

Photoshop

Indesign

Illustrator

Cad Applications: Use And Understanding

PHOTOSHOP

USE

IMAGE EDITING: Creative artwork layering/ compositing between imagery. Editing and changing the fabric of the imagery.

WEAKNESS

LAYOUT AND TYPOGRAPHY: Type is rasterised, therefore not as sharp as type created in INDESIGN. Lack of multiple viewable pages to create a sequence of pages that lack coherence as a project. Artwork is resolution dependant, so can only be enlarged to a certain degree.

STRENGTHS

IMAGE EDITING: As a creative tool to then aid the design of garments, such as photographic digital prints on to fabric from photographic imagery with the use of layered imagery and blend modes.

INDESIGN

USE

LAYOUT AND TYPOGRAPHY: software for compiling and producing creative portfolio design and industry standard practises such as lookbook design, swing tags, and promotional materials and CV's/essays.

WEAKNESS

RETOUCHING: Photographic manipulation: Although it has some ability with the software to layer imagery, this work is ideal for photoshop, so it's important to work between the two. As a creative tool Indesign lacks the tools useful to aid garment design in terms of placement prints and repeat print.

STRENGTHS

ECONOMIC & TRANSFERABLE: Instead of having to print out various images to use as scrap book compositions, only the final layout needs to be printed. Digital portfolio's can be easily designed and sent out to employers and manufacturers

ILLUSTRATOR

USE

WORKING DRAWINGS/PATTERNS: Vector based illustration package for use and application with flat technical drawings for manufacturing purposes. As a more creative tool the software can be used to create print pattern designs to be applied to both digital print, silk screen print, and laser cutting.

WEAKNESS

LAYOUT: Unable to effectively view an overview of portfolio pages as a layout tool due to it's overview of the layout.

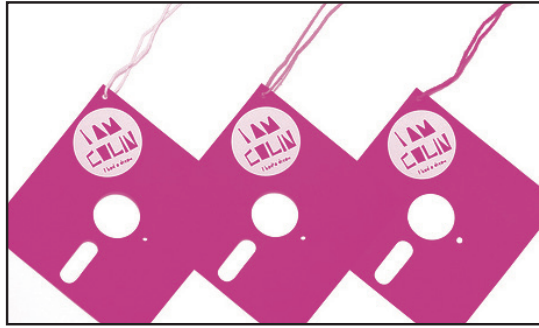
STRENGTHS

DRAWING EASILY EDITED: Industry standard of a fast turnover of flat technical flats. Drawings can be quickly adjusted in illustrator. As a creative tool within the design process, eg, designing garments in illustrator to be transferred to be Laser cut.

CAD Applications: Use And Understanding



Photoshop retouching on photographic imagery



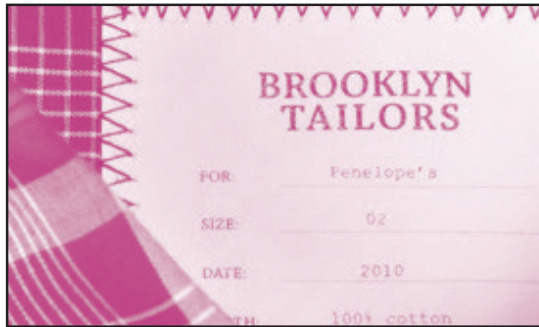
Swing tags / Packaging and branding



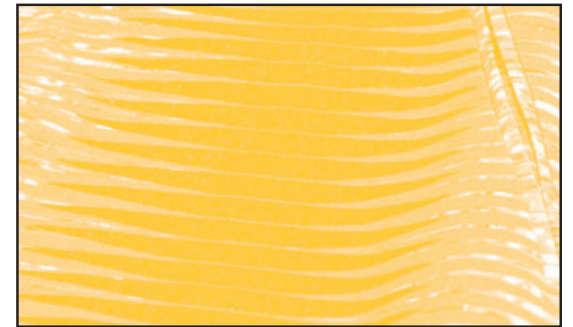
Pattern design on garments



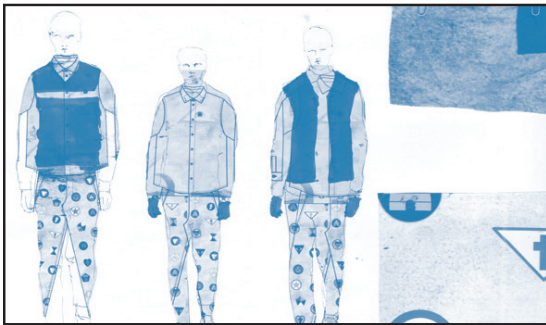
Illustrator embellishments with Photoshop tools



Garment Labels / Type setting



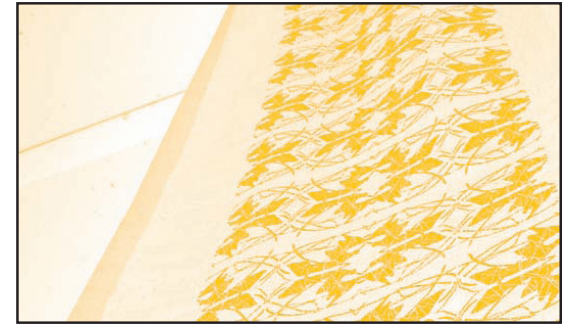
Digital print designs on fabric



Textures and fabric samples in Line-ups



Look books / layout and commercial presentation.



Repeat patterns and the ability to construct these in Illustrator

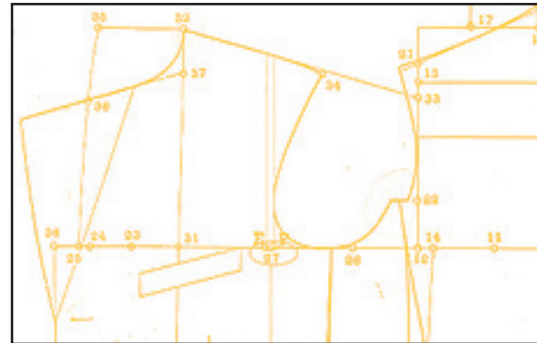
Illustrator Notes

ILLUSTRATOR

Illustrator is a vector graphics editor used to create artwork for print design, technical drawing and graphic design.



PRINT DESIGN



TECHNICAL FLATS

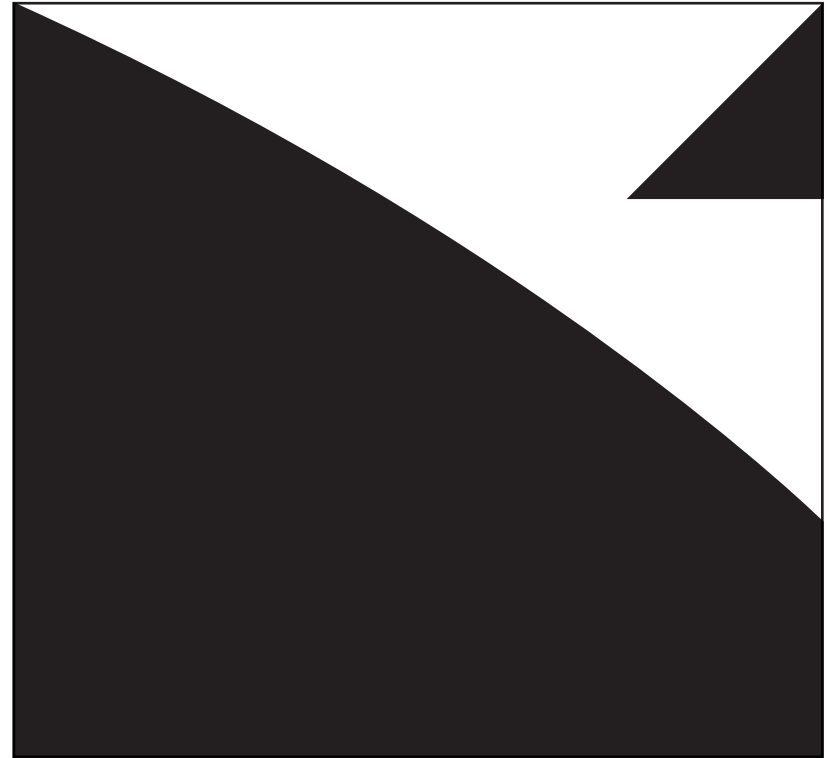


GRAPHIC DESIGN

Pixel And Vector



Photoshop — Images built of square pixels, image quality and size dependant on pixels per inch.



