

1

THE BASIC FASHION CROQUIS

A the Croquis Explained

B Creating Guidelines

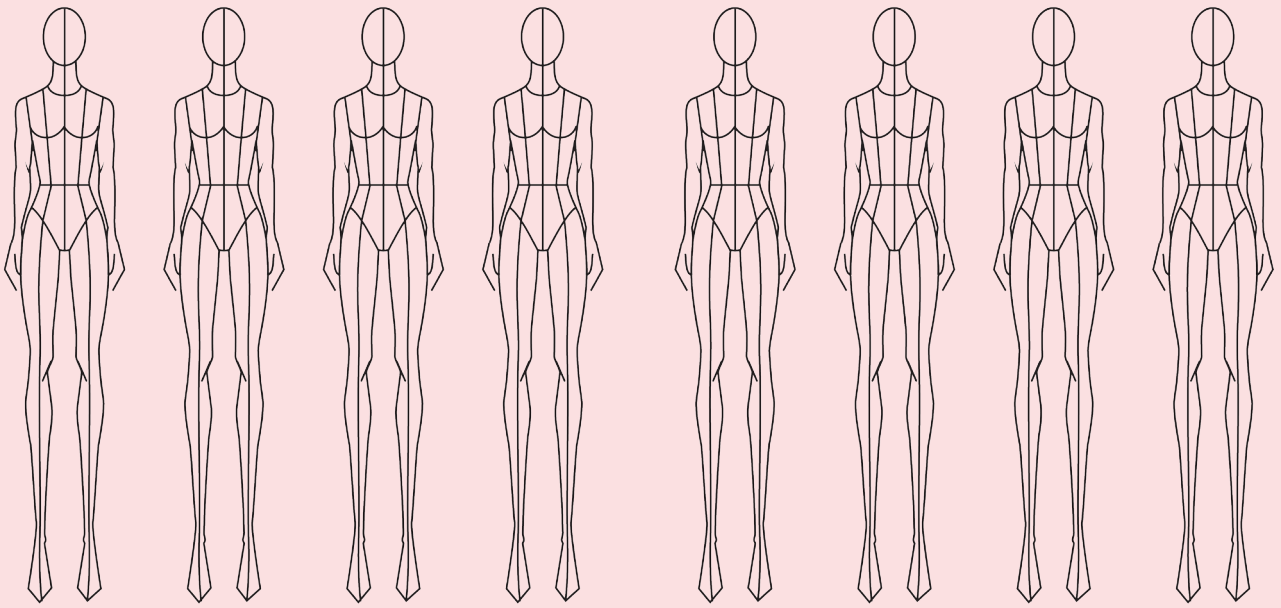
C Drawing the Skeleton

D Adding Shape

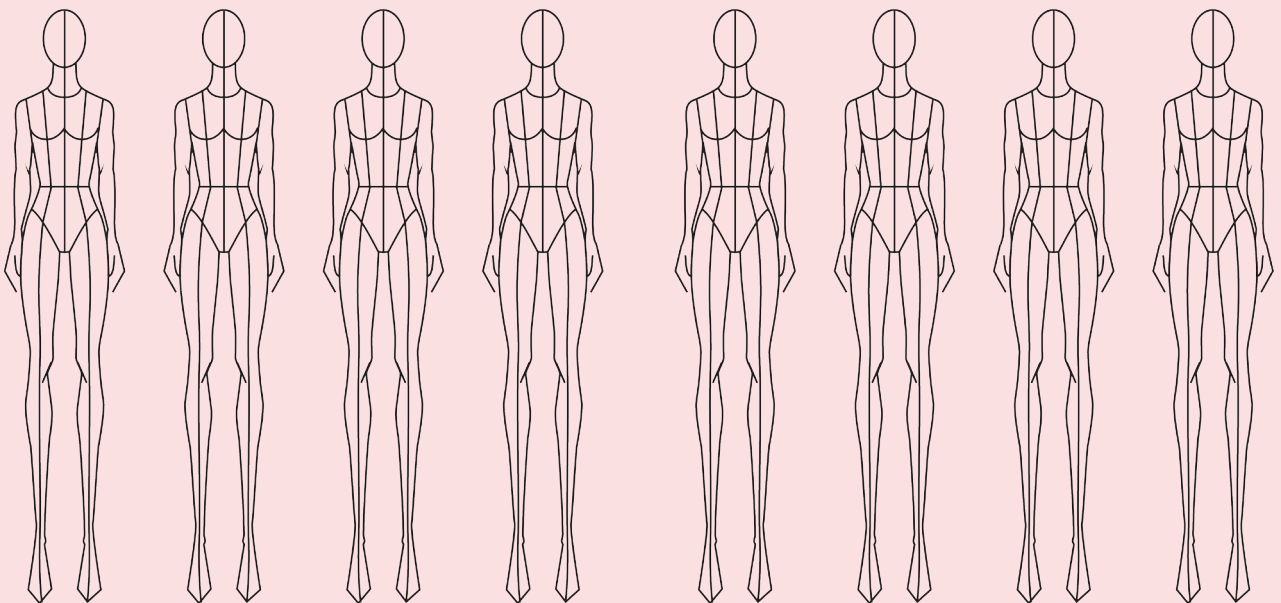
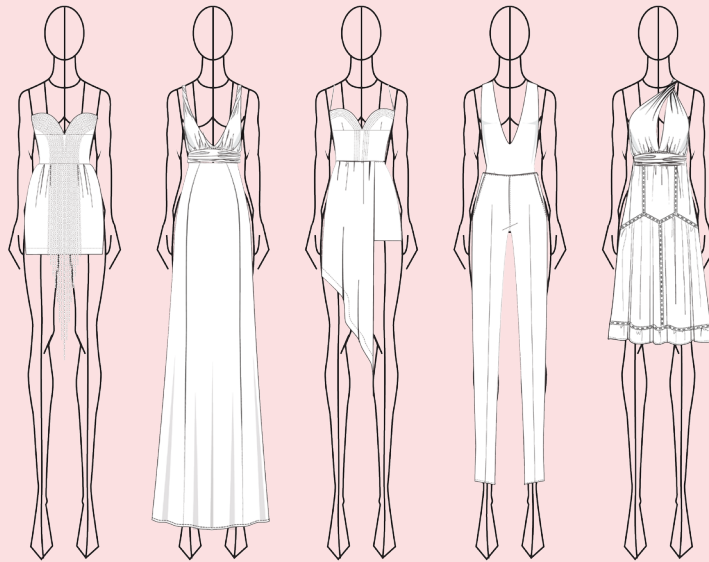
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1A. THE CROQUIS EXPLAINED

A CROQUIS IS A TEMPLATE, OR A DRAWING OF A FASHION MODEL WHO REPRESENTS YOUR TARGET CUSTOMER.

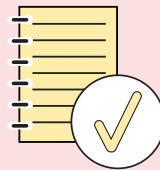


YOU TRACE OVER THE CROQUIS TO DESIGN CLOTHING FOR YOUR TARGET CUSTOMER.

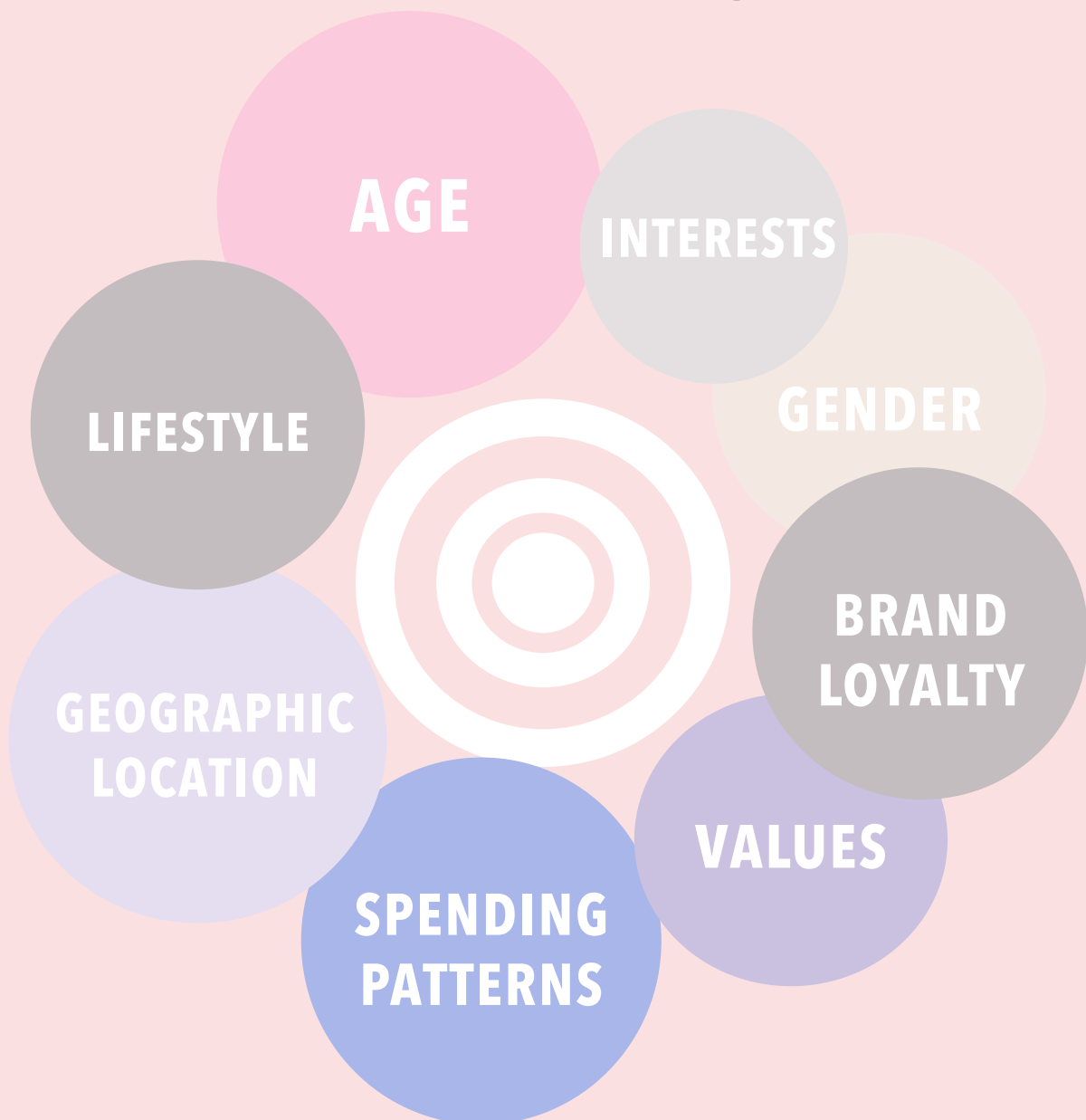


YOUR TARGET CUSTOMERS ARE THE PEOPLE MOST LIKELY TO BUY YOUR PRODUCTS.

