one of them. I already learned my lesson about forcing things to happen—it doesn’t work!

My sister had come home right as I was realizing this and suggested I try using markers to get a more realistic drawing of what the letter would look like in type. So she lent me a couple of fancy markers. One was thicker than the other. I started off with the slim one. I modified the above concept and just flaired the ends of strokes.

So far the markers are really helpful and I like this design. I’ve done letters A-E. I will definitely need to edit them on the computer but am rather satisfied with where this is going. I am feeling more confident than I was after struggling to think what I wanted to do.

Usually when I work on homework, I need silence so that is the environment in which I had been working. I shut myself in my basement away from distractions and noise. However, today I was in my kitchen with my headphones in. I think the music and daylight helped my creativity and energy. I’m sure there is some statistic about music and creativity. Maybe I can look that up and insert it into my final paper/artist statement that is required with the project.

I made my E a little wide and had to redo it and it is still wider than what I would like. That is something that I can fix better on the computer.

Overall I am excited and hope this will turn out well!!
I worked on more pencil-marker drawings today. The letters are coming along fairly easily. This definitely makes me feel more confident in my overall design.

The letter 0 was the only one to really give me trouble since it has no ends or points. However I built in two ends – one at the top and one at the bottom – to be able to incorporate the small embellishment I have on every other letter. I however did not use this same technique on the Q since it does have a place for the embellishment on the tail. Having both would have been overkill and crowded the letter. Goudy made sure the letters stylistically went together as a complete alphabet but also fashioned each letter individually. I took this same liberty in my creation.

Another stylistic detail I came across today that I had not run into during A-E was letters that had angled points. By this I mean like how letters M and N have the diagonal lines in them connecting to the vertical stems. The flaired bells were incorporated in these connections.

I will finish the drawings of letters v through Z tomorrow!
DRAWINGS ARE COMPLETE!

W was a little challenging because I wanted to make the letters narrower but W is typically a wider letter so I had to work out the angles to not be so large. In editing I will probably try to fix it even more but I am definitely not upset with the result.

I will have to wait until I get back to school to copy the drawings and edit them due to our broken copier. =/
Finally after moving back to school and going to an extremely long work meeting I was able to make it to the library to use the copy machine. To keep things exact I will use a 48 pica by 30 pica template for each letter. I will use a 20 paint brush and an 11 eraser tool.

My process:

- crop single letter from page
- ‘magic wand’ letter to get rid of background
- fill in letter black
- correct edges with paint brush size 20
- erase when needed excess stroke with size 11 eraser

Then I will save each letter as its own document as a PSD (photoshop).

I decided to use photoshop since I was working from a copy. I looked up to see if anyone else had ever created a font for his or her honors thesis. Someone has! They used illustrator because they designed it on paper but then built the entire letter from scratch on the computer. My concept was easier to transfer the letter and then fix from there because it is more artistic than technical.
The past week I have just been working away at editing letters. So far I have A through G completed. Some letters were definitely easier than others. I also was not very consistent on the heaviness of each stroke so that had to be fixed. I will keep chugging along with that until it is complete. But in the mean time...

I also attended my first three classes of Fashion Illustration. Wow! All range of emotions went through me with every minute of each class. I was nervous for the class not only because I have not taken an art class since probably 8th grade and do not have great drawing skills but also because the success of class will dictate the success of this project. My professor, Valerie Birk, is really passionate about illustration as that is what her focus is on in Fashion. That was really helpful that she is so energetic and positive about how we will do. I also know I am learning from the best.

I found out that I will be using graphite pencils and markers most of the time. This is different than what I thought illustrators used. I learned about the different kinds of papers to use. Sketch paper does not last and yellows. Drawing paper is the good kind. Marker paper is a totally different paper. It has a coating that prevents the marker from bleeding through and dries instantly so that it does not smear. I bought a bunch of graphite pencils of varying weights, which I will be able to experiment with to see which I draw better with.
What Does each letter stand for?

