

# CAD for Fashion Design and Merchandising



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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