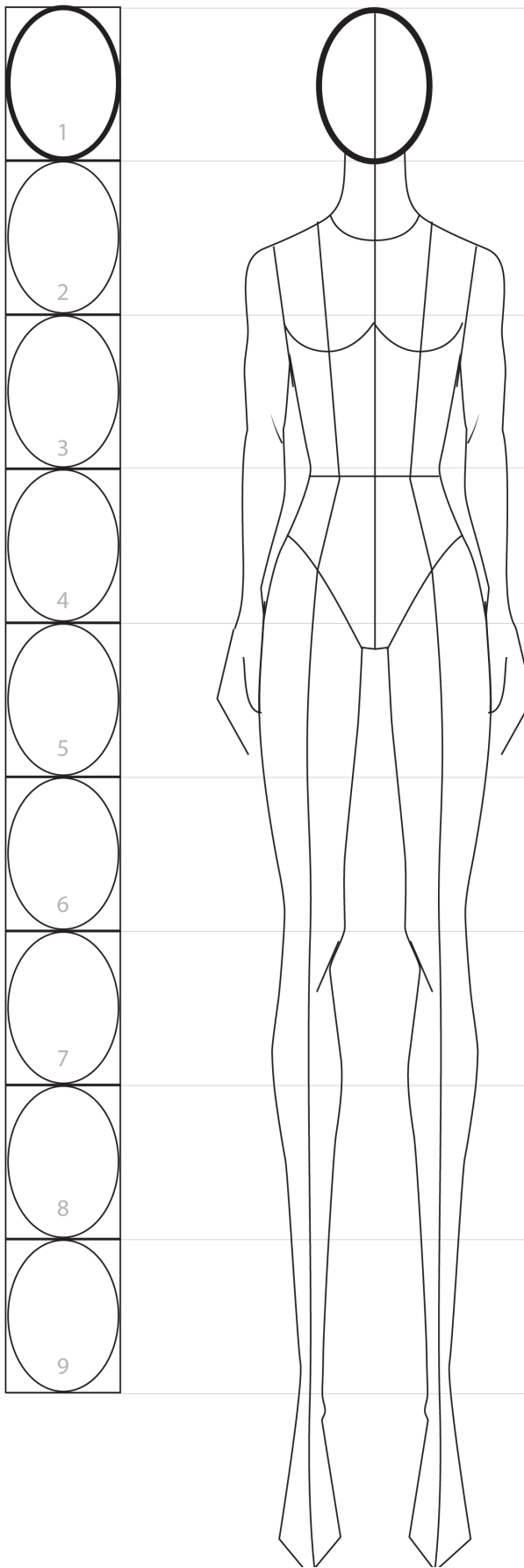
Factors like age, gender, lifestyle, and values determine the profile of your customers. Your croquis should reflect these factors so the design is relatable to the people who are buying your product.



Fill out a customer profile in the workbook



**THE PROPORTIONS
OF THE FASHION CROQUIS DEPEND ON
THE TARGET CUSTOMER,
BUT A TYPICAL CROQUIS IS
9 HEADS TALL**



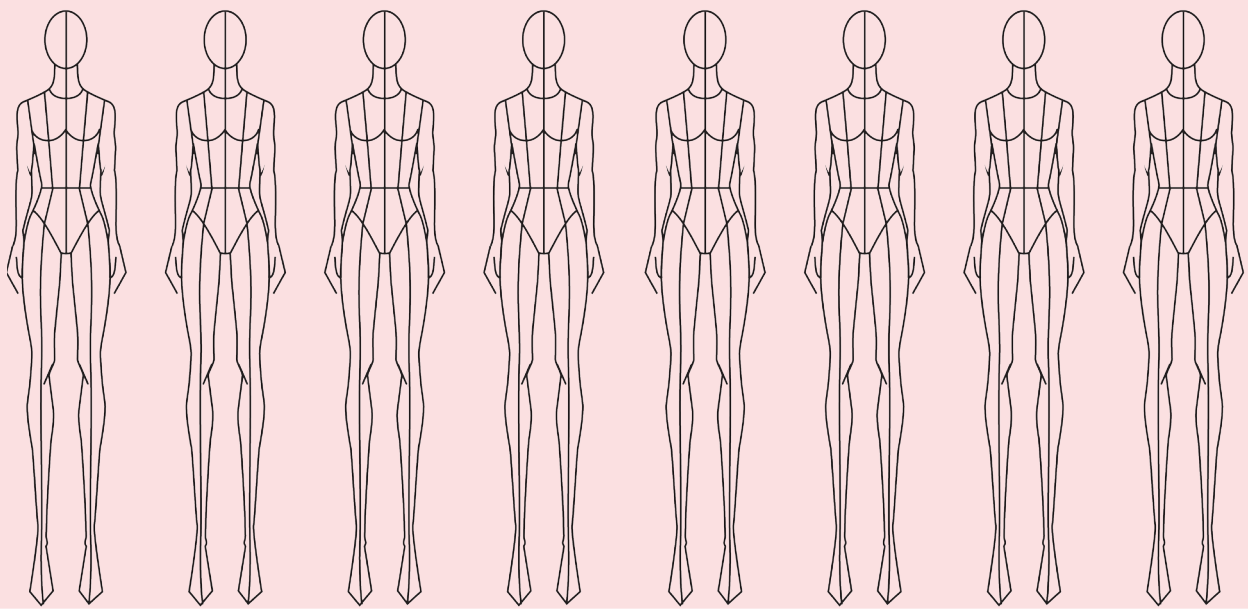
WHAT DOES "9 HEADS" TALL MEAN?

To draw with accuracy, we use the figure's head as a reference. The proportion of the entire figure will be drawn in relationship to the measurement of the head.

The traditional fashion croquis is "9 heads" tall from the top of the head to the ankles. The feet are excluded because they can vary in height depending on the type of shoes and heel height.

A croquis can be "9 heads," "8 heads," "7 heads," etc. but in this course, we will be learning to draw the standard 9 heads fashion croquis that is taught in most fashion colleges.

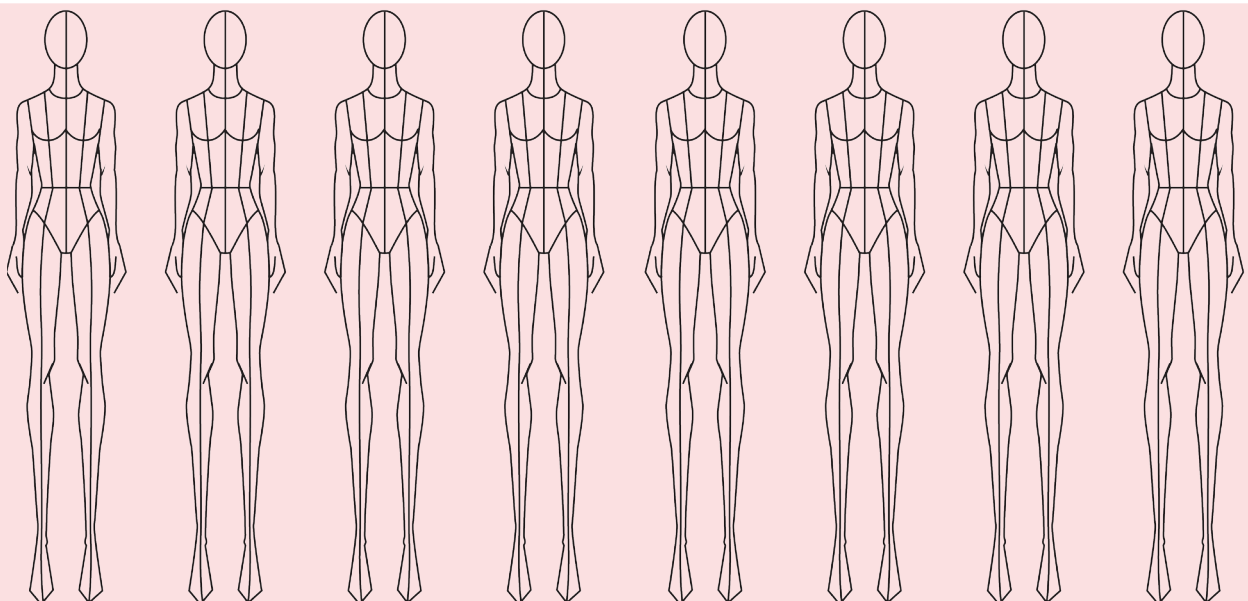
Later, you can adjust the proportions of your croquis to fit your specific target market and customer.



THE 9 HEADS FASHION CROQUIS IS ELONGATED COMPARED TO A REAL PERSON.

The image on the next page illustrates the difference between a real human body and a fashion croquis with 9 heads proportions. The legs are about 1 1/2 heads longer on the fashion croquis.

This tutorial will teach you how to create a standard 9 heads tall croquis taught in fashion colleges for the designer womenswear market. From there, you can evolve your croquis to be any shape and size depending on your target demographic.



