

Chapter 1 : Pamela Stecker (Author of The Fashion Design Manual)

The Fashion Design Manual is a comprehensive introduction to the world of fashion. It introduces the reader to the cycles and trends of fashion, the principles and practice of fashion design, the range of techniques and skills required to be successful in the industry, and the economic reality of the world of retail fashion.

Clearly nobody can afford to print and distribute free physical books with the exception of the excellent World Book Night movement. But in this age of tablets, smartphones and laptops the electronic book offers a fantastic, and very cheap, way to spread this content. So with all that in mind, what content can you get for free in the field of design? A quick search on your favourite search engine will reveal hundreds of offerings, making it difficult to sift the wheat from the chaff. Focusing on the mindset of making rather than tools and methods, it asks: And once the work is done, what happens when it is released into the world? This collection of definitive books, written by Aaron Walter and Eli Woolery, explores how the best companies approach product design, design thinking, design leadership and more. Practical Responsive Typography Nail your web typography with this free in-depth volume Getting your typography right is a key part of having a great-looking website that helps you stand out from the crowd, communicate with clarity, and cultivate a distinctive identity. The best way to learn is to roll up your sleeves and just get on with it, and this book by Dario Calonaci enables you to do just that. It also promises to reveal which fonts the designers never use. Is it Comic Sans? How to deal with the 9 stages of client hell. In the Brand House Book, Lindeback aims to make branding tangible by comparing it to building a house, breaking it down into six manageable stages – dreaming, planning, starting work, designing, building and finally getting the details right – with a branding summary at the end of each stage, setting out all the important issues to think through in your brand building process. The Practical Interaction Design Bundle Get three helpings of interaction design advice for the price of none Not one but three free ebooks in one handy bundle, The Practical Interaction Design Bundle consists of three free volumes from UXPin , comprising over pages of design best practices and with over 60 examples of the best UX design. Volumes 1 and 2 of Interaction Design Best Practices will take you through techniques, theories and best practices relating to the tangibles of interaction design - words, visuals and space - while volume 2 tackles the intangibles: Topping off the bundle is Consistency in UI Design, covering how and when to maintain consistency in your design, and when to break it to draw attention to elements without suffering the drawbacks. It explains how size, colours, space, layout, and style affect visual understanding, provides tips for designing clear visual hierarchies, and includes 18 examples of great sites including MailChimp and RelateIQ. The design team compiled advice from experts and illustrated their points using examples from 40 companies such as Google, Squarespace, and others. Learn all about the tools and techniques you will use as a Houdini artists then run through three lessons that teach you how to build simple projects from scratch. This is a sort of continuation of his previous book Bootstrapping Design now discontinued , in which he collects all of his previous essays into one, free ebook. What started as a page simple guide to best practice with pixels and Photoshop has grown into handbook number 3 - a whopping page designer bible. The Creative Aid Handbook The Creative Aid book aims to be a mini resource for your creative projects Created by Kooroo Kooroo, The Creative Aid is a free book jam packed full of inspiration and available to download today. Co-founders Nicole Smith and Richard Tapp explain the concept: His landmark book The Vignelli Canon uses numerous examples to convey applications in practice from product design via signaletics and graphic design to corporate design. And best of all, in he made it available for free as a PDF. The book covers a brief history for each of the classifications, as well as the core characteristics of the style. Over the course of pages the different tools and options within each package are broken down, illustrating how to produce files for print that will provide accurate colour reproduction, pixel-perfect transparency matting and sharp lines.

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formats both work.

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An introduction to the world of fashion. This book introduces the reader to the cycles and trends of fashion, the principles and practice of fashion design, the range of techniques and skills required to be successful in the industry, and the economic reality of the world of retail fashion.

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The Fashion Design Manual 2 provides a comprehensive view of the creative process of designing and creating fashion. It shows how a designer works with fabrics, colours and shapes, and combines them with inspiration and new ideas to create garments that suit the mood of the times and allow the wearers to express their individuality.

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The Fashion Design Manual 2 invites the reader to tread the path of the designer, as their ideas are taken from sketch to sample, through production, onto the catwalk and, via the retailer, to the consumer.