



CAD for Fashion Design and Merchandising

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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