A REAL PERSON

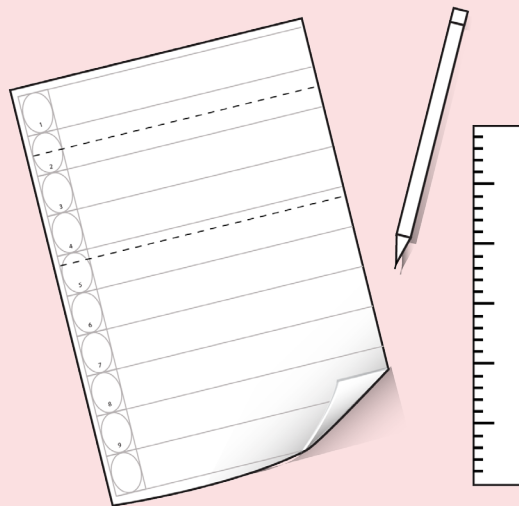
A FASHION CROQUIS

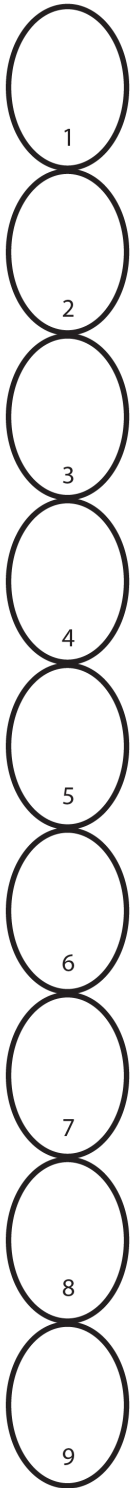


Figure 1A

1B. CREATING GUIDELINES

**LET'S BEGIN! YOU WILL NEED PAPER,
PENCIL, AND A RULER. WE WILL DRAW
GUIDELINES FOR THE CROQUIS.**



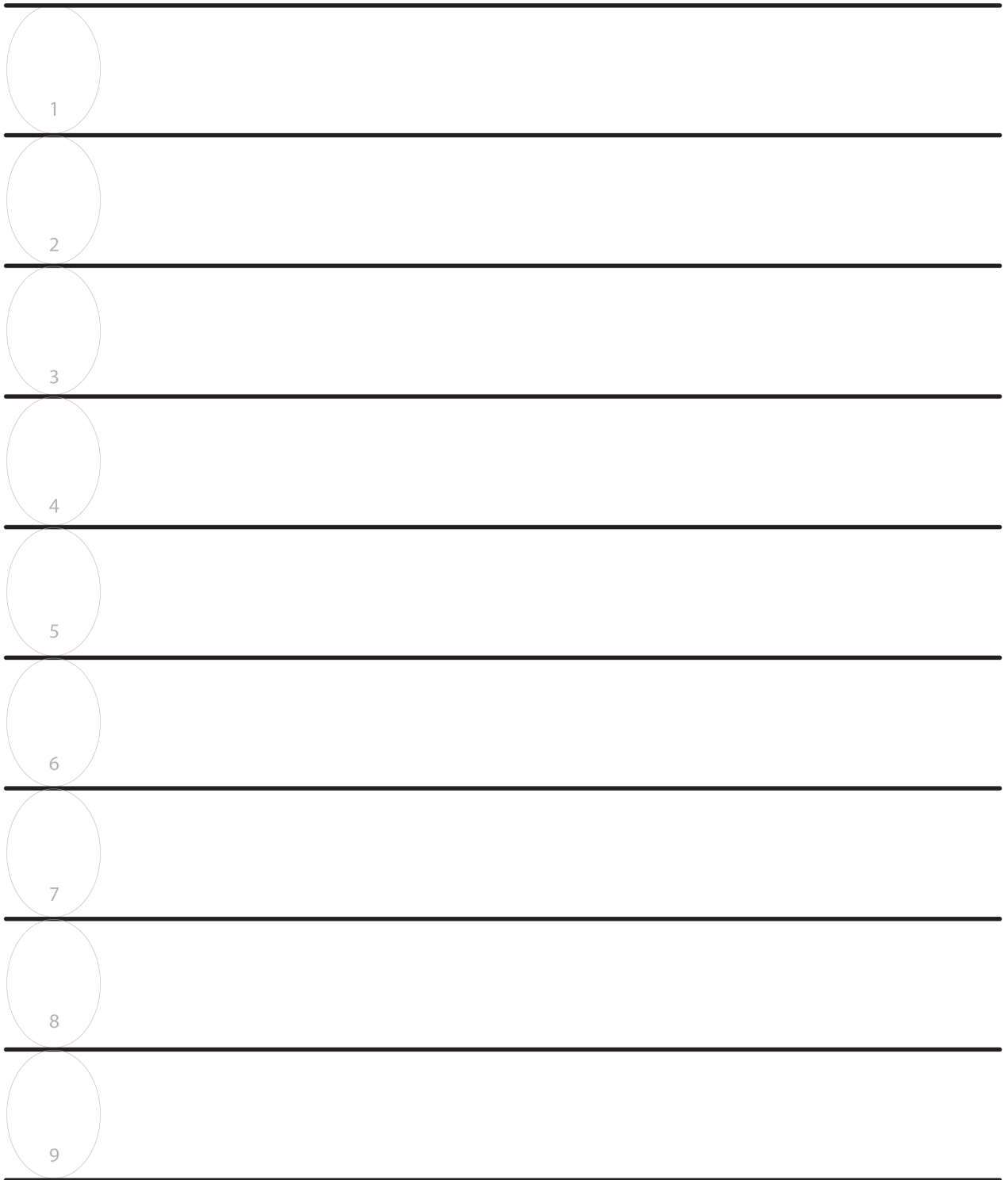


Print this page from the workbook to skip to the next section

Step 1: Draw 9 heads that are roughly the same shape and size.

Step 2: Label the heads 1-9

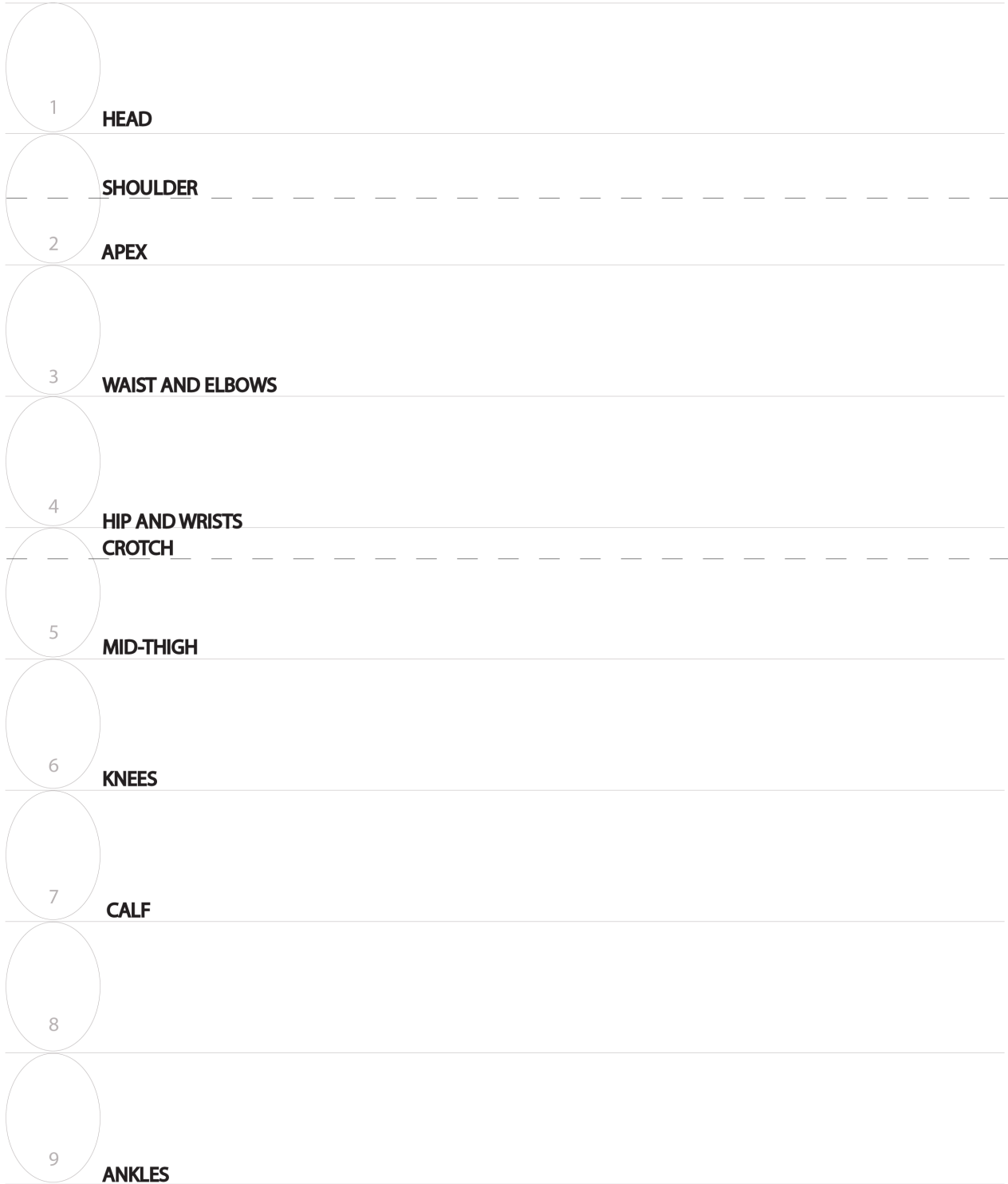
Leave space at the bottom of the page for the feet



Step 3: Draw horizontal guidelines



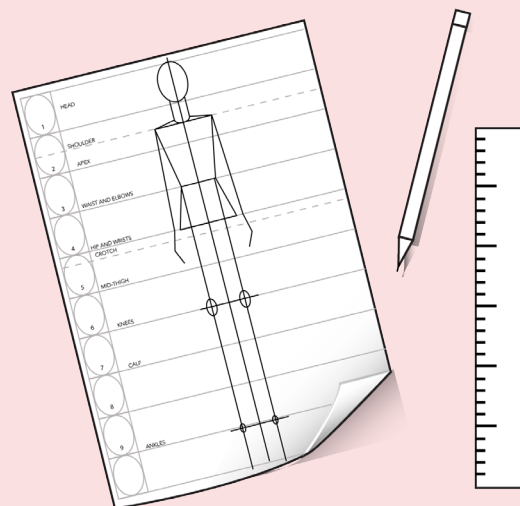
Step 4: Add a dashed line at roughly 1 1/2" and 4 1/4" heads