I have found a fashion-related word for each letter. These are subject to change as I start actually drawing. Some letters I have a couple of options just because I cannot decide which I would rather do. For example, The letter H- I have high heels and haute couture- I am a big fan of shoes so I wanted to take on the challenge of designing them however when I think of 'fashion illustration' I think of the famous designers who focus on haute couture and that is the essence of my project. What to do! Some letters were VERY challenging to come up with a word that begins with that letter. I, X and Y were the most challenging. For Y, I chose the word yoke. This is a fashion term more related to sewing. It is an area of extra fabric. The easiest example I can write to illustrate it is think of cowboy blue jean shirts. The shoulder area into the chest sometimes has fabric often plaid. That material there is a yoke. It can also be applied to pants. I definitely stretched X. Instead of trying to dig really deep and try to make some bizarre connection, I went with exotic. However I will spell it 'x'otic so that it starts with X. The letter I was the last letter I had to come up with a word for. It doesn't seem like a tricky letter but it was. There are just no obvious words that begin with I related to fashion. I chose ikat, which is a pattern taken from tribal cultures. The final list is below.

A--ASSYMETRICAL
B--BOOTS OR BLOUSE
C--CLASSIC
D--DRESS
E--EVENING GOWN
F--FUTURISTIC OR FEATHERS
G--GRUNGE
H-- HIGH HEELS OR HAUTE COUTURE
I-- IKAT
J-- JEWELRY
K-- KNICKERS
L-- LINGERIE
M-- MINI SKIRT
N-- NECKLINE
O-- OVERSIZED
P-- PEPLUM
Q-- QUILTED
R-- RUFFLES
S-- SWEATER OR SHOULDER PADS
T-- TRENCH OR TUTU/TULLE
U-- ULTRA CHIC OR UNIFORM
V-- VINTAGE
W-- WEDDING DRESS
X-- X-OTIC (PUT GIANT RED X IN BACKGROUND)
Y-- YOKE
Z-- ZEBRA PRINT
Letters

I have finally finished the letters! This is a big milestone! I feel so accomplished. A lot more editing was involved since my last journal on making the font. Some letters needed to be warped, scaled, and skewed. Photoshop is able to supply me with these tools making my work able to be at the level that it is. Some of the flaired ends were at certain angles when I drew them. However digitally I did not like the angle so I was able to change that. It is amazing what technology can do. I was able to make letters like M and W skinnier to fit the dimensions I set for each letter. This took a long time. The letter O was one of the most challenging. When I conceptually drew it, I had difficulty figuring out how to fit it in with the rest of the letters to create a cohesive font. Now editing it, I struggled getting it to be balanced and equal. Letters with angled lines in them were even more difficult. The smoothness of the stroke at an angle is not a natural movement of the hand. It requires much more control.

Over the past couple of weeks I have been slowly fashioning each individual letter to my liking in between classes and homework and projects and work. I wanted to make this the best that I could so I took my time. I made sure to not even think about my thesis during high stress times as that would result in subpar work.
Honors Thesis Fashion Illustration Class Journal

My fashion classes have been prepping me and getting me excited yet scared at the same time for the next part of my thesis project. My fashion illustration class is helping me with the technical and creative aspect. Over the first half of the semester, my drawing skills have improved immensely. I tend to get discouraged easily especially when looking at classmates' work. However through persistent practice and guidance and praise from my professor and classmates, I am working through it. I have learned about different pencils and weights. I like working in 2B, 3B, and 4B pencils. Anything higher, my lines are too dark.

We focus on full figure form most of the time. However one project was to shade a copy of an image from a magazine of the face to understand the complexities of the face as well as practice shading. I did a black and white image of Scarlet Johannson. The black and white was helpful to see the shading better. During critiques (everyone tapes their work to the board to analyze) the biggest critique was that her eyes were too light but the rest of the shading was really good and detailed. The eyes were an easy fix after class. The lead most likely had faded from rubbing on my hand as I worked her hair. My sister even complimented my shading skills. This assignment was a huge confidence boost that I am able to complete this thesis project with a beautiful product.