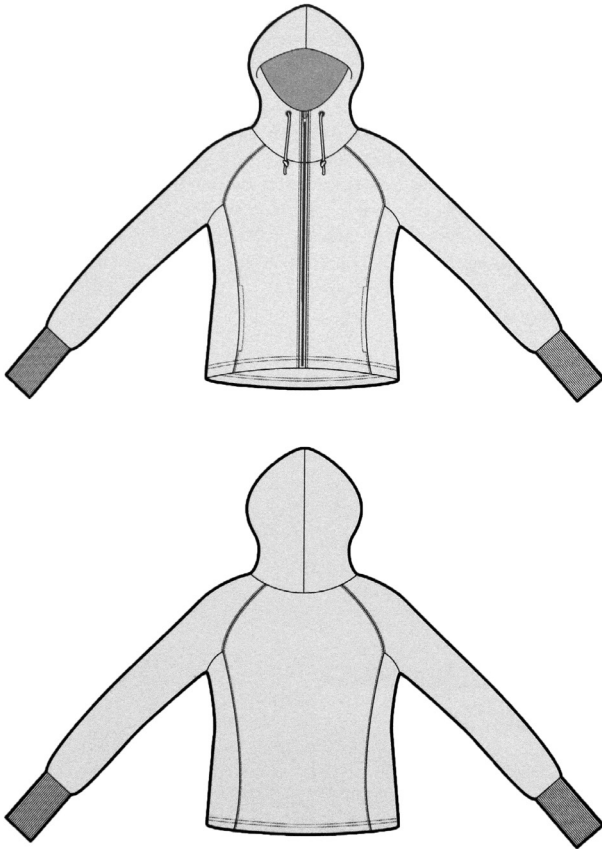
Illustrator — Images built from vector mathematics. Artwork can be blown up to any Scale.

Drawing Styles

Flat drawing

Closest representation of 2-D flat pattern required to make drawn item.

IDEAL FOR TECHNICAL DRAWING AND MACHINIST SHEETS.



Freehand drawing

Usually shows how garment would look on an hanger, or as worn standing straight and still. To add volume, freehand sketches use creases and folds. **IDEAL FOR RANGE PLANS.**

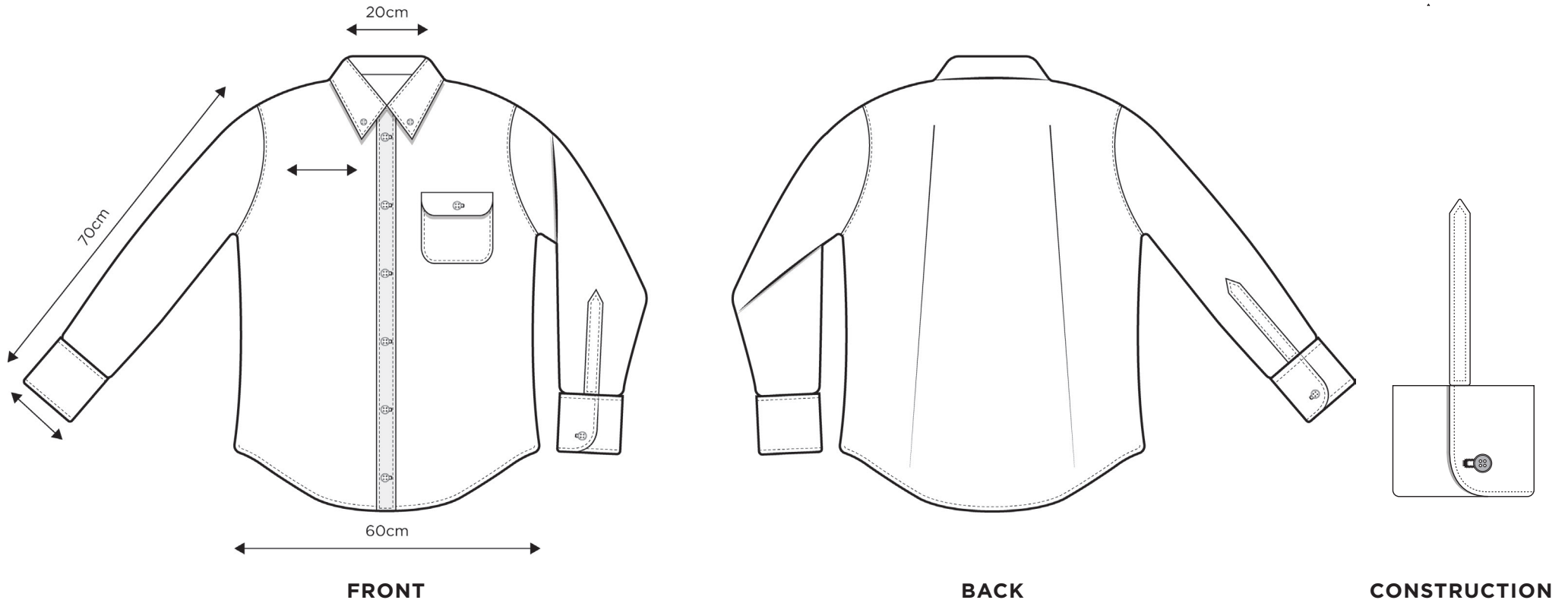


Life drawing

Closer to a fashion drawing than a technical drawing. Useful way to convey the mood and feel of a collection. **IDEAL FOR LINE UPS.**

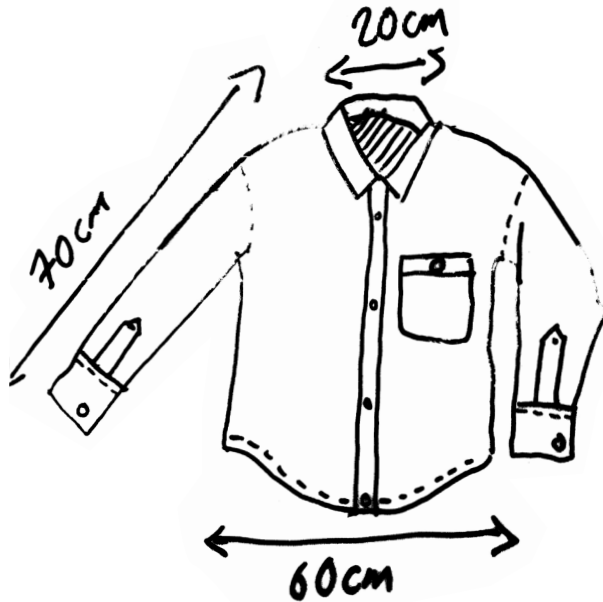


Technical Flats In Illustrator



Flat sketches, also called “flats” in the fashion industry, are apparel sketches that show a garment as if it were laid “flat” to display all seams, topstitching, hardware, and any other design details. In the apparel industry, flat sketches are an important reference for patternmakers, technical designers, merchandisers, manufacturers and the production and sales teams. Flats are always included in presentation boards and tech packs as well as being a must in any fashion design portfolio.