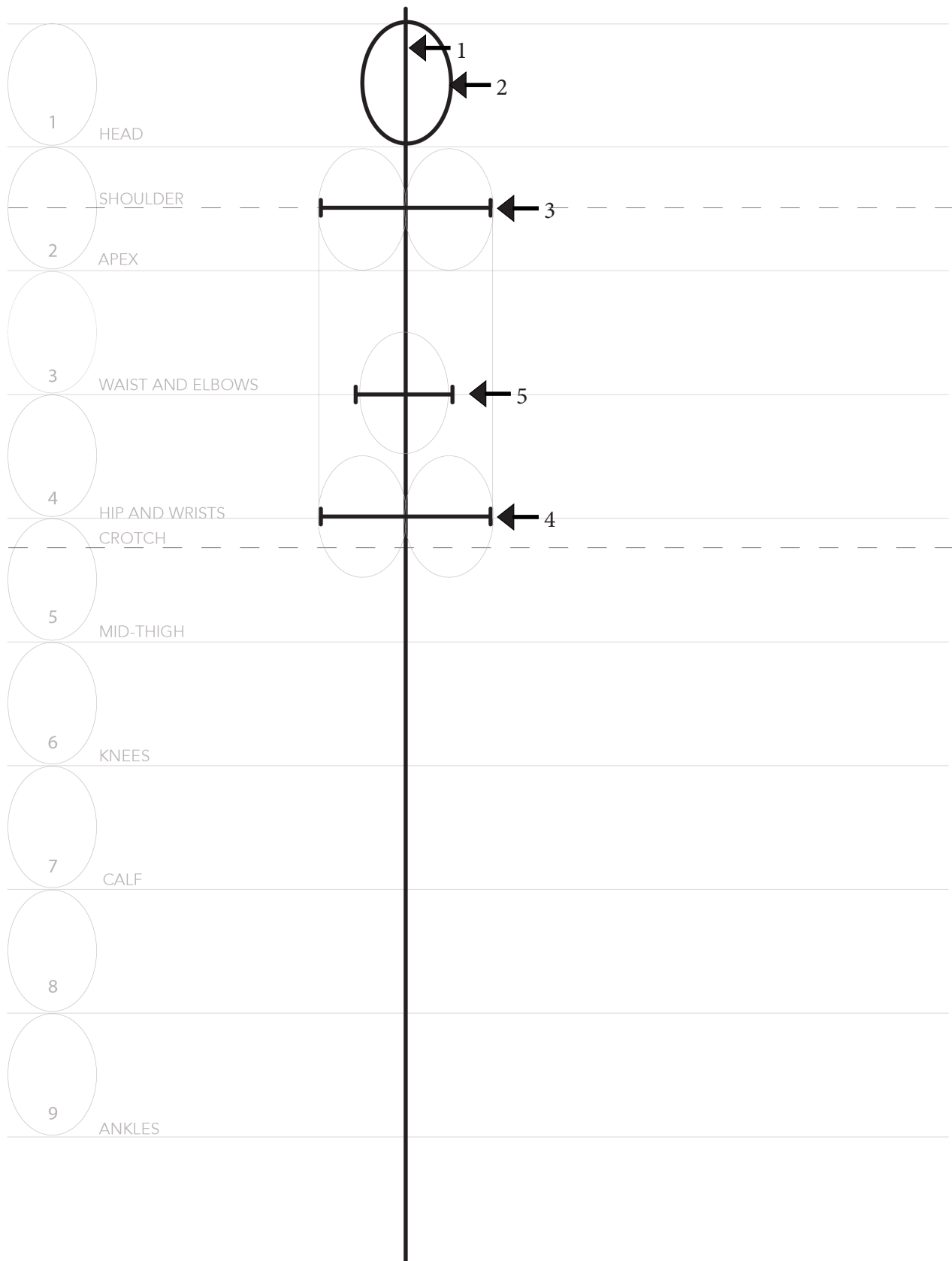


Step 5: Label anatomy as above

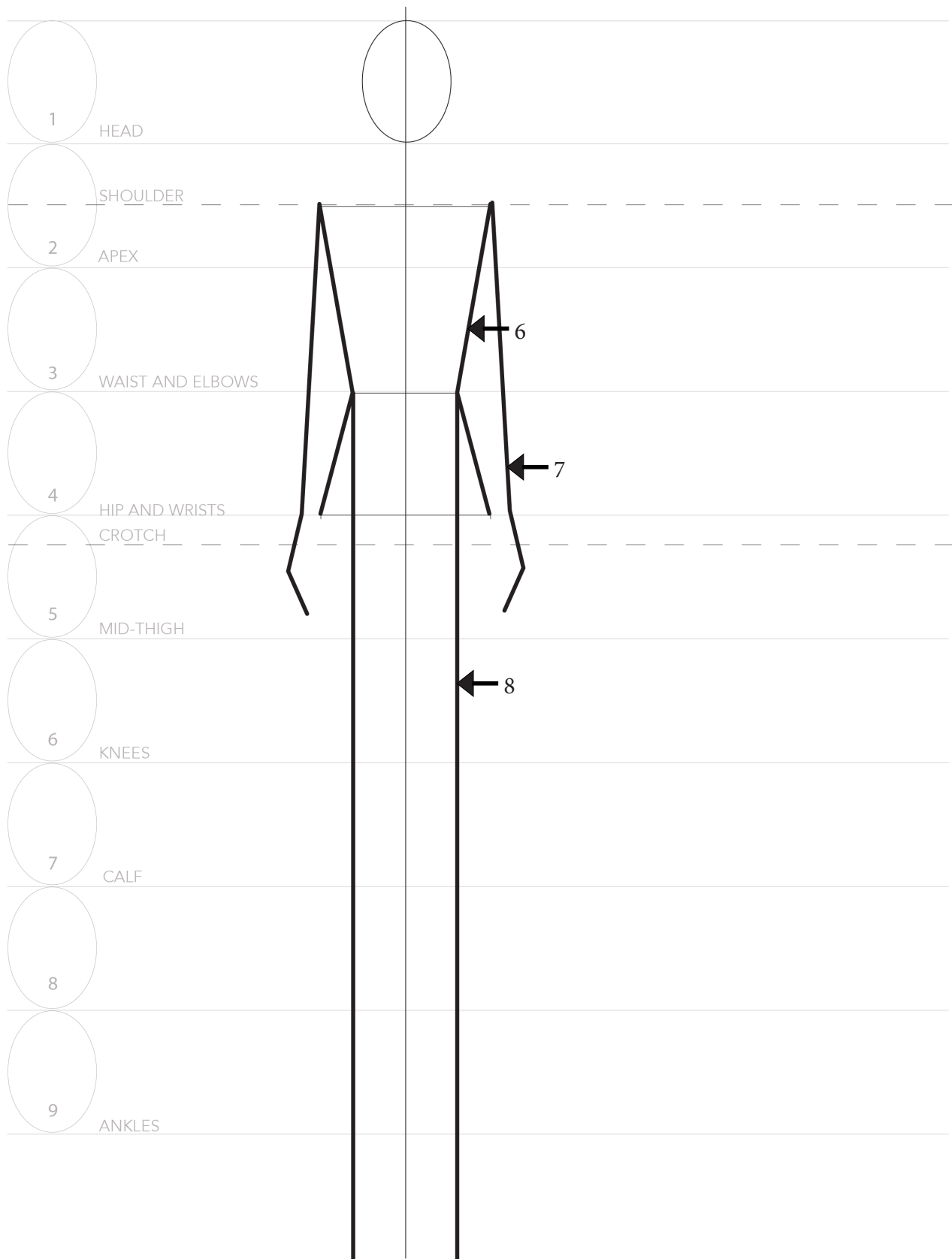
1C. DRAWING THE SKELETON

WE WILL DRAW THE SKELETON OF THE CROQUIS USING SIMPLE GEOMETRIC SHAPES. DRAW LIGHTLY IN PENCIL SO YOU CAN ERASE EASILY.





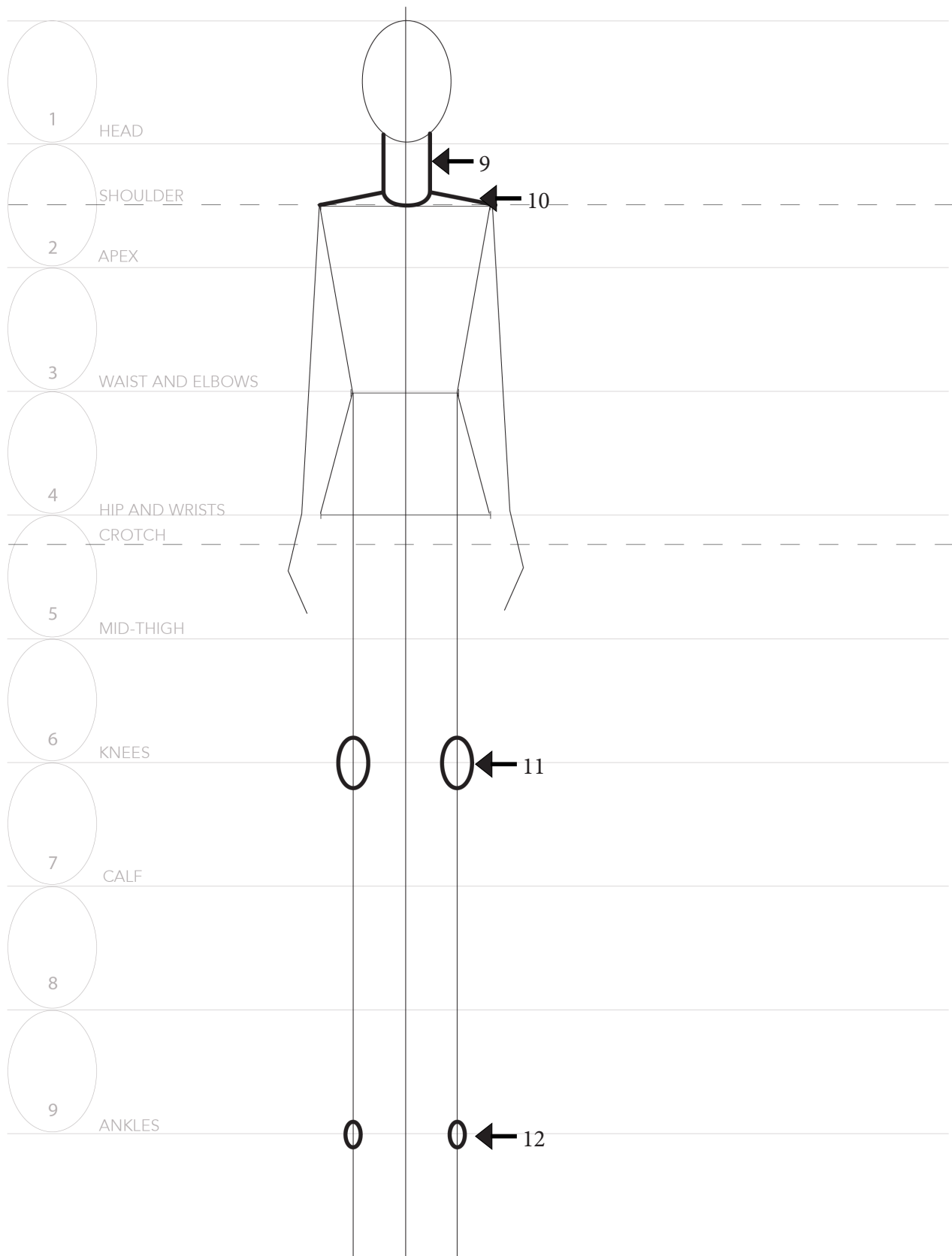
Draw **Step 1:** a vertical center line, perpendicular to the horizontal guidelines **Step 2:** an oval for the head **Step 3:** a horizontal line, about 2 heads wide, at the shoulders **Step 4:** Repeat step 3 for the hips **Step 5:** a horizontal line, about 1 head wide, for the waist



Step 6: Connect the shoulder, waist and hips

Step 7: Draw a guideline for the arms and hands as pictured

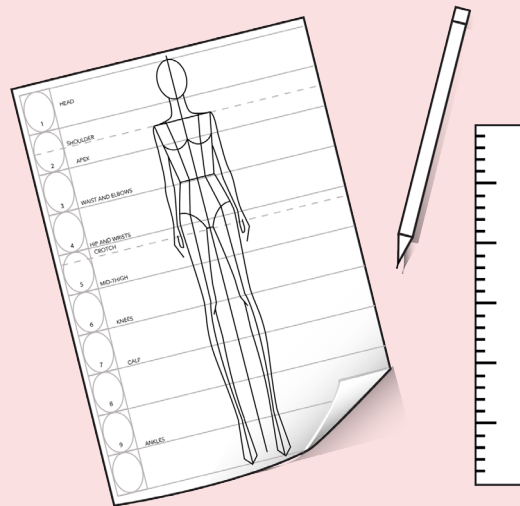
Step 8: Draw a vertical line from the waist down

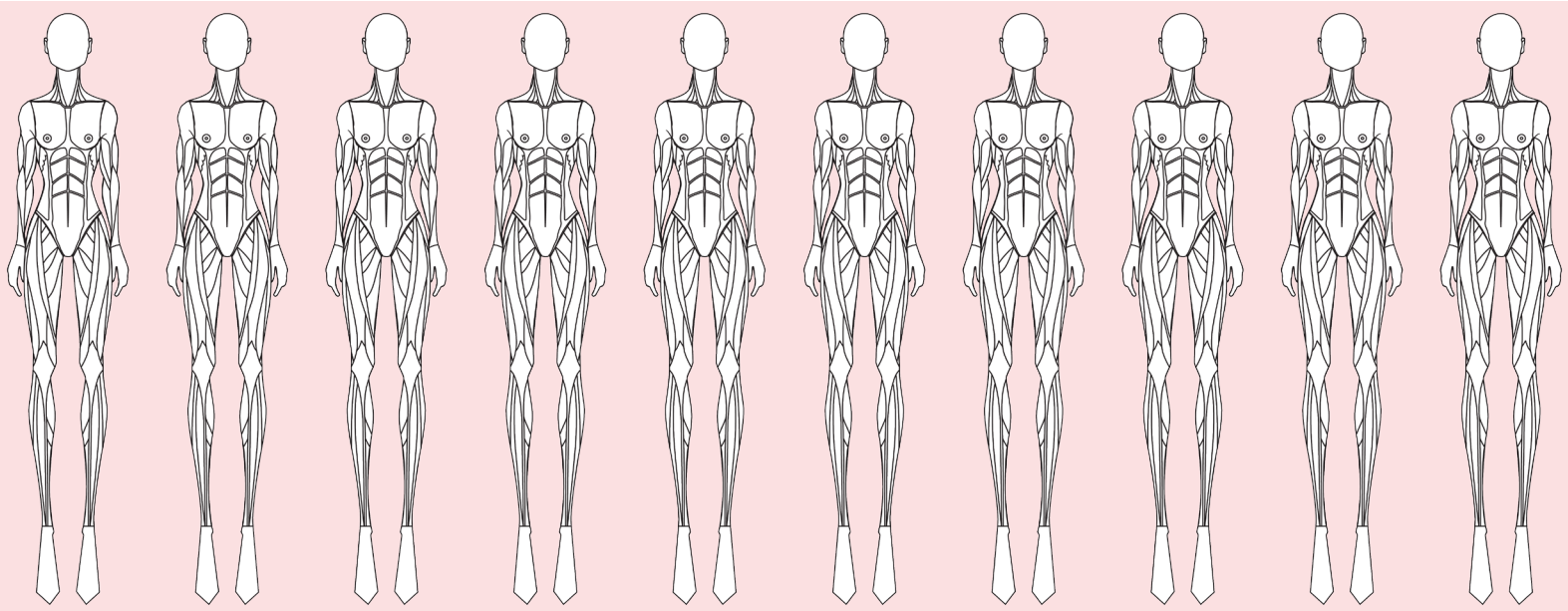


Step 9: Draw a cylinder for the neck
Step 10: Connect the neck to the shoulder
Step 11: Draw small ovals for the knees
Step 12: Draw small ovals for the ankles

1D. ADDING SHAPE

AFTER THE SKELETON OF THE CROQUIS IS ESTABLISHED, WE CAN ADD MUSCULAR STRUCTURE AND SHAPE.