We are now moving onto markers in the class. These are not just any markers, they are prisma markers! The most expensive markers in all the land! They are about $6 a marker. I have yet to decide if they will be used for my thesis or not. I am limited on colors as I do not want to spend $100 dollars. However, my
sister uses them for architecture projects so I will have to discuss with her about the
colors she has and if I will be able to use them. Currently I have three skin colored
markers and then a 12 pack set that has more basic colors. I also had to get 'marker'
paper. It has a special coating on it that prevents the ink from seeping through the
paper. However, again this paper is really expensive. Also as I have been slowly
working with it I find my markers do not blend as well as if I were to just use
looseleaf. I will have to evaluate my options if I choose markers as to the paper I
want to use.
I have finally started on the illustrations!!! It was late one night while just chilling with a couple friends, I decided to bust out my art supplies and start drawing. The first two went splendidly. I was happily surprised when I looked at them the next morning. One of them's leg is kind of awkward but the thing my illustration professor keeps saying in class is that markers are quick. You just get down what you can on paper. So I don't think is necessarily a bad thing - it is a minor detail. The two I did will represent the letters P and B. P is for pleats. The pleats drawing is a small pleat on the hem of a pair of shorts. Ok I already changed my mind, the second drawing is not B it is going to be H for hot pants. Originally I thought black and white but that is not as descriptive. As I said before my original list of letter representations is not set in stone. It is completely a work in progress. A couple days later, I just couldn't help but sharpen my colored pencils and take on that challenge. Colored pencils are definitely not as scary because they are less permanent and easier to blend. They are not as bold as markers. I drew O for oversized sweater. I made the sweater very bulky and made it have spectacled yarn. I drew her kind of small but she can easily be blown up on the computer. I am worried about how it will look photocopied. So I will try that before continuing with that medium. I have decided to think a little bit more about the designs before just delving head first into each illustration. I have started sketching each image very roughly and getting an idea of color as well. So far I have a plan for tulle, yoke, cocktail dress, feathers, and asymmetrical. My cocktail dress is definitely channeling Dolce and Gabbana with the prints and colors. Yoke is very country as it is the easiest way to portray it. However I want to make it a little more fashionable than
Honors Thesis Journal

the drawing in my sketchbook right now. Tulle is a simple pink tutu skirt and tank. F for Feathers is definitely going to be peacock themed- Halloween may be on my mind here. When I was originally thinking asymmetrical I was just thinking one shoulder but I decided to expand on that and make the skirt of the dress also asymmetrical. That is all for now. We will be starting watercolor pencils in class soon. That will be a new adventure and hopefully it goes well.
As stated in another journal my fashion classes have been very educational to this project. I am also in a Fashion Designers and Forecasting class and a Visual Merchandising class.

Designers and Forecasting is a two part class. I have learned about the past designers. I will have to research and present on four designers (Balenciaga, Lelong, Vionett, and Ralph Lauren), two of which I have already done. I have been able to see their background, what inspires their designs, and how their designs are still present today. Knowing about past famous designers is helpful for me because as I am going to be playing designer for this project, I can learn from the best. I have been very attentive to other presentations on other designers so that I can get an even more well-rounded understanding of design.

The forecasting part of the class has been a smaller part of the class so far. I did just complete a project where I had to forecast a color trend. I chose a palette that had rich neutrals centered around a plum purple and forest green. I chose it due to the Green Movement and wanting to be closer to nature as well as the recession where people are wanting to feel better about themselves in a downtime. This taught me how to look at the world around me to predict a future trend. This skill will be helpful when I begin my illustrations.

Visual Merchandising is not as closely tied to my thesis as my other classes. However, I have learned about coordinating outfits and thinking outside the box to create a display that will get people’s attention. So far I have done two displays (out of four). The first display featured lingerie. We decided this because it was daring.
Honors Thesis Other Fashion Classes Journal

The display was in the Applied Technology Building on campus so a lot of people were going to see it. It was more of a shocking display. The second was titled Leather and Lace. This display represented a lot of my style. It was femininity with an edge. This will most likely come through in my designs later on. Hopefully I can illustrate that on paper.
I had stated in a previous journal that I had to write reports on famous designers. The first report I did I had checked out a couple books to get non-internet sources because, well, I just like checking out books and it looks good on a reference page even if the professor doesn’t look at it (not saying that mine didn’t just that I really have no way of knowing if a professor does). Anyways, the first book I checked out was *Magic Names of Fashion*. I was doing a report on Cristobal Balenciaga, a famous Spanish designer from the early to mid 1900s. The book featured various designers with short biographies on their life and work in the fashion industry. To my wonderful surprise, each designer chapter started with a picture, the letter of their last name, and their name. It was intermingled to be cohesive. The image represented something on that designer. This was a similar concept to what I am doing for my thesis and it is even fashion related! However, each letter was unique. The letter was designed for the designer. It was not a cohesive font. That was one of the main differences between the two collections. The illustrations were not in color nor actual illustrations from that designer. The illustrations were made for the book in the aftermath of the designers’ lives. This find was satisfying in that I knew my idea would have meaning. However, it was a bit saddening to know that it had already been done. But, in reality the concept is not new at all. Illuminating text was very common in medieval times.