Flats: Hand Drawn > Adobe Illustrator



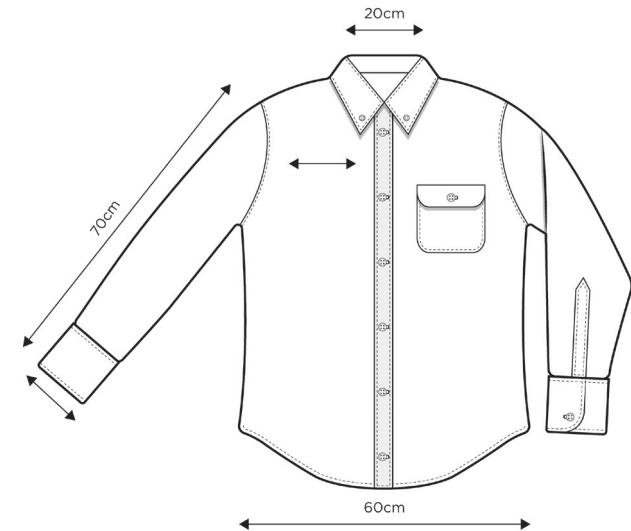
HAND DRAWN FLAT

PROS

- Initially easy and comfortable
- Everyone has access to a pen and paper

CONS

- Inability to edit drawing for fast turnover
 - looks messy and unprofessional
 - Lack of symmetry in flat drawings
 - Detailing is laborious and limited
- Pattern and swatch inclusion is limited.
 - Not industry standard
 - Jeopardises employability



CAD (ILLUSTRATOR FLAT)

PROS

- Quick and easy to edit and change the design
- Intuitive and simple to include pattern and material swatches in flat drawings.
 - Helps to properly visualise and exhibit intentions of a garment to a secondary party.
 - Ideal for rendering complex details
 - Industry standard

CONS

- Initially time consuming
- Need access to software

Illustrator Use 1: Flats For Tech Pack - Manufacturers/Machinist

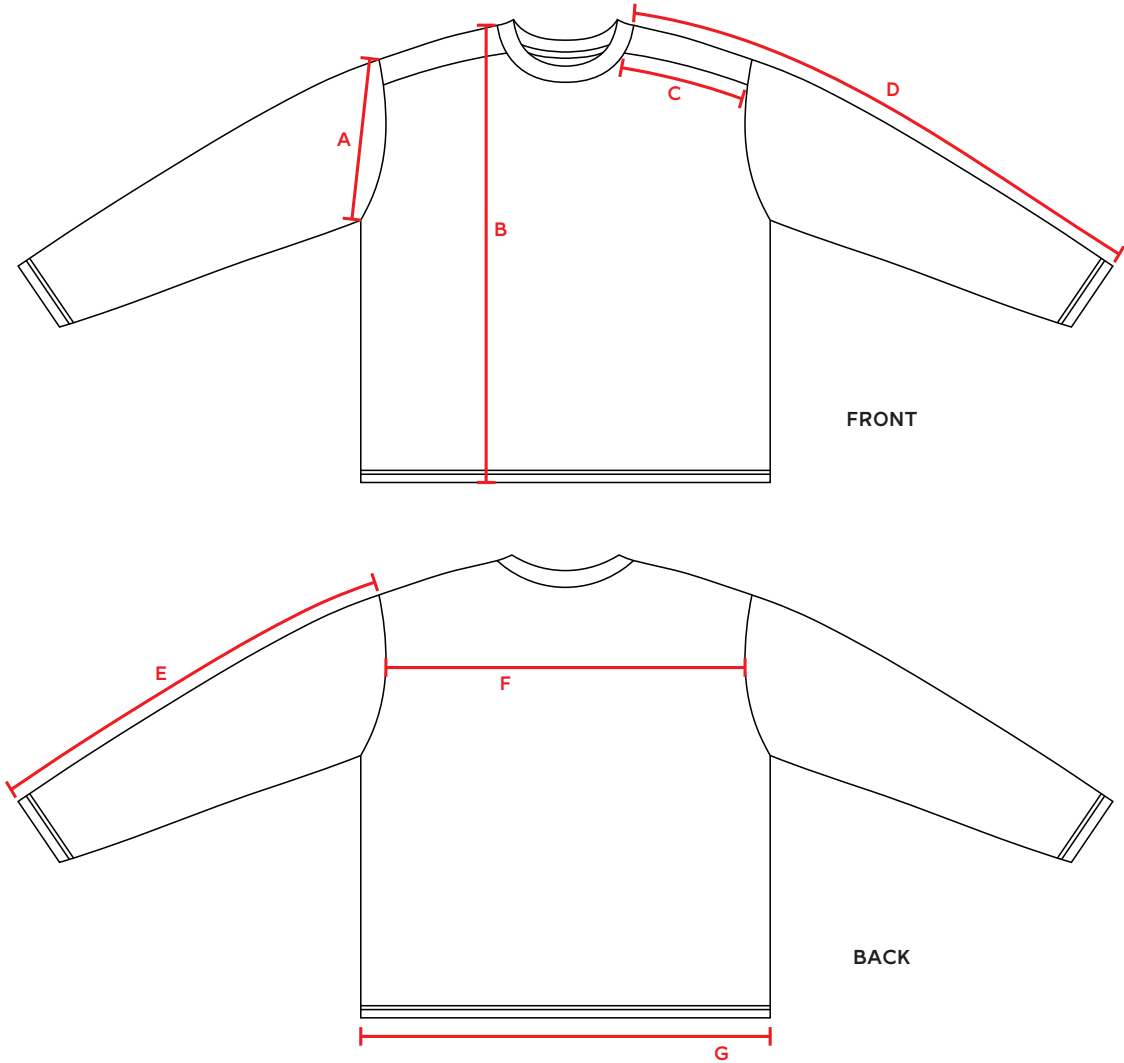
HERESY

HSSI7
SWEATSHIRT
HEAVY LOOP-BACK JERSEY
SIZE: MEDIUM
SIZE RANGE – S, M, L, XL

SWEATSHIRT MAIN (cm)		
A	Arm hole	25
B	Collar to bottom	68
C	Panel seam	19.5
D	Neck to cuff	79
E	Arm	60
F	Armhole to armhole	55
G	Body width	59

NOTES

- Boxy fit
- 400gsm grey marl loopback jersey
- Cover stitching on arm opening seam and shoulder panel seam only.
- Herringbone tape on inner neck, and inside vent opening
- Heavy ribbing on neck
- No ribbing on cuffs or body bottom, hem only
- Stitching colour to match jersey throughout



Illustrator Use 1: Flats For Tech Pack - Manufacturers/Machinist

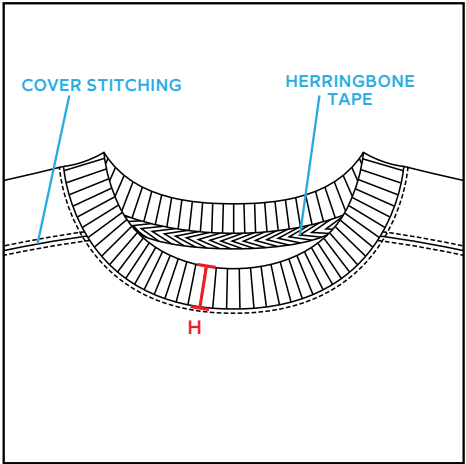
HERESY

HSSI7
SWEATSHIRT
HEAVY LOOP-BACK JERSEY
SIZE: MEDIUM
SIZE RANGE – S, M, L, XL

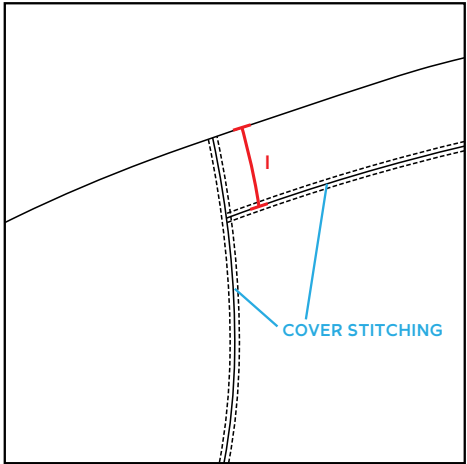
SWEATSHIRT MAIN (cm)		
H	Collar ribbing width	2.5
I	Shoulder panel width	6
J	Bottom hem	2
K	Vent hight	7
L	Cuff hem	2
M	Cuff opening	13