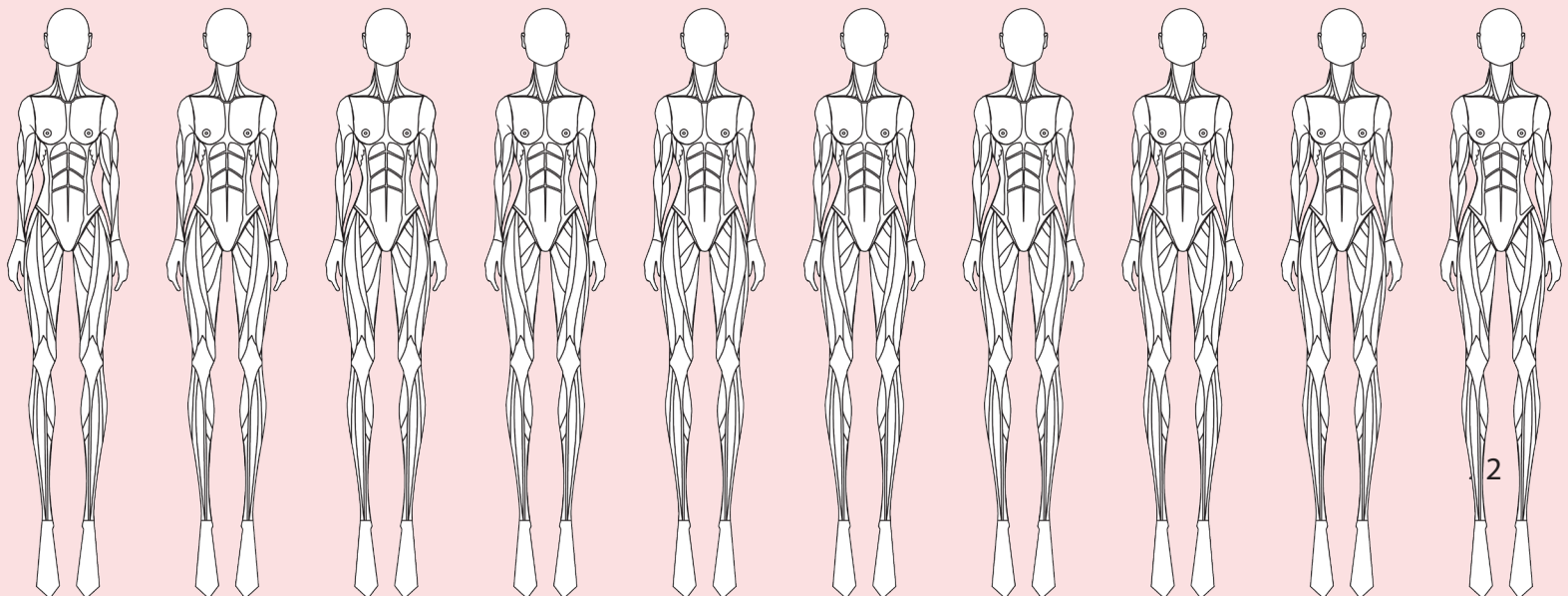


MUSCULAR STRUCTURE GIVES SHAPE TO THE CROQUIS

The image on the next page (figure 1B) is an anatomical drawing of the muscular system on a 9 heads tall croquis.

Don't be overwhelmed by all the anatomical terms. It's **NOT** necessary to memorize each muscle. The main goal is to see how muscles generally add shape to the body.

In the next few pages, we will simplify the muscular system in a way that's easy to remember and draw.



1.2 ANTERIOR (FRONT) MUSCULAR STRUCTURE

Neck

- 1 Sternocleidomastoids
- 2 Trapezius

Arms

- 3 Deltoid
- 4 Triceps
- 5 Biceps
- 6 Brachioradialis
- 7 Flexors
- 8 Extensors

Front trunk

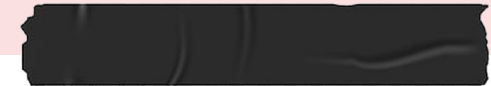
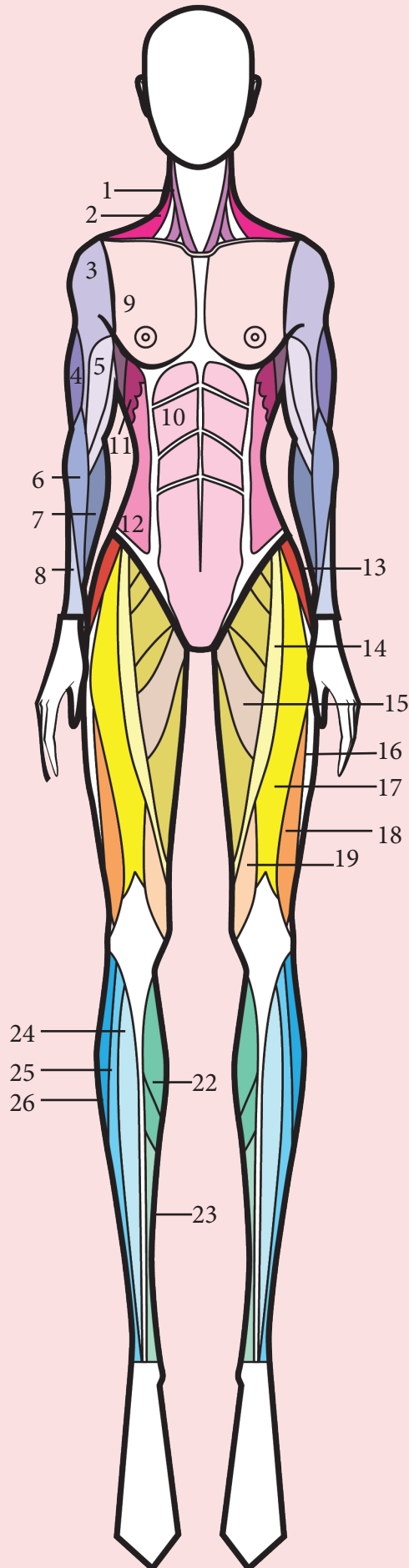
- 9 Pectoralis Major
- 10 Rectus abdominis
- 11 Serratus anterior
- 12 Obliques

Upper leg

- 13 Tensor fasciae latae
- 14 Sartorius
- 15 Adductor
- 16 Iliotibial band
- 17 Rectus femoris
- 18 Vastus lateralis
- 19 Vastus medialis
- 20 Biceps femoris
- 21 Semitendinosus

Lower leg

- 22 Gastrocnemius
- 23 Soleus
- 24 Tibialis anterior
- 25 Extensor digitorum longus
- 26 Peroneus longus
- 27 Achilles tendon



Remember, it's not necessary to memorize each muscle. The idea is to understand how muscular structure generally gives shape to the body.

Figure 1.C on the next page illustrates how the muscular structure (1) can be reduced to basic shapes (2) and further simplified to ovals (3).

