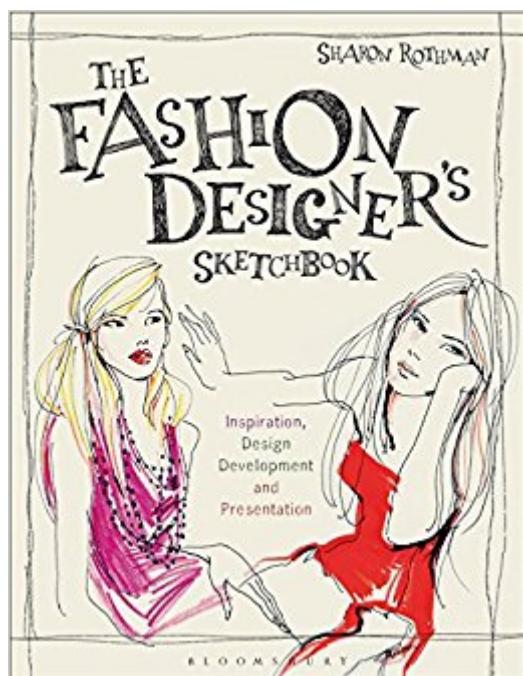


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# The Fashion Designer's Sketchbook: Inspiration, Design Development And Presentation (Required Reading Range)



## Synopsis

The Fashion Designer's Sketchbook is a must-have resource for both fashion students and practicing designers who wish to learn new ways of generating design ideas in order to create successful fashion collections, and who wish to develop their own creative aesthetic. It demonstrates how the fashion design sketchbook serves as a crucial creative tool for professional development, as well as a valuable portfolio presentation companion for potential employers. This book identifies three distinct types of creative journal, each representing a different phase in the design process: the inspiration diary, the process or working sketchbook, and the presentation sketchbook. It explores how one develops out of the other, each stage moving the process forward organically from discovery, to direction, to design development and delivery. The Fashion Designer's Sketchbook shows readers how to turn their sketchbooks into source books; how to generate design ideas from everyday experience; explores multiple ways of presenting and arranging elements within pages; details digital search and storage techniques as well as bulletin board journaling. Exercises are provided to improve readers' illustration skills through in-store sketching and visual analysis, focusing awareness of design aesthetics, taste levels and design vision. The book also explores the need to address market realities, consumer profiles and trend analysis in building design collections based on target customer demographics and a range of markets. Beautifully illustrated and filled with a wide variety of inspirational, full-colour design illustrations, The Fashion Designer's Sketchbook also features interviews with designers and industry experts. With a strong emphasis on exploratory design, this exciting resource provides readers with stimulating exercises designed to enable readers' sketchbook work and their creative vision to shine.

## Book Information

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## Customer Reviews

Sharon Rothman is an Adjunct Assistant Professor at the Fashion Institute of Technology, New York.

Fantastic book!!! Beautiful illustrations and insight to the design process

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