NOTES

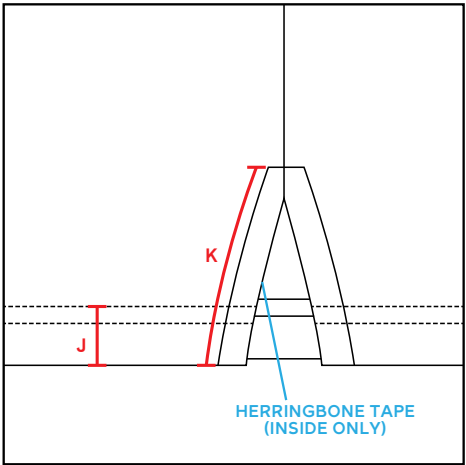
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- Stitching colour to match jersey throughout



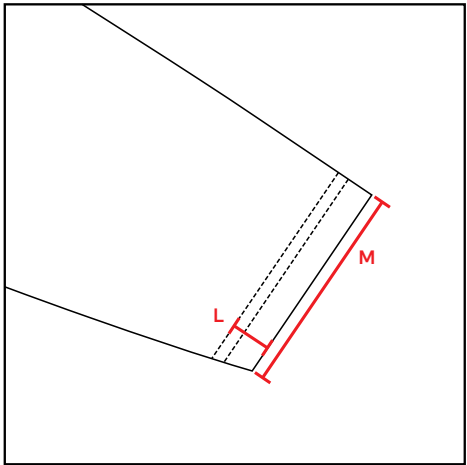
COLLAR



SHOULDER PANEL



SIDE VENT (BOTTOM OF MAIN BODY)



ARM CUFF

If you feel it's required, zoom in on details to aid the communication of the drawing.

Illustrator Use 1: Flats For Tech Pack - Manufacturers/Machinist

HERESY

HSS19-S01
'SUN HOOD'
HOODED SWEATSHIRT
FABRIC: FLEECEBACK JERSEY
WEIGHT: 410gm
COLOUR: MUSTARD YELLOW
(COLOUR MATCH PHOTO-0A)
SAMPLE SIZE: MEDIUM

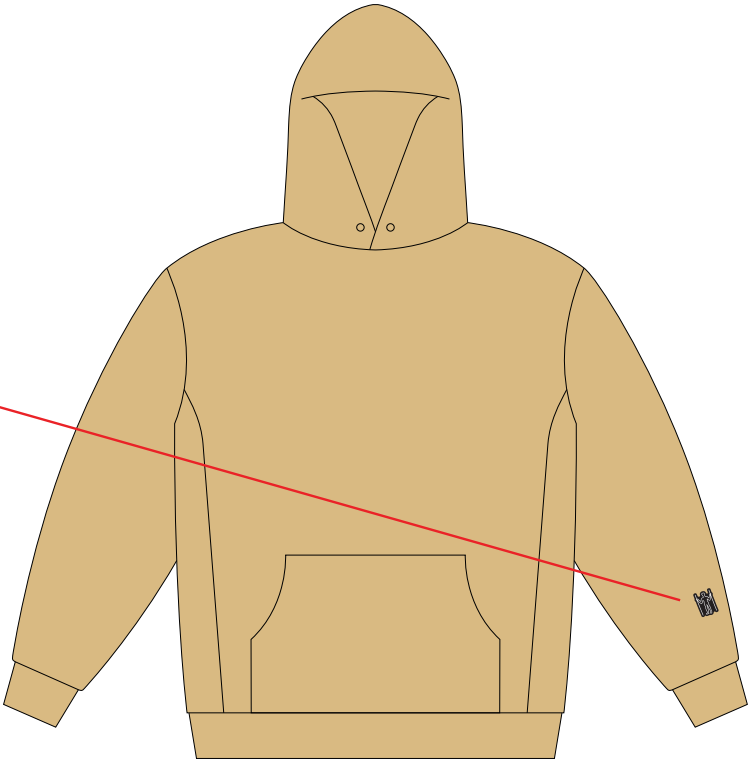
SAMPLE

SIZE BREAK			
S	M	L	XL
0	2	1	0



WOVEN DETAIL
PATCH
(TO BE SUPPLIED)

- NOTES
- HEAVY WASHED LOOK (SEE PHOTO-0A)
 - PRE WASHED TO AVOID SHRINKAGE
 - COLOUR MATCH PHOTO-0A
 - GARMENT SAME AS (BLOCK 01), ONLY DIFFERENCES ARE HOOD CROSSOVER AND HOOD STICHING (SEE NEXT PAGE) .
 - GUNMETAL AGLETS ON CORD, SEE PHOTO-0B
 - WOVEN DETAIL ATTACHED TO LEFT ARM AS SHOWN (TO BE SUPPLIED)
 - NECK LABEL SAME AS IN (BLOCK-02)
 - MATCHING COLOUR HOOD CORD



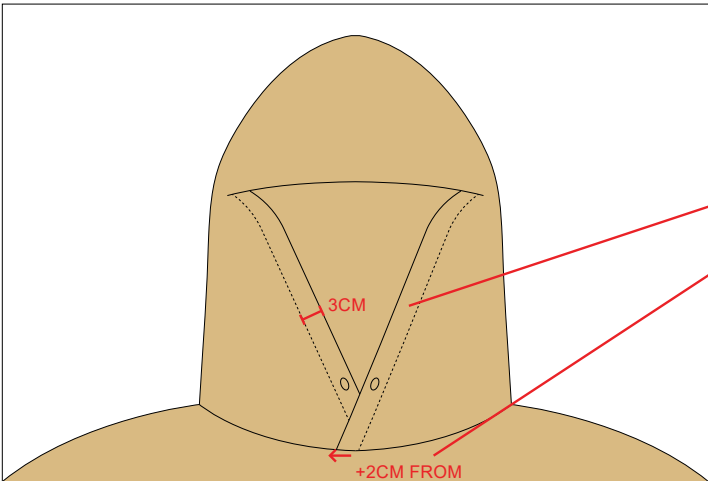
Illustrator Use 1: Flats For Tech Pack - Manufacturers/Machinist

HERESY

HSS19-S01



PHOTO-0B



+2CM FROM
BLOCK
(BOTH PARTS)

HOODIE NOTES

HOOD SHOULD BE THE SAME AS BLOCK, APART FROM SLIGHTLY WIDER EDGE HEM

AND INCREASE WHERE FRONT OF HOOD CROSSES OVER EACH OTHER BY 2CM (BOTH SIDES OF HOOD)



HOOD
LIKE
THIS



PHOTO-0A



Illustrator Use 1: Flats For Tech Pack - Manufacturers/Machinist

HERESY

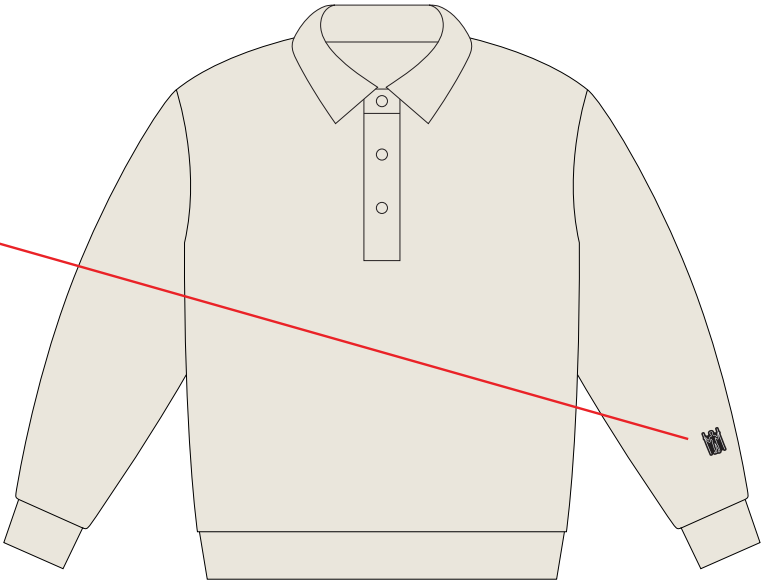
HSS19-S02
'PROPAGATOR SWEAT'
COLLARED SWEATSHIRT
FABRIC: LOOPBACK JERSEY
WEIGHT: 410gm
COLOUR: NATURAL (MATCH
BLOCK-03)
SAMPLE SIZE: MEDIUM