Figure 1B

SIMPLIFIED ANTERIOR MUSCULAR STRUCTURE

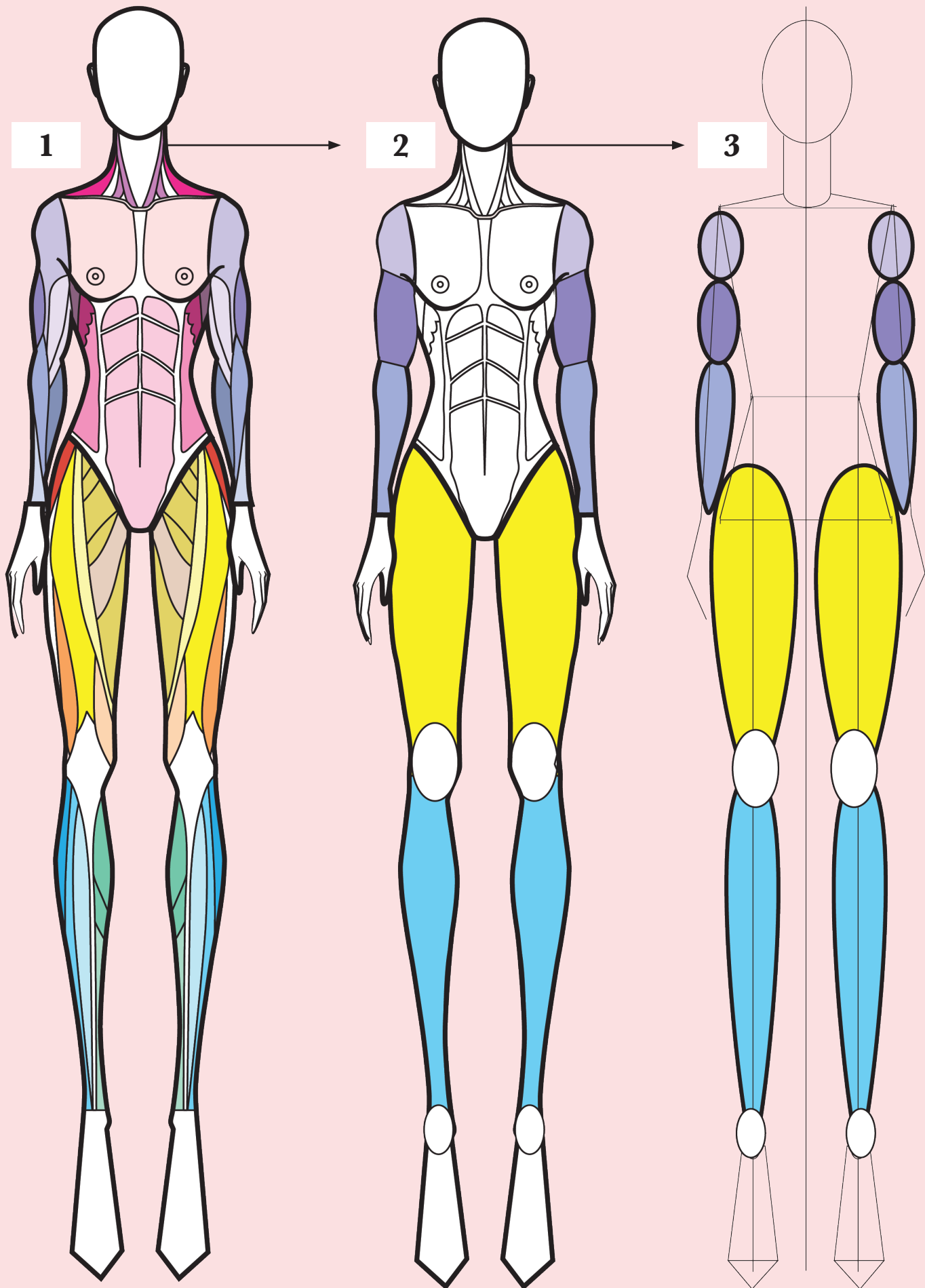
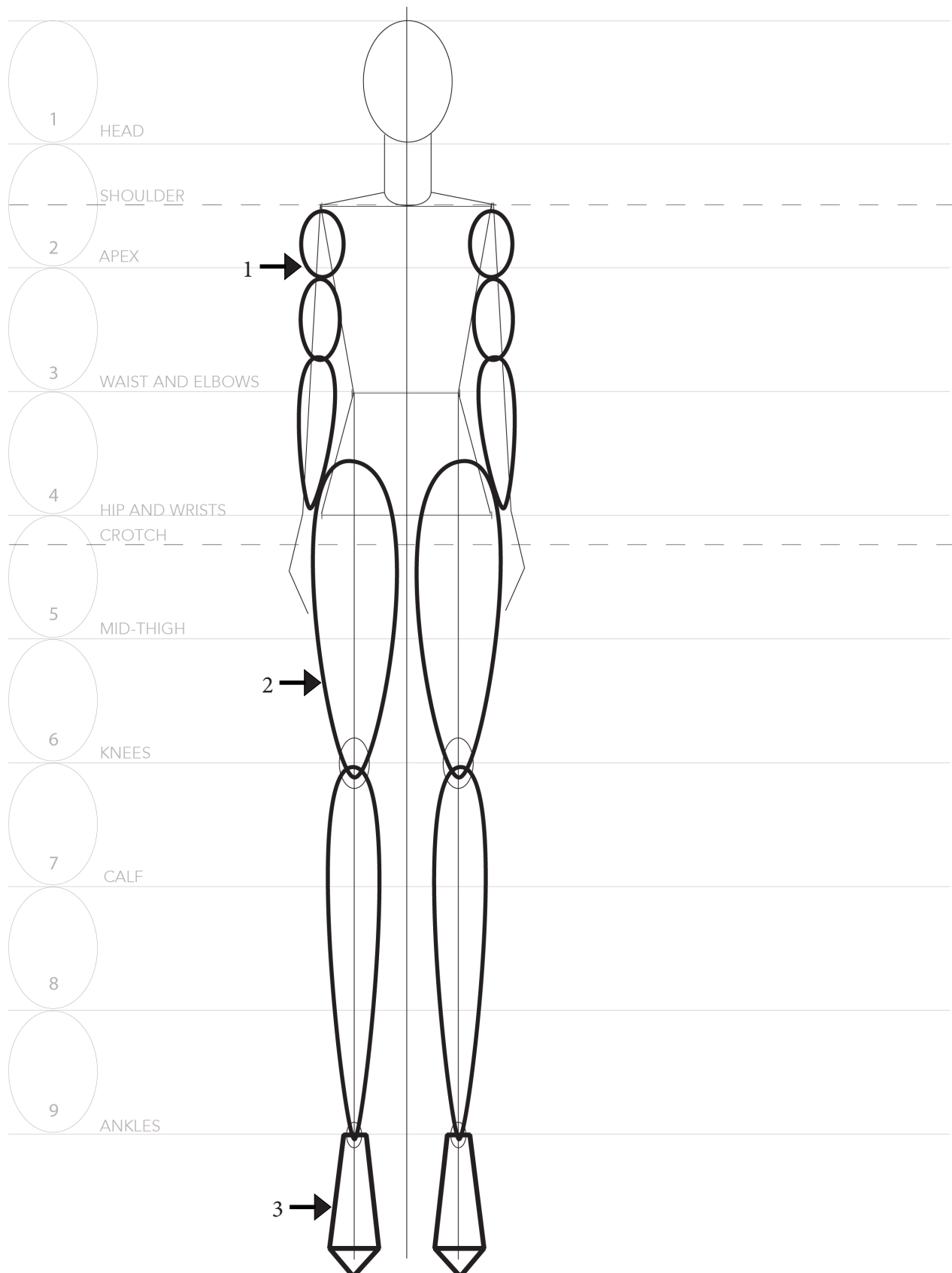


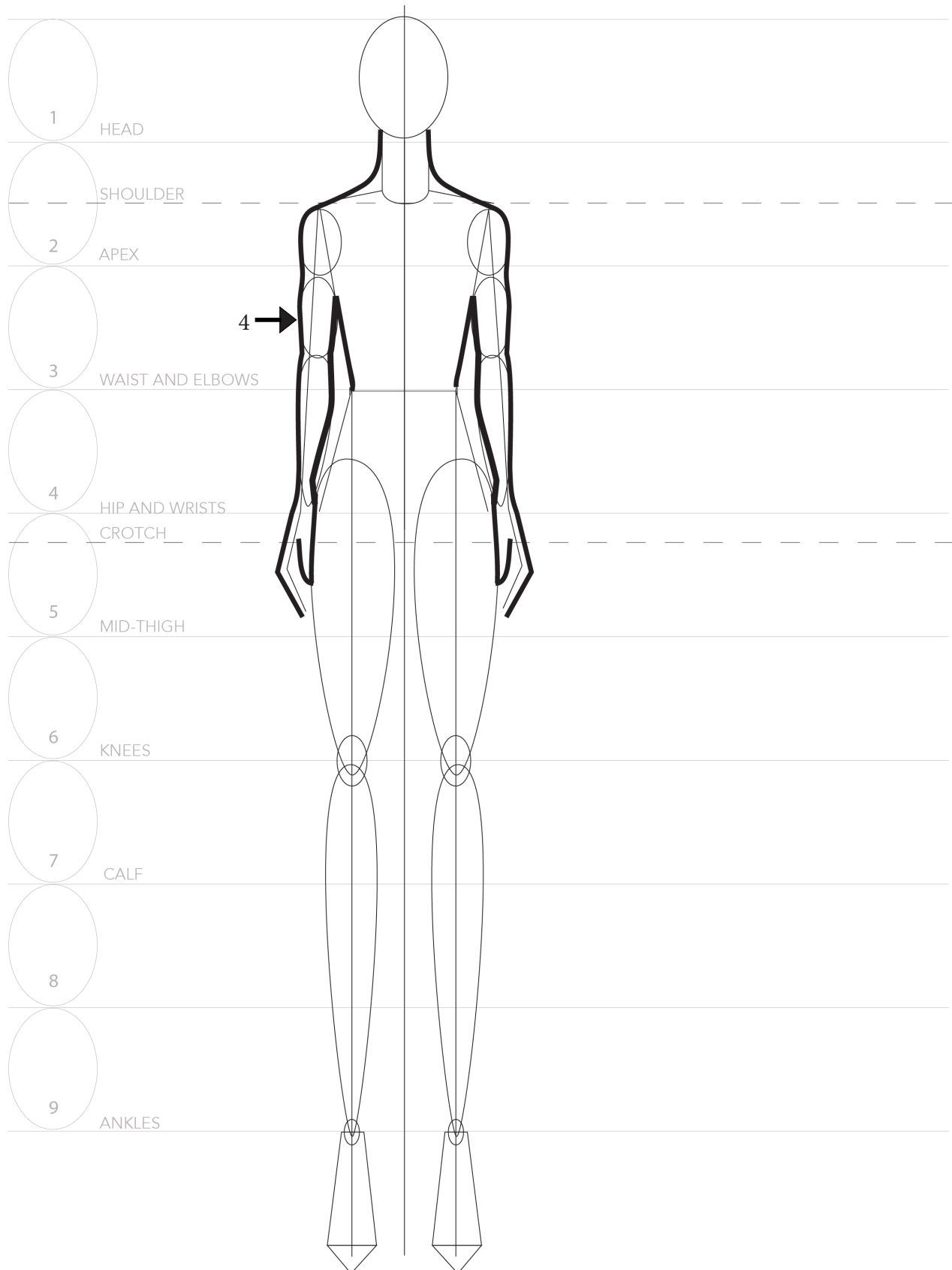
Figure 1C



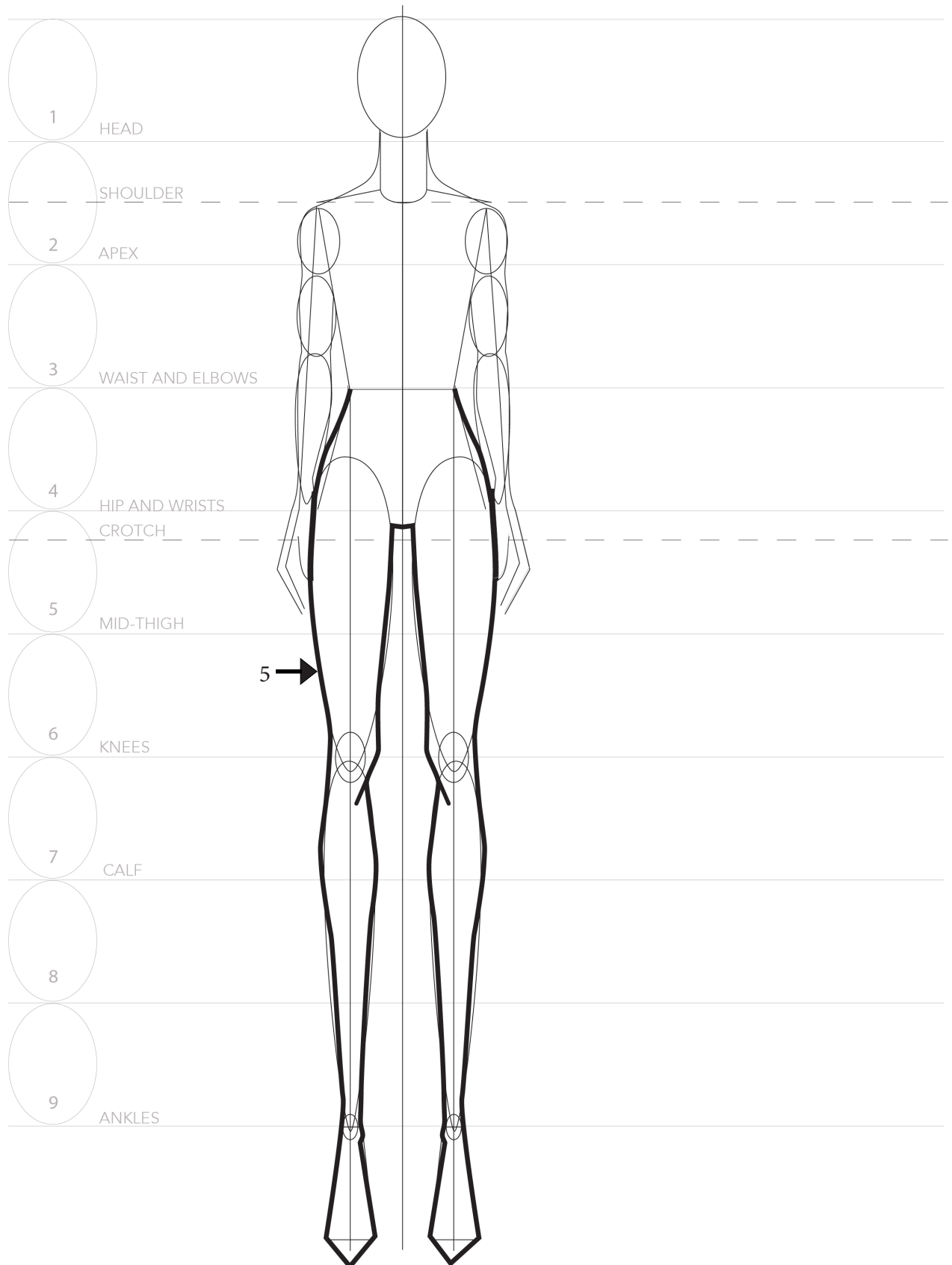
Step 1: draw ovals for the shoulder, bicep, and lower arm