Professor Felsenstein directed me to a book called *An Alphabet of Celebrities*. I had to do a little digging into the history of the book. I found it was made in 1899 as a children’s book. Now why is it relevant? Because it is similar to what I am planning on doing. This is making me so excited to do a modern take on
this over a century old idea. This book had two pages for each letter. The first page is a poem addressing someone famous in history, giving a little bit more information through a poem and possibly mentioning other celebrities whose names started with that letter. The next page would be an illustration of the celebrity with the letter. An example from the book is “N is for Napoleon, shrouded in gloom,/ With Nero, Narcissus, and Nerbau, to whom/ He’s explaining the manual of arms with a broom.” This is a good concept for children but my version will be more fun with an educational aspect for fashion students and those in the industry. There will not be a story or a poem. It will solely be A is for asymmetrical.

That brings me to a point I want to address about my project. Professor Felsenstein suggested the idea of a lower case font especially when thinking in regards to the layout... having the upper case in the upper left hand corner, illustration front and center, and lower case in the lower right hand corner. On further thought, I think I am going to have the letter in the upper left corner, illustration front and center, and the description toward the bottom. The description (A is for asymmetrical) may be at an angle straight across the bottom or even flowing with the illustration. If a lower case letter were also in that lower area it would detract from what was being said. Some need emphasis about what the illustration (some more than others). That little phrase is the key ‘uniter’ between the letter and illustration.

Dr. Felsenstein had suggested during one of our thesis meetings looking into 3D printing. He had read an article and then passed it off to me to read. 3D printing is a skill that could be valuable. However, it is quite complex. As we both knew minimal about the process, I began my search for information at the Technology Center in Bracken. They were unsure what direction to point me in until I told them I thought the CAP building housed a 3D printer. They suggested I have my advisor email the head of that lab requesting use on my behalf.

After some emails back and forth I was able to set up a time to meet with Kyle Sechrest, CAP Shop Supervisor. During our first meeting, I explained my project some. He showed me some things that have come from his 3D printer- one was like the bust of an Egyptian. It was really cool however I asked my next question- how do I make something to print this? He told me I would need to know how to use a 3D program. Unfortunately, he only knows how to print them once someone has made them and would be of no help to me. He also did not think that anything coming from the machine would really fit in with my project. Don't lose hope yet, dear reader!

Kyle Sechrest has another fancy machine! It is a laser cutting machine. It basically cuts through various materials and to make whatever shape you tell it to. We both thought it would be really neat to have all the letters on one page showing the full set. We planned another meeting where he would walk me through that process.
Unfortunately Kyle was fairly busy with some unexpected stuff when I went to meet him. However, the tech assistant working was able to fill in for him. He set me up on the computer and had me load my font onto the desktop. From there it was somewhat tedious. I had to open them all up and place them on a single document in illustrator. From there he showed me how to trace letters, which turned them into a vector image allowing for scaling to be smoother and to make a recognizable image for the laser cutter. Then we had to delete the insides of letters because it could only cut the outline unless we wanted to make it stencil looking. I felt that that would look third-grader esque and unappealing so I decided against that. From there, we were able to resize everything and put them in a collection that I approved of and send it to the laser machine.

I was so fascinated getting to actually watch each letter be burned out of chipboard (the material we used). The letters that I drew and edited... and now I was watching something else do that. It was just kind of surreal. I love the outcome! I did keep the letters that were cut out so I can maybe use them as part of a cover. Which reminds me, I need to talk to an honors advisor about the final project that I turn in.

Overall I'm glad I looked into 3D printing even though that did not work out. I now know about the 'Fab Lab' and how to use the laser cutting machine. The machine is for the most part open to all students though Architecture students get priority and can sign up for use. I can even go there for other projects if I want to. It was a pleasant experience working with them!
Illustrations Portfolio

My illustrations class ended with a HUGE portfolio. It consisted of two different lines that were completed in Prisma Markers. Not only was it fashion illustrations but flats and specification sheets were included, which are the technical construction side of design. I kept my thesis project in mind. Since I was going to be spending A LOT of time and effort into making this portfolio perfect I made sure to design so that it could also be used in my thesis project.

The two lines were “Summertime Chic” and “Lauren’s Lingerie Line.” My lingerie line intrigued my professor as to why I wanted to do it. I wanted to do something different than all the dresses/evening wear/gowns/wedding dresses I knew everyone would be focused on. As I have learned through my time in the Honors College sexuality is often misunderstood and kept hush-hush. I thought this line would show that something so sexual as lingerie could be casually brought up in a classroom. I also find the designs of lingerie to be fascinating. Some people have to have their bras and panties match and yet some women want elaborate corsets and slips for in the bedroom. My designs were a little more fun than sexy. They are somewhat reminiscent of Victoria’s Secret PINK line, which is bright and playful.