SAMPLE

SIZE BREAK			
S	M	L	XL
0	2	1	0



WOVEN DETAIL
PATCH
(TO BE SUPPLIED)



NOTES

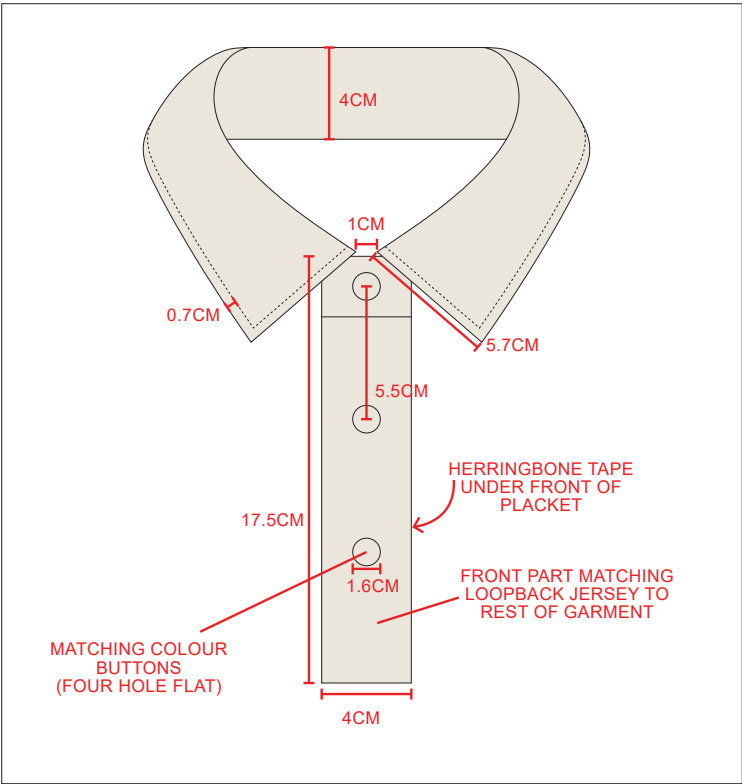
- THE LOOPBACK SIDE OF THE JERSEY SHOULD BE FACING **OUTWARDS**. DO THIS FOR ALL OF THE GARMENT, INCLUDING COLLAR.
- JERSEY TO MATCH (BLOCK-03)
- RIBBING ON CUFFS AND WAIST SHOULD BE NORMAL, BUT COLOUR MATCHED TO THE **LOOPBACK SIDE** OF THE JERSEY
- BODY SHOULD BE THE SAME AS (BLOCK 02). ONLY DIFFERENCES ARE NO PANELS ON SIDES (BUT OVERALL FIT SHOULD BE THE SAME) AND ADDITION OF COLLAR AND PLACKET.
- HERRINGBONE TAPE UNDER PLACKET, SEE PHOTO-0C, COLOUR-MATCHED
- GRADING SHOULD BE THE SAME AS (BLOCK-02)
- WOVEN DETAIL ATTACHED TO LEFT ARM AS SHOWN (TO BE SUPPLIED)
- BRAND LABEL OVER NECK TAPE AS IN (BLOCK 02)

Illustrator Use 1: Flats For Tech Pack - Manufacturers/Machinist

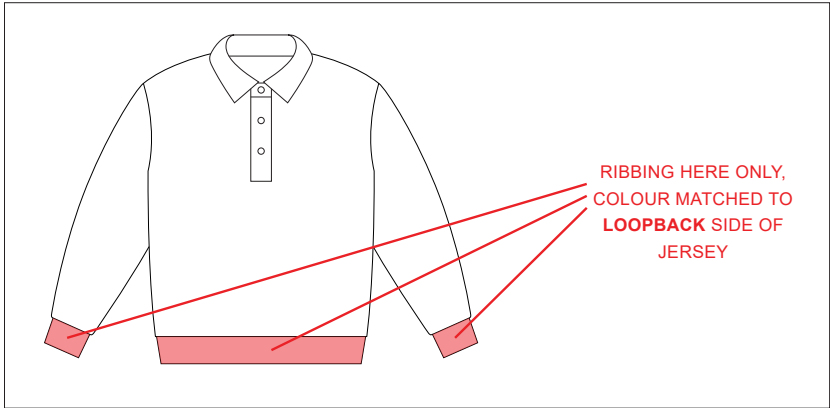
HERESY

HSS19-S02

NOTES



PLACKET TAPE LIKE THIS (COLOUR-MATCHED TO JERSEY)



Illustrator Use 1: Flats For Tech Pack - Manufacturers/Machinist

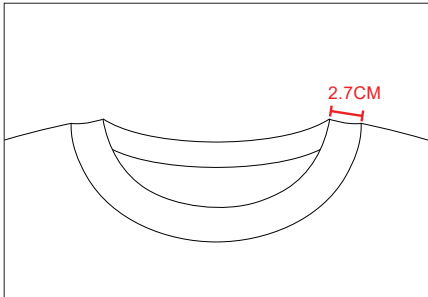
HERESY

HSS19-S03
'SWEAT'
CREW-NECK SWEATSHIRT
FABRIC: FLEECEBACK JERSEY
WEIGHT: 410gm
COLOUR: WHITE
SAMPLE SIZE: MEDIUM

SAMPLE



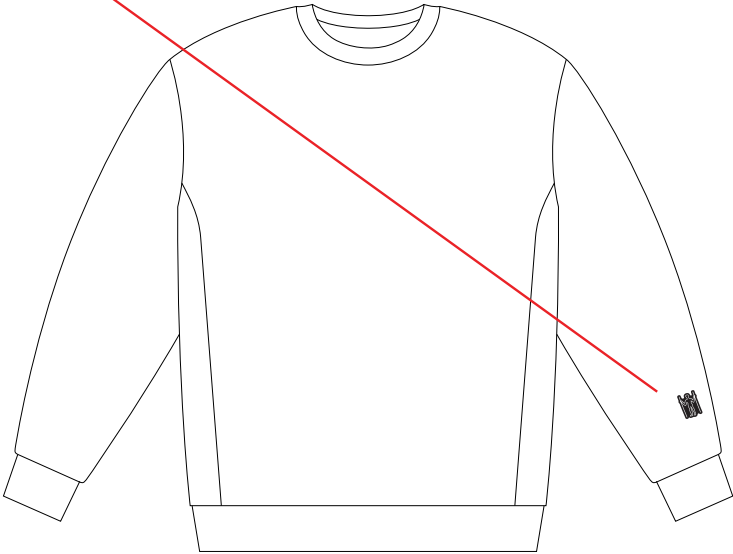
WOVEN DETAIL
PATCH
(TO BE SUPPLIED)



SIZE BREAK			
S	M	L	XL
0	2	1	0

NOTES

- SAME CONSTRUCTION AND JERSEY AS (BLOCK-02)
- ONLY DIFFERENCE IS THE NECK RIB SHOULD BE: **2.7CM**, A SLIGHT INCREASE FROM (BLOCK-02)
- PRE-WASHED
- PLAIN WHITE COLOUR
- NECK LABEL SAME AS (BLOCK-02)
- WOVEN DETAIL ATTACHED TO LEFT ARM AS SHOWN (TO BE SUPPLIED)