Step 2: draw ovals for the upper and lower leg

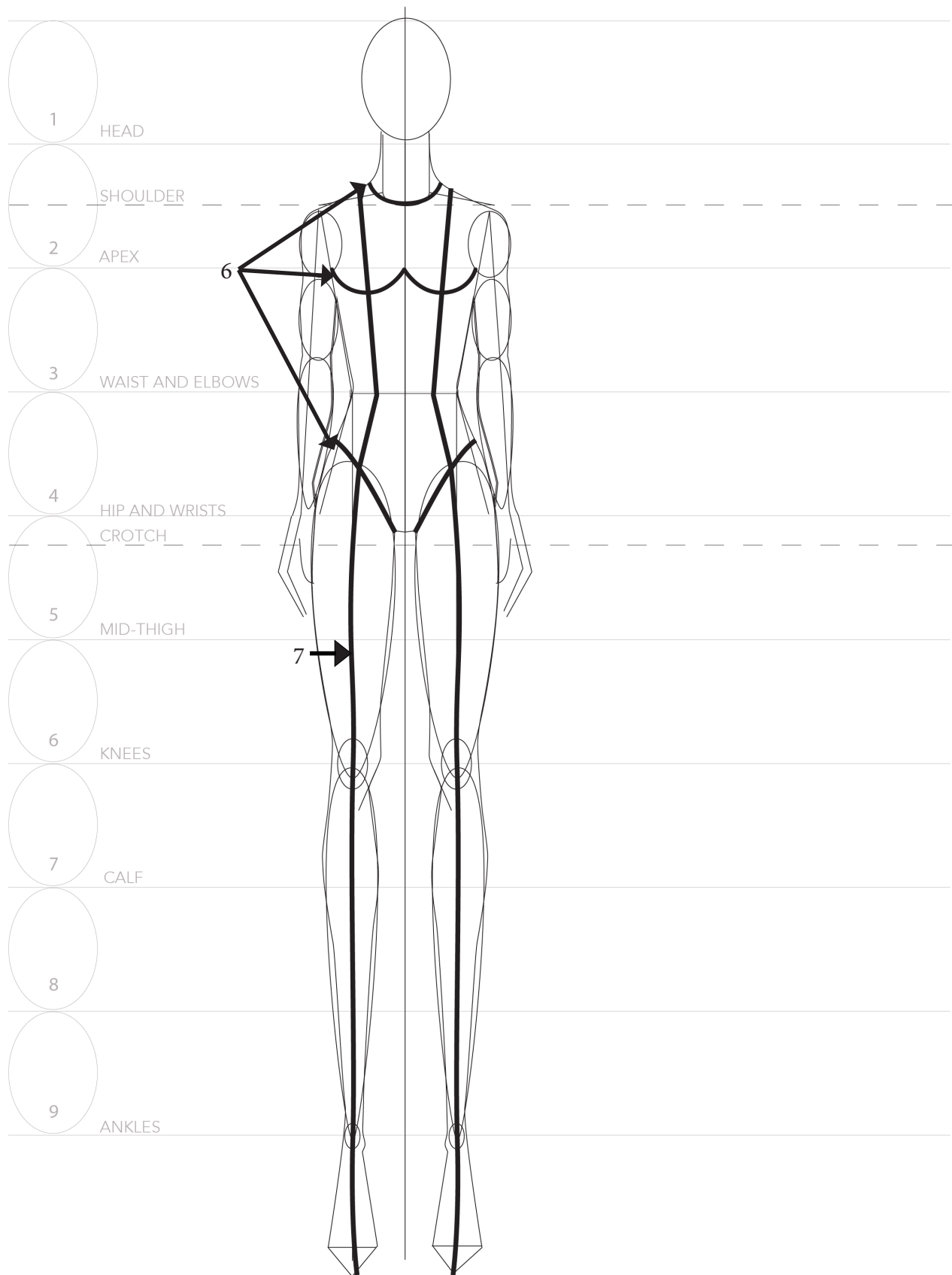
Step 3: draw triangles for the feet



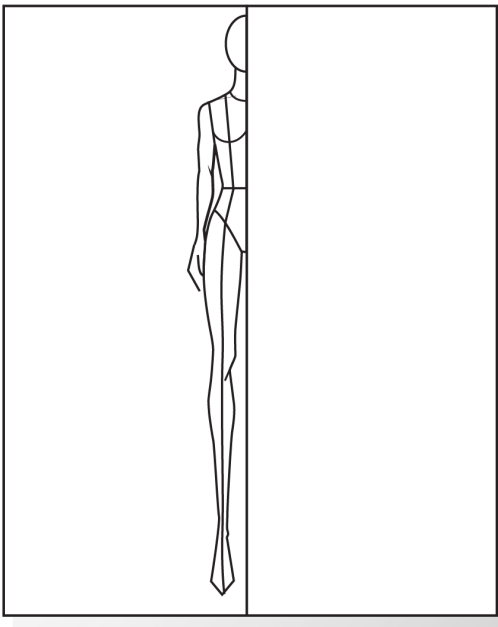
Step 4: Add shape to the neck and outline the arm, using the ovals as guidelines.
Repeat on other side



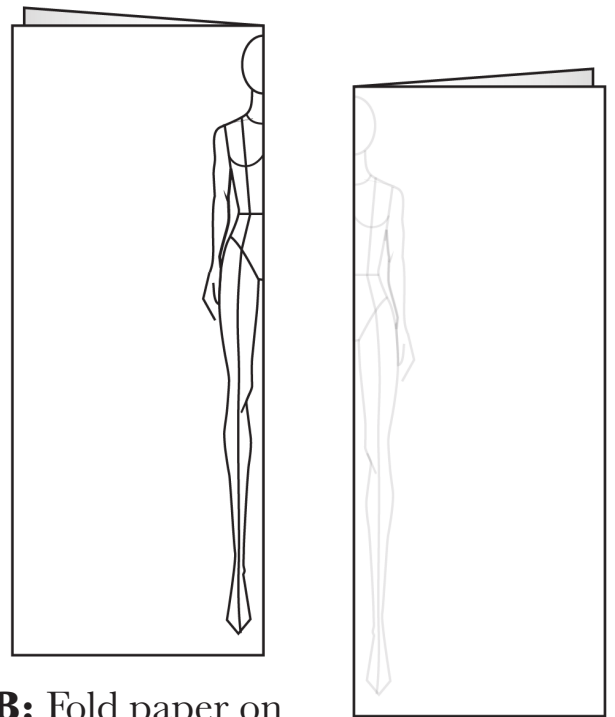
Step 5: Outline the leg and foot as illustrated, using the ovals as guidelines.
Repeat on other side



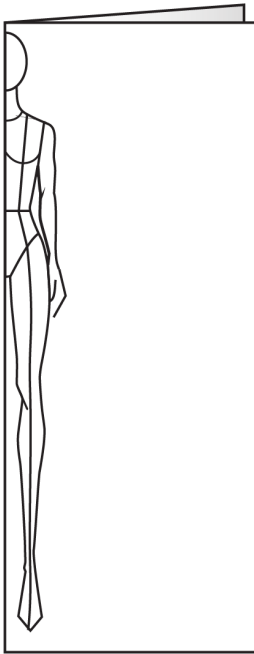
Step 6: Add neck, bust, and underwear line as illustrated.
Step 7: Add center line at each side of body as as illustrated.
This is called the “princess line.”



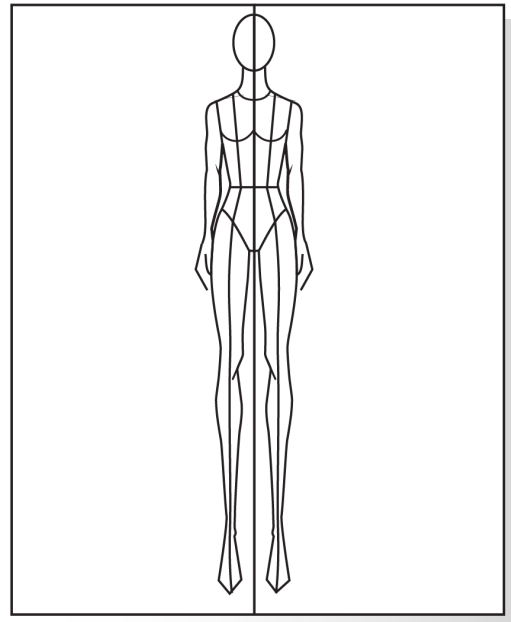
A: Trace one side of the croquis (choose the better side) on a fresh piece of paper.



B: Fold paper on center line and flip paper so you can see the shadow on the other side

