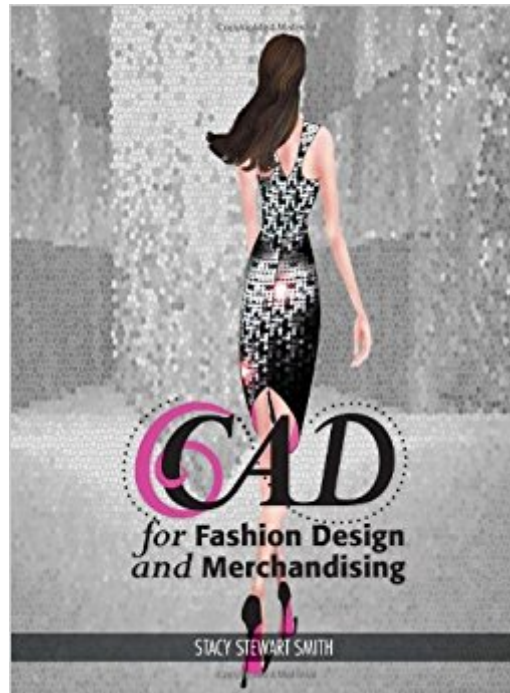




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CAD For Fashion Design And Merchandising



Synopsis

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. PLEASE NOTE: Purchasing or renting this ISBN does not include access to the STUDIO resources that accompany this text. To receive free access to the STUDIO content with new copies of this book, please refer to the book + STUDIO access card bundle ISBN 9781501395345. STUDIO Instant Access can also be purchased or rented separately on BloomsburyFashionCentral.com.

Book Information

Paperback: 592 pages

Publisher: Fairchild Books; Pap/DVD edition (February 20, 2013)

Language: English

ISBN-10: 1609010639

ISBN-13: 978-1609010638

Product Dimensions: 9 x 1.2 x 12 inches

Shipping Weight: 4.8 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars Â Â See all reviewsÂ (8 customer reviews)

Best Sellers Rank: #371,842 in Books (See Top 100 in Books) #25 inÂ Books > Computers & Technology > Digital Audio, Video & Photography > Adobe > Adobe Illustrator #125 inÂ Books > Computers & Technology > Software > Design & Graphics #153 inÂ Books > Computers & Technology > Digital Audio, Video & Photography > Adobe > Adobe Photoshop

Customer Reviews

I had purchased CAD for Fashion Design and Merchandising to review and also expand upon my CAD skills. Since CAD design is used so often in fashion design, it is so important to keep one's skills up to date in order to be helpful on the job and also competitive in the market. I really enjoy

reading this book because you are not limited to reading pages and pages of monotonous text like other textbooks - you are an active learner. Each chapter consists of tutorials, videos and exercises that help you learn along the way. Each tutorial takes you step by step through each process so that you learn new tools and more efficient ways to use Illustrator for CAD Design. This makes the learning process a lot more interesting and fun at the same time. I can't wait to complete all the exercises in CAD for Fashion Design and Merchandising so that I may flex my CAD muscles at the office! Whether you are advanced or new to CAD design, I would highly recommend this book!

This book is really great to have on hand when working in Adobe design programs, but this book is extremely detail which I cannot complain because some books do not give enough instruction. I must also warn those that buy this product that this book is incredibly heavy Kama much heavier than you would expect just by looking at this book. This book feels like it weighs more than a bag of sugar, but it is a great buy and if not used at the time of the purchase it will definitely come in handy for the future. The CD-ROM is an incredible bonus

Very thorough book on how to learn and practice or for someone like me, who just wants a reference book to expand my knowledge and practice.. I think i would also recommend this book for teaching Adobe Illustrator and Photoshop. As i have bought several illustrator only books but they are seldom geared towards fashion designers, they re for graphic artist. Two thumbs up from me, but this book..or an used copy..it is worth it!

I agree with the previous reviewer--it will definitely advance my career. In reading the Table of Contents, I couldn't wait to dig in. Everything is very well-written and very clear with plenty of screen captures. BUT . . . in trying to use files from one of the DVDs, I ran into problems. It appears that the Digital Duo folder (and maybe others) on DVD 1, is defective. I tried opening, copying, placing some of these files using two different computers. These are pdf and jpg files. Windows Explorer and Adobe Illustrator and even Adobe Photoshop all got stuck when trying to open or place some of these files. I was able to open other pdf files from the tutorial folders. It took several minutes to stop the processes as my dvd player kept spinning endlessly. I'm very disturbed because I read a disclaimer on the Readme file, saying that no responsibility will be taken for any problems or failures. I paid full price for the book through -- about \$85.00 with shipping. I don't know which files are defective until I try to open their folder or the file itself and then everything goes haywire. I will try to contact the publisher. I was just curious to know if anyone else had this problem. I can get around

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