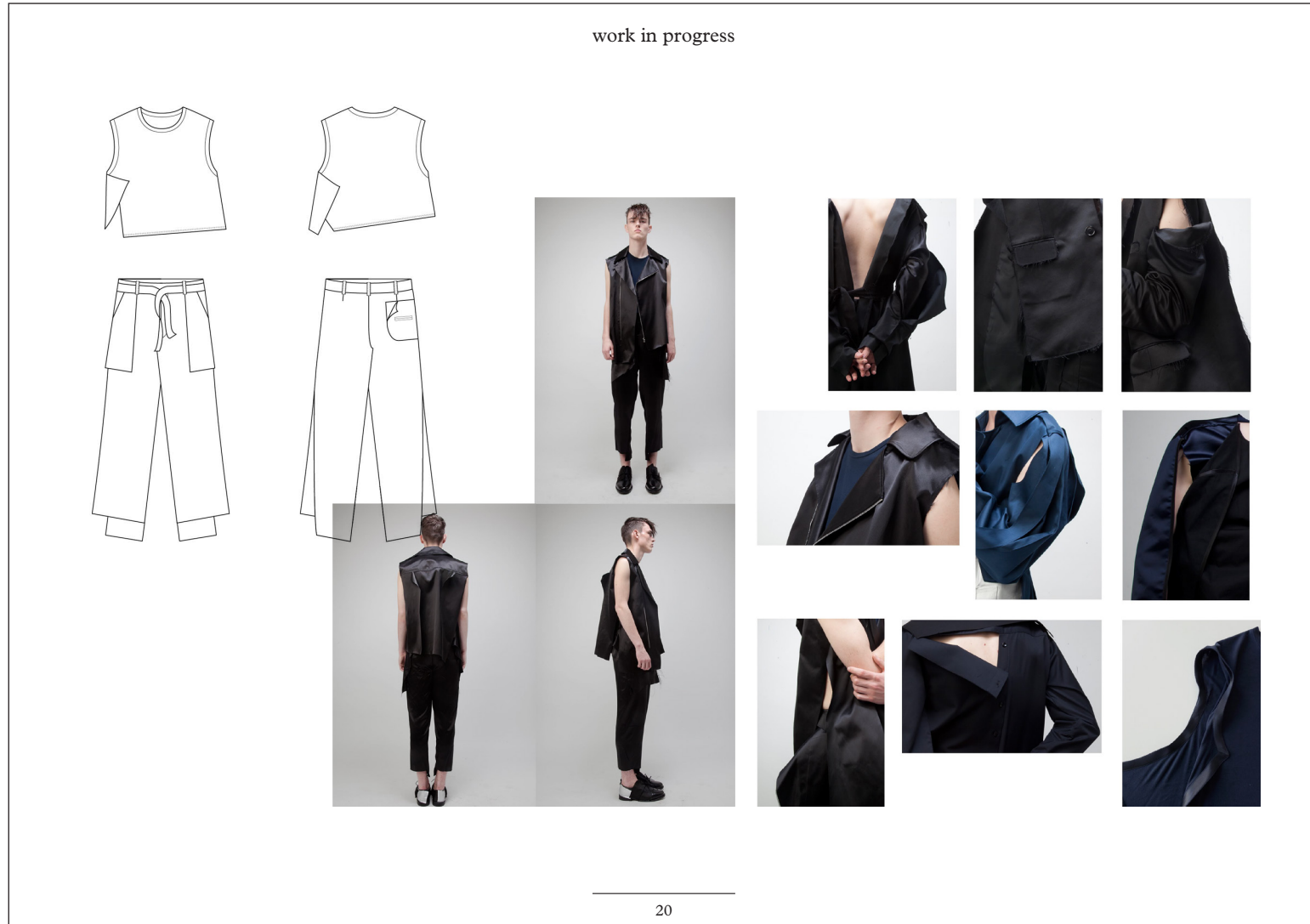
Illustrator Use 2: Design Development



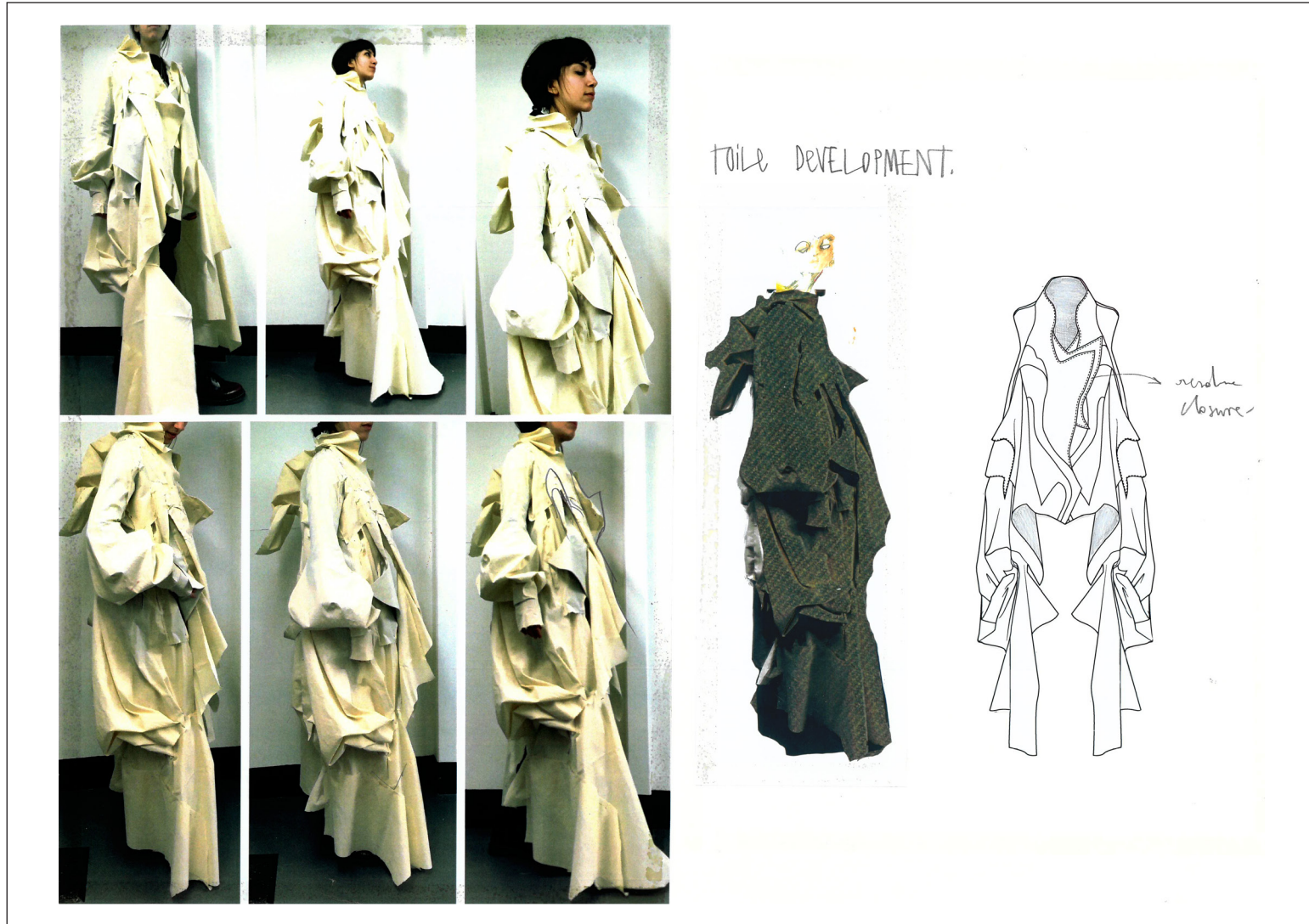
Image 10 / 17 DESIGN DEVELOPMENT

Flats can also aid the development process, as they can quickly be modified and changed. Placement print, fabric variations and the designs themselves can be modified quickly and responded to.