The second line was definitely designed for myself. If the clothes were real, I would wear them. They are simple yet beautiful. I enjoyed creating this line because I got to design shoes with the outfits (the lingerie line didn’t have shoes because furry kitten heels didn’t seem fitting). I also experimented with jewelry and accessories. Jewelry, shoes and accessories are not usually what the average fashion
design student focuses on. I have realized I am really good at focusing on little
details and edits. This is just another reinforcement of that. I kept with more
natural mature colors because I viewed this line for a grown but young woman
going out on the town in the summer. She’s hip and trendy but also comfortable.

I will be using three illustrations from the “Summertime Chic” line and one
from “Lauren’ Lingerie Line” for my project. I spent a lot of time on this portfolio for
multiple reasons: it was the majority of my grade (about 80%), it furthered my skills
in fashion illustration, and I could use parts for my project.
WaterColor Pencils

I was so excited when I bought my watercolor pencils! There were so many different colors! And different shades for easy blending! I looked up tutorials on how to use them in addition to what I had learned in class. IT was going to go swimmingly!

NOT!

Watercolor pencils are rather difficult! As in don’t make me use them ever again! They do not give the definition that markers do. Details are impossible. Also they do not scan as clearly as markers. There is little control as to where I can move and manipulate the color.

Rant over.

In class I had been taught to wet the tip of the pencil and color with that. The tutorials online teach one to color as one would with a regular (non-water) colored pencil and then use a paintbrush to wet the pigment so that it spreads giving it that watercolor paint effect. I chose to do a hybrid of these two methods. I did the tutorial part first and then accented/highlighted/detailed the illustration further by the classroom method. I think my biggest problem is that I treat my drawing as a coloring book page- just filling in the white space. I need to think more about shading and adding more colors to an area to get different effects.

Hopefully the rest of the watercolor pencil illustrations go smoother.
I do want to note that I tried to have diversity since that is important in both the fashion and PR industries. However I am limited on colors and coloring a woman of a different ethnicity is quite challenging.
A Scanning Problem

I had already scanned a couple of illustrations and inserted them into the final book. I recently scanned in some more and noticed that they were rather poor scans. I had changed the view in the program to be high quality, which helped some (it resorts to a lower quality to run more efficiently).

I talked to an art friend and she suggested I go to one of the art department computer labs and scan them there. This helped a lot! The pictures were clearer and more accurate. It was also easier to crop out the background to make it transparent. The scanner must have been of better quality to bring such a difference to my work.

Often concerns can be worked out by reaching out to others. I know I tend to think I can do everything on my own. Not only can they give me verbal advice but even bring me to other resources just like Kyle Sechrest did with the laser cutter!
Honors Thesis Journal

CAD

As I progress through my project, I have slowly been stressing about the illustrations where I will be using a computer aided design program. I know once I do it I will be proud of myself for accomplishing this feat. However, I have a very limited knowledge of the programs I would be using. Also I would be making something way more complex than a small logo or flyer.

I have a graphic designer friend I consulted asking for any suggestions on how to go about this process. She suggested using a Wacom tablet. The Wacom tablet is basically a drawing board that is attached to your computer. Essentially I would be using a CAD program but would be controlling the mouse with a pen. I am working off my laptop so I use the touchpad instead of a mouse which is even MORE difficult to use.

Technology is a wonderful thing! I have yet to use one yet as I want to work through each medium one at a time. My friend did say she would take an afternoon or two to show me how to use the tablet so that I can learn from an experienced person and do not have to weasel my way through tutorials on YouTube.
Catching Up

A while back Dr. Felsenstein sent me a link to Abesbooks.com. The rare book room on the site has a section called “Haute Couture: The Most Fashionable Books” that he led me to. Unfortunately in order to look through the books I would have to buy them. But I did browse through the titles and descriptions.

Some stood out to me more than others because of personal experience with the designer. I have done a project on Cristobal Balenciaga and know how his small hometown influenced his work. He worked in Paris but was all Spanish. Conde Nast is a company I have researched extensively because working for a magazine has always been a dream of mine. The name ‘Conde Nast’ meant so much more in the past then it does now because its individual magazines are the prominent names for the company. I created a website dedicated to Jackie Kennedy style. I got to go to the Beeman Historical Costume Museum at Ball State to photograph pieces worn because of Miss O’s influence.

