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# Adobe Illustrator For Fashion Design (2nd Edition)



## Synopsis

For college and high school courses in Fashion Design by Computer, Fashion Illustration by Computer, Computer Design, and CAD for Fashion.    This fully-updated text addresses industry's need to train fashion students to draw fashion flats and illustrations, textile designs, and presentations using the latest versions of Adobe Illustrator. Emphasizing the creative process, ADOBE ILLUSTRATOR FOR FASHION DESIGN, 2/e   explores Illustrator's powerful capabilities as related to drawings of clothing, fashion poses, and textile prints. It offers clear and illustrated instructions throughout, guiding students through learning all the electronic drawing techniques they will need to work successfully in fashion. In this second edition, new online videos show students how to perform many key techniques step-by-step, and online examples of previous student projects inspire new students. This Second Edition also adds updated coverage of merchandising techniques, electronic portfolio preparation, technical drawings, tech packs, and much more.

## Book Information

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## Customer Reviews

About 80% of the value of this book (2nd edition) is accessed online via [...] - but the page doesn't exist and this link is referenced for every lesson and video resource discussed from section 2 onward. When contacting Pearson they wouldn't answer why the link was invalid, but offered to provide me with another link if I gave them more money. When I pointed out that I paid the same

amount for the book that Pearson charges on their site for the 'complete' package that includes the code (to access the page that doesn't exist) they only reiterated that I needed to give them more money while completely ignoring my questions. Given that I can't access 80% of the material I paid for, I can't really comment on the quality of the content, but to say that the Pearson customer service is poor would be a gross understatement and no book is worth the headache of trying to get answers from Pearson who apparently subscribe to the mantra, 'if we don't answer the question, it was never asked'. What an awesome approach to higher education. If you are considering this book, save your money and your Advil and don't bother. A much better buy for about half the price and no headache is; Fashion Designer's Handbook for Adobe Illustrator By Marianne Centner, Frances Vereker

Adobe Illustrator for Fashion Design is a necessary tool for anyone studying fashion design. I am currently working in the Fashion Industry for a major designer, and use all of the Illustrator techniques I've learned in this book on a daily basis. All of the concepts are well organized with easy-to-follow, step-by-step instructions. I love this book!

I found that this book has so much information its difficult to follow in a structured fashion. The pros are the fact that it has lots of content, the cons are the fact that it seems to try to throw everything at the reader at once. Also, I find the sketches very amateurish and juvenile compared to other illustrator books for fashion. As someone working in the fashion industry for more than 20 years I would demand more professional sketches for flats and on the figure.

I had to buy this book for a class on Using Illustrator for Fashion Design. I had zero experience with Illustrator when I started, and I like this book because it proceeded from that assumption. It covers a vast number of features and capabilities, with excellent examples on how to apply this knowledge to fashion illustration in particular. If you are already familiar with Illustrator, you might preferÂ Fashion Designer's Handbook for Adobe Illustrator. It moves faster and goes into more advanced techniques in more depth than this book does. Together, they make a great set!

If you want to learn how to use and operate Illustrator for fashion, this is a sure bet. While the first chapters explain the program and it's tools in detail, the Basic drawing exercises followed by the Fashion exercises helped me become proficient in the use of Illustrator. Thanks to the Author for the easy step by step instructions.

I bought this book because it's a required text for a class I'm taking. From the first moment of use the book is irritating: the cover is very light weight and the pages are printed on flimsy paper. The book is easily damaged and simply feels cheap. On to the content: I agree with the reviewer who noted that there's a lot of content but that it's poorly organized and is not presented in a way that assists systematic learning. It is not at all "easy to follow" nor is it "well structured." As to the illustrated examples, the author illustrates primarily with student work rather than professional grade illustrations. Perhaps using cheap paper and student illustrations saved money for the author and publisher. Pity they didn't pass on these savings to students who are required to buy this book.

I work in design and product development department for a sportswear company. I use this book quite often. This book is very helpful and well structured. I liked that illustrations were done by students who have never drawn before, yet they really start making things happen.

This textbook is sufficient for learning the fundamentals of using Adobe Illustrator; however, a new edition is probably needed with each new updated version of the program in order for the guided instructions in the textbook to align with the way that Illustrator is set up and used. Oftentimes, the instructions in the textbook were for older versions of Illustrator.

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