Illustrator Use 2: Design Development/Tech File



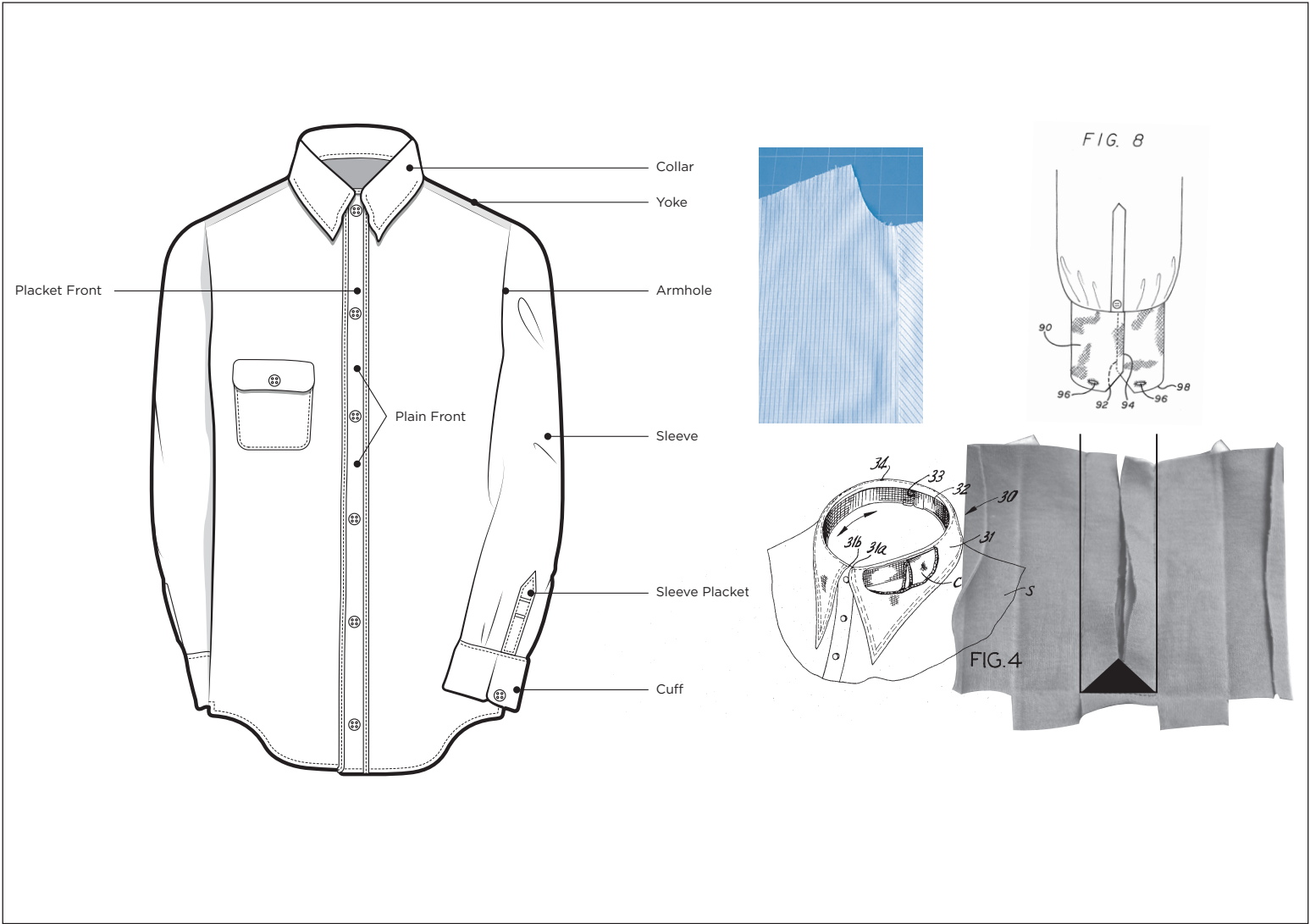
Illustrator Use 2: Design Development/Tech File



Illustrator Use 2: Design Development/Tech File



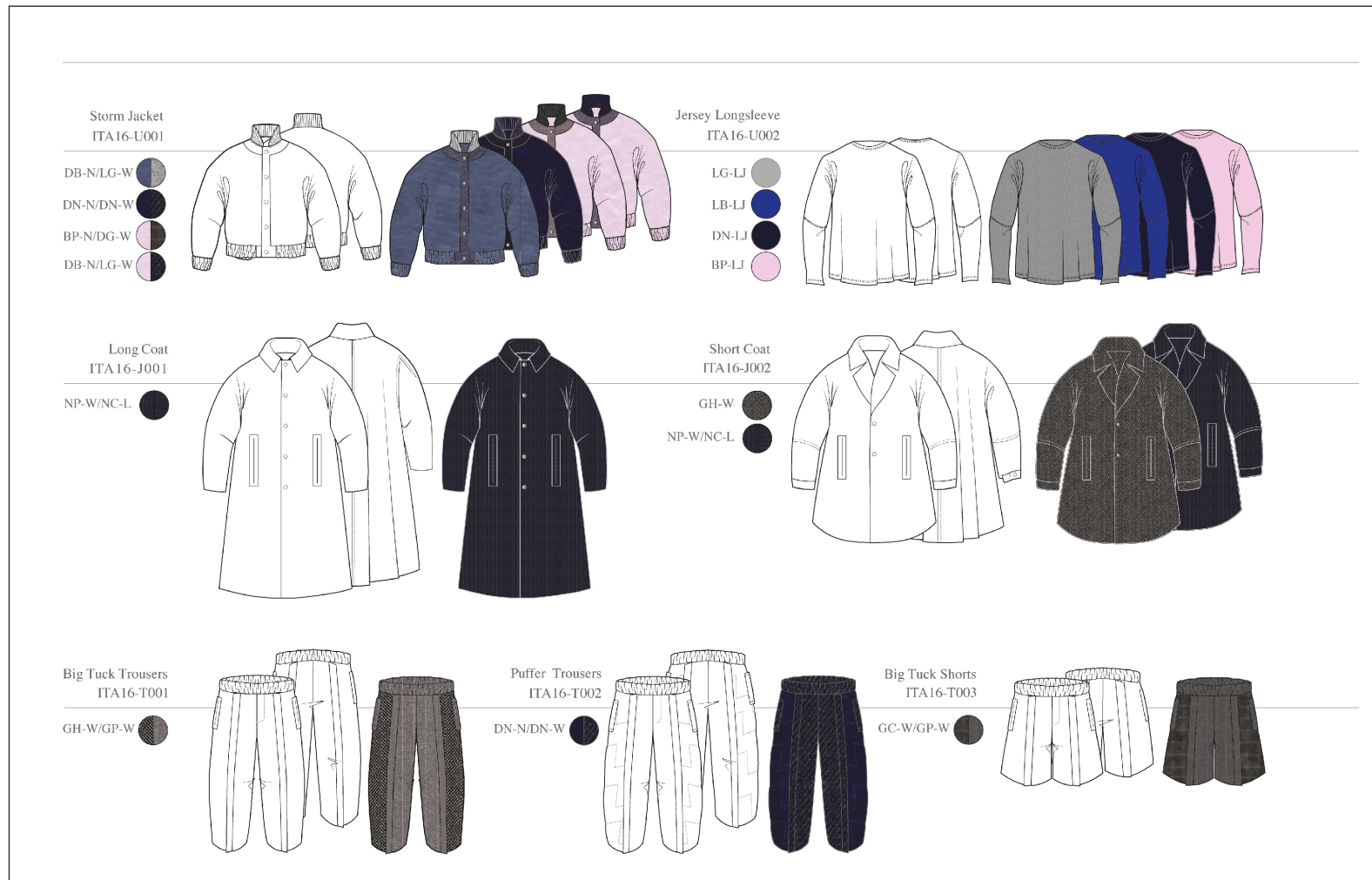
Illustrator Use 2: Design Development/Tech File



Illustrator Use 2: Design Development/Tech File



Illustrator Use 3: Range Plans



Range plans are used to exhibit the garments, colour ways, sizes, styles and price points in a single collection in an easy to understand presentation. A range plan drawing can be far more illustrative and three dimensional than the spec based equivalent.