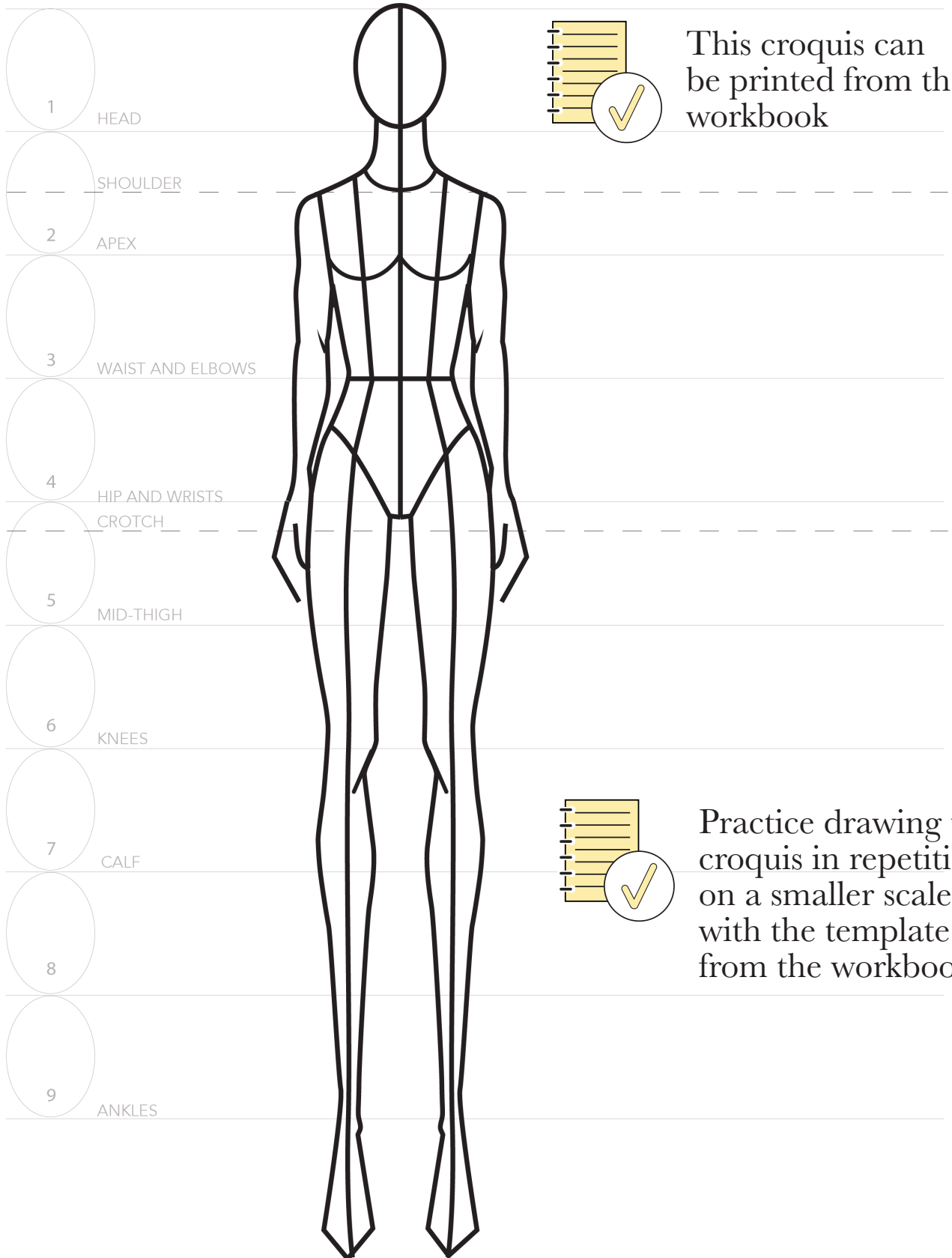


C: Trace on top of the shadow so left and right sides of croquis are mirror images.



D: Open paper to view final croquis and adjust as necessary

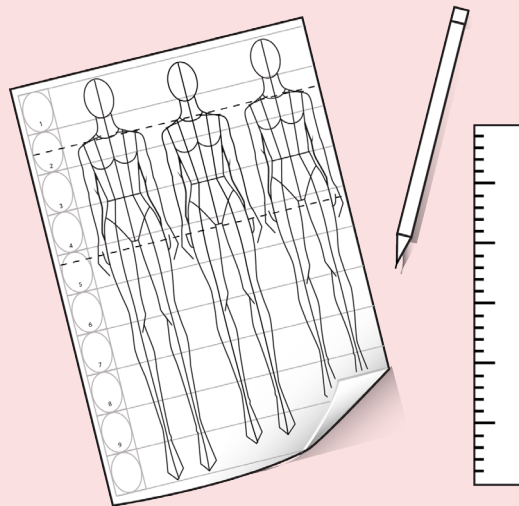
Step 8: Edit the croquis as desired, then follow above steps to complete the croquis. Both sides of the croquis should be mirror images of each other.



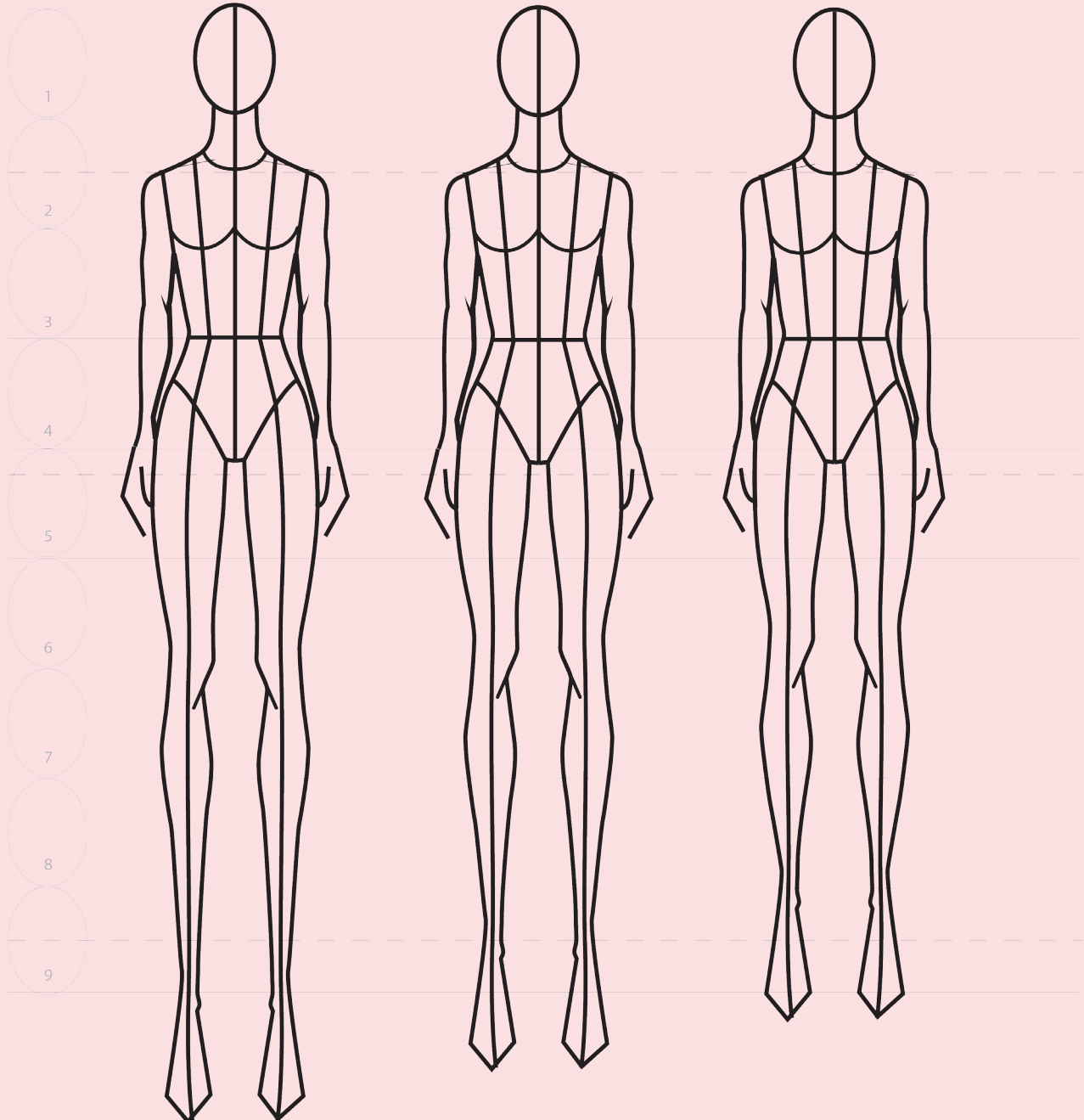
Your completed croquis will look something like this.

1E. ADJUSTING PROPORTIONS

YOU CAN ADJUST YOUR CROQUIS TO BE ANY SHAPE AND SIZE DEPENDING ON YOUR TARGET MARKET.



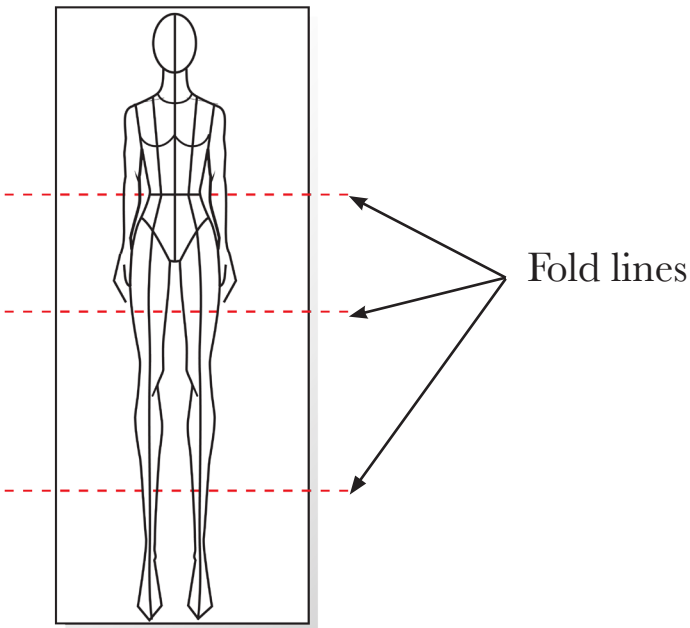
CROQUIS PROPORTIONS CAN VARY BY MARKET



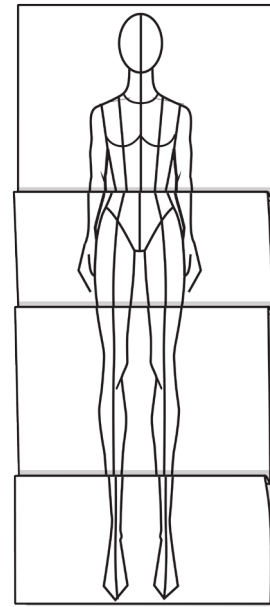
9 Heads

8.5 Heads

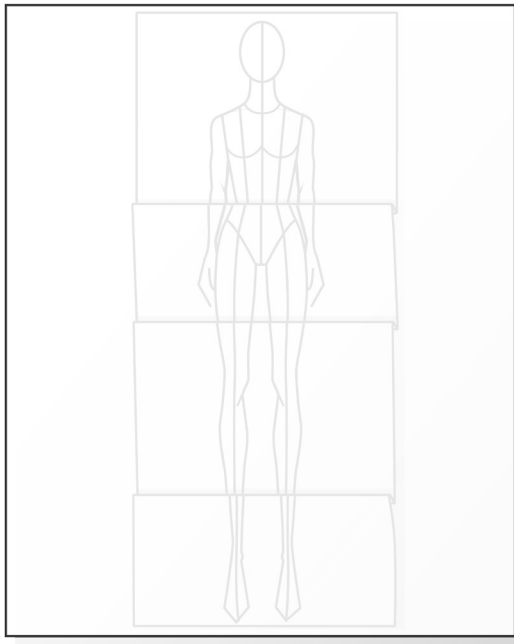
8 Heads



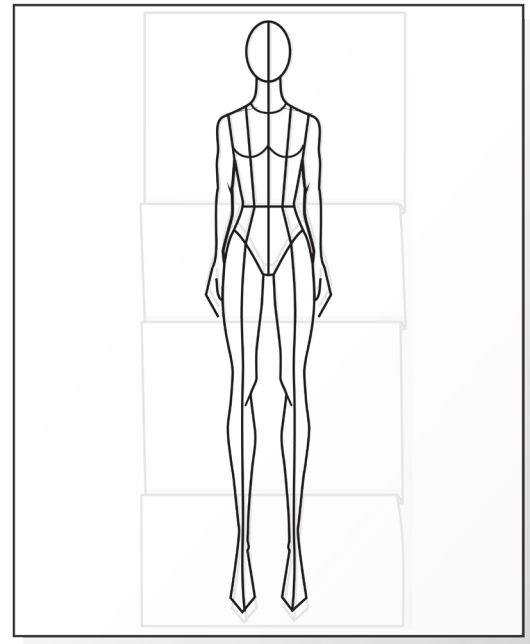
A: Fold at waist, mid-thigh, and/or mid-calf level.



B: Overlap the paper for desired proportions.



C: Put a new sheet of paper on top of folded croquis.



D: Trace new proportions.

To adjust the body proportions: Follow the above steps