



The Fashion Designer's Sketchbook: Inspiration, Design Development and Presentation

By Sharon Rothman

Bloomsbury Publishing PLC. Paperback. Condition: new. BRAND NEW, The Fashion Designer's Sketchbook: Inspiration, Design Development and Presentation, Sharon Rothman, The Fashion Designer's Sketchbook is a must-have resource for both fashion students and practising 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 - and a valuable portfolio of design work to present to potential employers. This book identifies four distinct types of creative journal, each representing a different phase in the design process: the inspiration diary, the working journal, the presentation journal and the design log; and it explores how one develops out of the other, each stage in the idea generation process 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; and provides exercises to improve...



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