CAD for Fashion Design and Merchandising: Studio Access Card

By Stacy Stewart Smith

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It takes more than raw talent and passion to make it in today's global apparel and accessories markets-excellent computer-aided design skills are a prerequisite. *CAD for Fashion Design and Merchandising* allows students to immediately begin creating digital fashion presentations using Adobe Illustrator® and Photoshop®. This book takes an integrated approach, allowing students to master the three-dimensional benefits of combining the two software programs. Colorful illustrations accompany easy, step-by-step tutorials that are geared toward students at the beginner and intermediate levels. Because the book uses fashion photography rather than hand-drawn illustrations as a basis for demonstrating the proportion of fashion croquis, instructors will be able to evaluate students' mastery of digital illustration regardless of their hand-drawing skills, and students will benefit from a seamless transition from creative thought to digital rendering.

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Editorial Review

From the Author
In the global apparel business, manufacturers need fashion personnel with professional computer skills. However, for many formal training is out of reach and/or the format of most computer books is often not user-friendly. Many fashion computing books also magnify one program or another but *CAD for Fashion Design and Merchandising* **combines the best of Adobe Illustrator© and Adobe Photoshop©** for all types of presentations including but not limited to technical flats, croquis figures and total presentation environments for portfolio development.

Here's the good news! Whether or not you draw well freehand, you can benefit from the tutorials and DVD extras. The book features men's wear and women's wear fashion design art and merchandising tutorials and offers techniques yielding dramatic effects through photographic and pre-rendered images available for use right from the enclosed DVDs. This book was written with one goal in mind and that is to teach students how to be digital self-learners. Once you have completed a tutorial--you'll remember how to perform software functions to create your own designs and other presentations. The possibilities are limitless.

FEATURES:

- Over 100 combined tutorials in the book and on 2 DVDs
- Two DVDs containing the files needed to complete the book tutorials, including digitally-enhanced photos of fashion models and libraries of extra flats, fabrics and novelties
- Files of completed digital fashion croquis for use in quick demonstrations and tutorials
- A glossary of fashion technology terms
- Step-by-step tutorials accompanied by screen grabs and photographs
- Instructions magnify several upgrades of Adobe Illustrator and Adobe Photoshop, including relevant CS4, CS5, CS5.5 and CS6
- More than 1000 full-color digital and hand-rendered illustrations, diagrams and charts
- Cross-platform instruction for Mac and PC
- Instructional videos

BENIFITS:

- Great for beginners with explanations of basic computer information for Mac and PC
- Create technical flats using both Illustrator and Photoshop
- Use digital fit model interface files to generate constant proportions for men's wear and women's wear technical flats and floats in Illustrator and Photoshop
- Draw digital croquis and stage fashion shows
- Learn basic digital color theory and how to mix color in the programs
- Enhance your own free-hand drawings using both Illustrator and Photoshop
- Use both Illustrator and Photoshop to create dynamic portfolio presentations
- Use Illustrator and/or Photoshop tools, filters and panels to create compelling digital beauty and hairstyle presentations for various skin tones, textures and color
- Create pattern repeats in Illustrator and Photoshop
- Create couture quality textile illusions in Illustrator and Photoshop, including wedding gowns, veils, tuxedos, brocade, novelty taffeta, ostrich feathers, fur, sequins, leather suede, beading, knits, lace and more

- Digitally design men's wear and women's wear apparel, hosiery and accessories

AVAILABLE EDUCATIONAL RESOURCES:

- Instructor's Guide provides suggestions for planning the course and using the text in the classroom
- Educational Slide Show Presentations
- Specification and grading worksheets for technical design courses

From the Inside Flap

It takes more than raw talent and passion to make it in today's global apparel and accessories markets- excellent computer graphics presentation skills are a prerequisite. CAD for Fashion Design and Merchandising allows students to immediately begin creating digital fashion presentations using Adobe Illustrator and Adobe Photoshop. The book takes an integrated approach, allowing students to master the 3- dimensional benefits of combining the two software programs. Colorful illustrations accompany easy, at-a- glance tutorials that are geared toward students at the beginner and intermediate levels. Because the book uses fashion photography rather than hand-drawn illustrations as a basis for demonstrating the proportion of fashion croquis, instructors will be able to evaluate students' mastery of digital illustration regardless of their hand-drawing skills, and students will benefit from a seamless transition from creative thought to digital rendering.

From the Back Cover
TEXT FEATURES

- Tutorials are customized to the needs and interests of fashion students
- Instruction is cross-platform (Mac and PC) and compatible with all versions through CS6 upgrade
- Teaches students how to render proportionate croquis regardless of their hand-drawing skills
- "Digital Duo" shows users how to combine techniques in Photoshop and Illustrator to achieve optimal results

DVD FEATURES

- Files needed to complete tutorials in the text
- Digital Duo Modeling Agency containing more than 150 live model photographs
- Movies that demonstrate complex processes and CS6 applications
- "DVD Extras" providing additional practice and supplementary techniques
- Textiles and Novelties Library of fabric swatches and trims
- Women's and Men's technical flats
- Clip Art Library of images for trend and mood boards

Users Review

From reader reviews:

Tyler Emery:

Book is to be different for each grade. Book for children until eventually adult are different content. As you may know that book is very important for people. The book CAD for Fashion Design and Merchandising: Studio Access Card was making you to know about other knowledge and of course you can take more information. It is quite advantages for you. The reserve CAD for Fashion Design and Merchandising: Studio Access Card is not only giving you more new information but also to be your friend when you truly feel bored. You can spend your own spend time to read your book. Try to make relationship while using book

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Larry Chaffin:

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Cathryn Walker:

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