This collection has so many designers I am familiar with and feel connected with despite never meeting them or wearing their clothes or working for their legacy. Halston, McQueen (rest his soul), Versace, Valentino, Gaultier. Why do I feel this connection? Maybe because I appreciate their influence on society, their passion for fashion, the inspiration of their style, being different among monotony, standing up for what you believe in, hard work that only a select number of people truly appreciate. These are all haute couture artists! Haute couture is a word that is known and tossed around but I don’t know if many people (other than those in the industry and who have studied fashion) really know what it means. These designers
treat each piece like a painting. They construct it each part, it is not mass-produced, they base it off of some inspiration whether it be a muse or a building and then they make several pieces that must coincide with each other. The work that is put into each garment is more than the general population will ever know.

Finally, I love when something for one class relates so closely to another. I am in the honors colloq, Photography and Visual Culture, Richard Avedon’s name has been brought up several times because he is not only a well-known photographer but is an intellectual for the industry. When I first opened the link, Mr. Avedon’s name was the first thing I noticed. I am looking at him in two different contexts but it is still who he is. I feel like this tends to happen often with honors classes. They challenge how you look at something. Different angles can reveal different things. This reminds me of an exercise I did in my illustrations class. We were given an illustration and had to copy it. The catch was that we had to do it upside down. At first it was challenging to get things in the right place but once I got the right angle of the head everything flowed from there. Perspective can make a difference.
Illustration Description and Inspiration

A is for asymmetrical. Asymmetrical clothing or even one-shoulder clothing is typically not appealing to me. I decided to challenge myself to design an asymmetrical garment that I would wear. Due to many years of watching *Sex and the City* reruns, I was inspired by Carrie Bradshaw, the main character, for this outfit. She often wore slinky dresses with huge often awkward embellishments. The black belt was added to offset the huge awkward block of color the asymmetrical dress made. The flower embellishment added another color as well as texture.

B is for blouse. As I am going to be entering the work world soon (hopefully!), I have work on my mind. Blouses are pretty standard work attire. However, I designed this outfit to be a bit of a different take on business-wear. It is brightly colored- pink top and green pants. There is a monotone coloring in the top- the shirt is pink with accented darker pink cuffs and collar. This is something I would like to wear to work because it looks nice but is not your typical black pants and white blouse.

C is for cocktail dress. This dress was influenced by a combination of two events. I had been rummaging through my closet and found my favorite homecoming dress. It was not a typical homecoming dress but more cocktail-like, more mature and sophisticated. I knew then I wanted to create a cocktail dress. However mine had been an LBD (little black dress). I had recently heard a presentation in class on Dolce and Gabbana. They designed wild patterns with bright colors. So, I made a little cocktail dress with my own wild pattern. It was not as detailed of a pattern because personally I prefer simpler looks.

D is for daytime dress. This was a part of one of my lines for my Fashion Illustration portfolio. A lot of my designs are inspired by what I wear, how I dress, what I would buy, my recommendations for how others should dress. A daytime dress is similar to a sundress or summer dress. Often times when I go shopping with my sister and we are discussing outfits, I will say "Oh that would look so cute with a belt!" This dress fell victim to my love of belts (not necessarily a bad thing!). This line was supposed to be a little dressier than just a summer line with shorts and t-shirts. Therefore, I chose a navy because navy is a rich nice color but accented it with tan to calm it down to a summertime level.

E is for evening gown. Dresses are so much fun to design and draw. This dress is silver with beading down the center. It is a structured top with a flowing bottom. The top HAD to be structured because it is a strapless dress with a very low V-neckline. I am often taught in my Public Relations classes the importance of diversity. I chose to make this girl African American. Coloring is difficult because darker colors are not as forgiving or easy to blend. Also I am limited on brown skin color options where I have a couple tans, apricots, and peaches to use that can be combined with each other or pinks to make a more detailed face.
F is for feathers. When I was first practicing with watercolor pencils in my Illustrations class, I made an outfit very similar to this one. It is to look like a peacock. They are fun and feminine colors, which is kind of ironic since it is the male peacock that has these colored feathers and not the female peahen. It is a fluffy full skirt with a simple brown tank and mesh heels.

G is for grunge. Grunge is one of those styles I wish I could pull off but I'm too clean for it. This garment is more of an haute couture grunge dress. It's edgy with the cutoff vest, fingerless gloves, and combat boots but the structure and detail of construction make it edge on haute couture. It has a torn look to it that was intentional. The colors look as though they are smeared on in a dirty grimy way very reminiscent of grunge.

