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(Shanie Cartwright)

CAD FOR FASHION DESIGN AND MERCHANDISING: BUNDLE BOOK + STUDIO ACCESS CARD (MIXED MEDIA PRODUCT)



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Bloomsbury Publishing PLC, United States, 2015. Mixed media product. Condition: New. Language: English . Brand New Book. 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 (R) and Photoshop (R). 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. Introducing CAD for Fashion Design and Merchandising STUDIO--an online tool for more effective study! ~Study smarter with self-quizzes featuring scored results and personalized study tips. ~Review concepts with flashcards of terms and definitions. ~Access modeling agency images of models and images for trend and mood boards. ~View movies demonstrating CS6 applications and other complex processes. ~Further your knowledge with additional practice and supplementary techniques. ~Enhance your learning with a library of fabric swatches and trims. ~Redeeming the code inside this card will give you full access to the content previously contained on the DVD or CD packaged with this book. This bundle includes CAD for Fashion Design and Merchandising and CAD for Fashion Design and Merchandising STUDIO Access Card.

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