



Rendering Fashion, Fabric and Prints with Adobe Illustrator

M. Kathleen Colussy, Steve Greenberg

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Rendering Fashion, Fabric and Prints with Adobe Illustrator is the first book of its kind to show how Adobe Illustrator can be used in the fashion, fashion illustration and textile industries. Developed as a companion book to *Rendering Fashion, Fabric and Prints with Adobe Photoshop*, ISBN: 0-13-049409-7, the book uses a simple step-by-step format to cover the complete digital rendering process—from concept to consumer. Readers will learn how to use the software to create story boards, mood boards, logos, hang-tags, flats, fabric repeats and more! Over 1,000 images to take the guesswork out of replicating industry information. Shows how to use Adobe Illustrator to render vector images specific to fashion such as illustrations, technicals, fabric repeats, logos and presentation boards. Provides more than just a computer manual by showing how to use the software during each stage of the design process. Covers all aspects including: storyboards, moodboards, logos, hang-tags, merchandise boards, flats, technical renderings, croquis etc. Discusses how to prepare images for digital portfolios, use online URL's for locating jobs, etc. Provides background on the fundamental concepts that should be considered during the digital rendering process. Captures the flavor of the industry and keeps readers focused on how Adobe Illustrator can be used in the field. Anyone looking to get into the fashion industry. Prepares readers for the competitive job market by teaching them sought after technical skills and contemporary job search strategies.

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