H is for hot pants. Hot pants are not for everyone but if you can pull them off, I recommend it! Hot pants can be really casual summertime style but can also be paired with a blazer to look very sophisticated. I decided to design a simple pair of hot pants because they seem to be a garment that not many people think of. This may be because of their limited 'wearers' but my guess would be that they are just not as common. I could see Ellie Goulding, a popular EDM singer, wearing this on tour. She is very edgy and has a great body.

I is for ikat. 'I' was a very difficult letter to come up with a fashion related word for this project. I had heard the word ikat thrown around on Pinterest and knew the general concept. I looked further into it and realized how technical it actually is. It took me back to FCFA 230 Textiles and Apparel. We learned all about weaves and warp and weft. For this outfit I wanted earthy tones because the technique seemed primitive.

J is for jacket. Since I was young, my mother rubbed her jacket and coat addiction on to me. Therefore it was obvious J would stand for jacket. I will be honest this was my least favorite drawing and most difficult. Jackets have a very complex construction with cuffs, collars, and buttons. I decided to experiment with the different color watercolor pencils I have. The combination of colors goes well but for myself, it is not aesthetically pleasing. I designed the jacket to be futuristic with sharp edges and angles.

K is for knickers. The language of fashion from one country to another is fascinating to me. Knickers are the same as panties but knickers is the British term and panties are the American term. Another language difference is a sweater is called a jumper in Britain but for me a jumper is what I wore as my uniform in grade school. These knickers are bright and flirtatious. Bows are playful and innocent leading to an erotic sensation. The green band across the chest of the bra will help enhance the size for those girls who may be on the smaller side.

L is for lace. This is by far my favorite design and the consensus seems to agree it is the best. I danced growing up and was inspired by my love of ballet. It was also influenced by the movie The Black Swan. I decided to tone down the darkness of the
movie with some innocent pink bows. The lace sleeves are a detail not often used in ballet outfits. Dancers get hot and do not want constricted movement. This dress however is not for a ballerina and therefore acceptable to utilize.

M is for maxi. Similar to asymmetrical, I am not a fan of the maxi dress. I usually like more form fitting clothes. However, the maxi dress is very much in style so to focus on current trends, the maxi dress could not be ignored. Maxi dresses tend to be streamlined yet flowy giving off an awkward aesthetic. The way I designed the skirt the waist has a band hat breaks up the streamlined aspect. I also chose a different design that is off-centered so that it also detracts from the streamline nature.

N is for necklace. Jewelry is not often spoken about in fashion as something to design. It is almost talked of as already existing and just being added to a newly designed garment to add something to it. I decided to design my own necklace. I have made simple jewelry in the past and quite enjoy it. This was another favorite. The entire outfit was centered on the necklace and not constrained by the letter/element I had to depict.

O is for oversized. Imagine sitting on an old comfy chair drinking coffee while reading a good book. What are you wearing? That’s right! An oversized sweater. I believe the trend to wear oversized clothing came from the rise to shop at goodwill or resale shops. Someone would find something they like but it was too large- they would wear it anyway. Since then, the style has been actually designed for sale. They are comfortable and when paired with skinny jeans create balance.

P is for pleats. I have a love/hate relationship with pleats. I hate them because I wore a uniform for 12 years that had pleats. However, when done well they can add volume and texture to an outfit. I chose to do a little pleat at the bottom of a pair of shorts instead of the overdone ruffle. It is cleaner and more sophisticated looking for those too mature for ruffles. I paired it with a simple short sleeve button up blouse.

Q is for quilted. Coco Chanel is the queen of the quilted look. I had, albeit a fake, Chanel purse for years that I loved but recently had to get rid of because it was so damaged. As an ode to my favorite purse, I chose to do a quilted skirt. A lot of my designs are based off of what I would wear and this outfit is no different. A loose fitted shirt, mini skirt, high heels and a simple necklace is the perfect night on the town outfit. Can this please be in my closet now?! Maybe someday I will learn how to sew more than a straight line and can create an outfit like this.

R is for ruffles. This was my first CAD illustration. I started off with a sketch and created it from there on the computer. I had to play a lot with shading and how to make the image not look so flat. The skirt contains ruffles while the boots contain ruching, which is a similar concept to ruffles in that it is a gathering of fabric. They complement each other quite well and are contrasted with a simple fitted top for balance.
S is for scarf. Scarves have very diverse functions - to protect the face, to keep warm, and for decoration. This scarf is primarily for decoration though it can be used for warmth. I paired it with a summer outfit to show that scarves do not have to be worn solely in winter and that on a breezy summer day a scarf may be just the thing to keep you from getting a chill while still getting to wear shorts. This is a simple navy scarf paired with some light pink shorts.

T is for tutu. This is kind of a double whammy because the tutu is made of tulle. As I already mentioned, ballet and dancing has a big part of my heart. This tutu was inspired solely because of my passion for ballet. I have a family friend who is a successful professional ballerina. Her skills and beauty inspire me all the time. Seeing her success reminds me of the days I would spend long hours in the studio with a messy bun and some dance shoes twirling away. This is a costume, not a ready-to-wear outfit. The tutu is paired with a light pink leotard and point shoes. Dance costumes for recitals can be bizarre - I never got to wear a legitimate standard tutu for a performance.

U is for utilitarian. When I first thought of utilitarian, I imagined a military style outfit that was navy with gold straps and white pants. After looking up some images to get a better idea of the style I realized I was wrong. The infamous cargo pants are the epitome of utilitarian style. I stuck to khaki, olive and black colors. The outfit is not necessarily utilitarian but it is inspired by the functionality or the style due to pockets, weather resistance and the colors.

V is for vintage. Vintage is a very broad concept. I could essentially be anything because fashion has repeated itself over and over again. Some of the ideas I wanted to do didn’t exactly scream vintage. For example the 1920s are coming back after the release of The Great Gatsby. I decided to go with the more distinct 1950s housewife dress. Looking back I should have added a pillbox hat to go more Jackie O style. The 1950s look was often a boat neck top, tight waist with a dramatic flair skirt. I tried to make it a bit more modern by adding a subtle color block look into it.

W is for wedding dress. To be truthful, I have my entire wedding planned out regardless of not even being engaged. This wedding dress is essentially what I want! It is not satin or looking like a prom or pageant dress. I would consider it shabby chic. It has many uneven tiers giving it a tattered look. An embellished belt is added to give the dress a complete look. It is also off-white as opposed to the common stark white of most dresses. This was my favorite garment to draw. It was very free flowing and fun. I was a little upset about the color of her skin but that’s a personal problem. I knew I would not be able to recreate the illustration exactly and I was already so happy with how it turned out, I chose to leave the skin how it was.

X is for x-ray. I love, love, love this outfit. It is not something I would wear but this model fits perfectly. At first I was thinking of just illustrating a skeleton because knowing where the bones in the body is crucial to fashion illustration. Proportions were something I struggled with in my illustration class. However I decided on a different concept. I designed leggings that had an x-ray print on them. It is a
simpler look of the skeleton because the pants are not for anatomy class but for style. I paired it with a crop top to go along with the edgy pants.

Y stands for yoke. Yoke was the only fashion related word I could find. Therefore I HAD to use it. The fashion meaning of yoke stemmed from a different definition. Yoke originally was a crossbar to attach animals together to plow. A fashion yoke is material structured usually over the shoulders or the back top waist of pants. It essentially holds things together. It is not necessary but allows for a different fit. To keep with the original definition of yoke, I designed this outfit to be something a cowgirl or farm girl would wear- while plowing the fields with two oxen yoked together.

Z is for zebra print. This illustration went a lot smother than I thought it would go. At first I wasn't sure where I would incorporate zebra as it is usually a small accent print. Then I wasn't sure how drawing it would look. I decided to go with a juniors style look with bright colors. I could see this outfit being sold at a store like Wet Seal or Vanity. I decided to put it on a mini skirt A) so that you could actually see the print and know it was supposed to be zebra and B) a mini skirt so the zebra print was not obnoxious like it would have been on a longer skirt.
First attempt at making a font
Side view of foot
Sketches of ideas
More sketches
This was drawn upside-down.
Fast sketches of an Alexander McQueen fashion show (Fashion TV 2013)
Detailed sketches of Betsey Johnson Fashion Show (Mercedes-Benz Fashion week 2013) and Alexander McQueen Fashion show (Fashion TV 2013).
Minimalist sketch of Betsey Johnson Fashion Show. (Mercedes-Benz Fashion Week 2013)
Cubist rendering of Betsey Johnson Fashion Show. (Mercedes-Benz Fashion Week 2013)
Detailed rendering of Betsey Johnson Fashion Show. (Mercedes-Benz Fashion Week 2013)
Works Cited