Illustrator Use 3: Range Plans

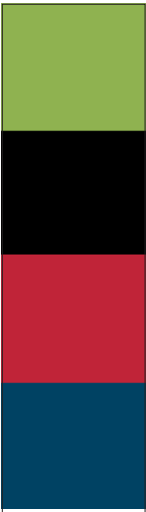


Illustrator Use 3: Range Plans


BORNEO Spring/Summer 2016, Menswear Collection

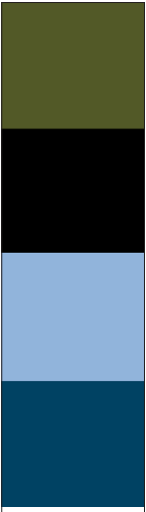
Knitwear





MBWK / Basket Weave Knit Crew			XS	S	M	L	XL
Green / Black	£88	RRP £245					
Red / Blue	£88	RRP £245					





MOK / Hanging Orangutan Knit Crew			XS	S	M	L	XL
Olive / Black	£80	RRP £225					
Blue / Navy	£80	RRP £225					

SS16 - Colourways

Green / Black	
Red / Navy	
Olive / Black	
Blue / Navy	

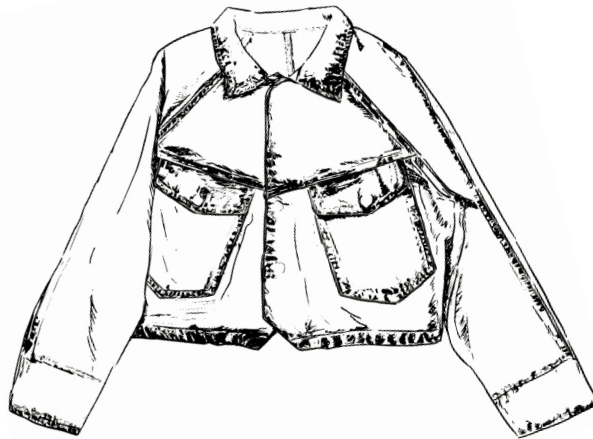
www.christopherraeburn.co.uk

Drawing Process/Drawing Reference To Use In AI



1. Flat photograph of sample or finished piece/prototype used as reference

A 'birds eye' photograph. Easiest to trace round and reference details of product. The product is already flat, meaning not too much modifying when tracing in AI.



2. Hand Drawing used as reference

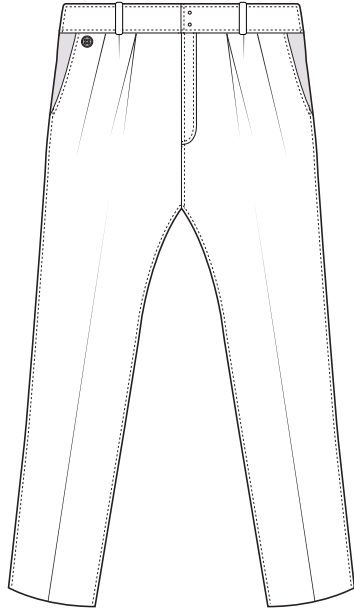
Second option - Draw it as flat as possible to make tracing the basic shape easier. Then render the details and construction in AI.



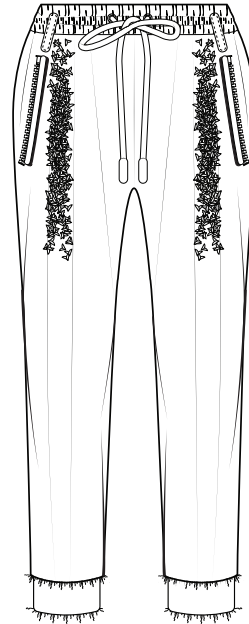
3. Toile Photograph used as reference

A toile photograph can be used but remember that the final Illustrator drawing has to be modified to appear completely flat, not as if it's being worn.

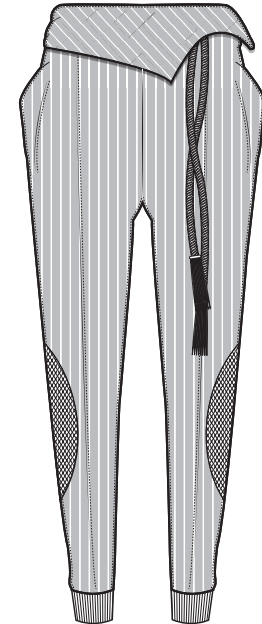
Drawing Process - Trouser Styles



Classic



Casual Trouser



Sports

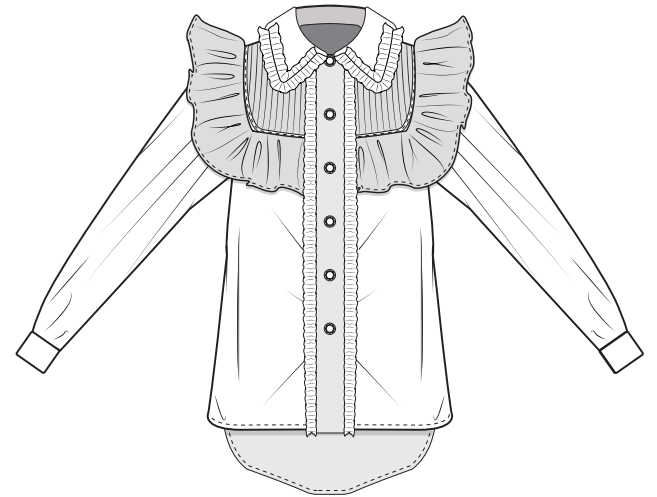
Drawing Process - Shirt Styles



Basic Shirt

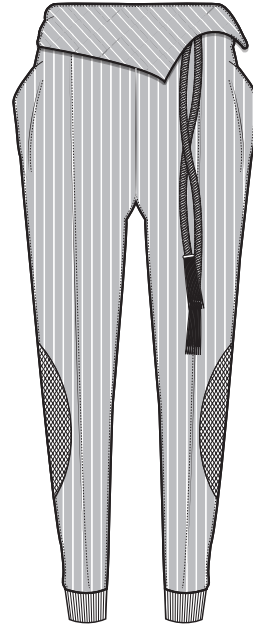
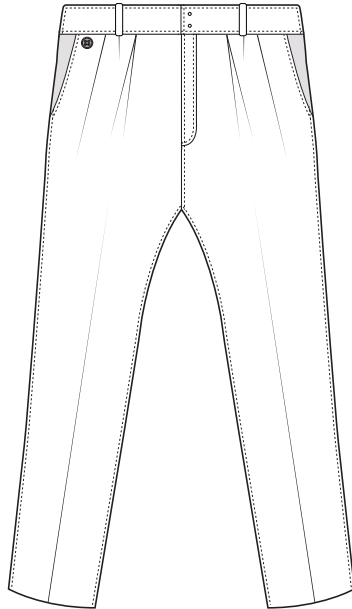
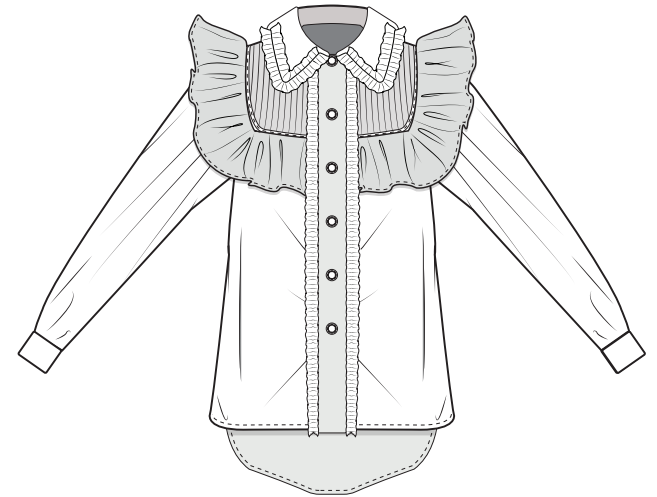


Patterned Shirt

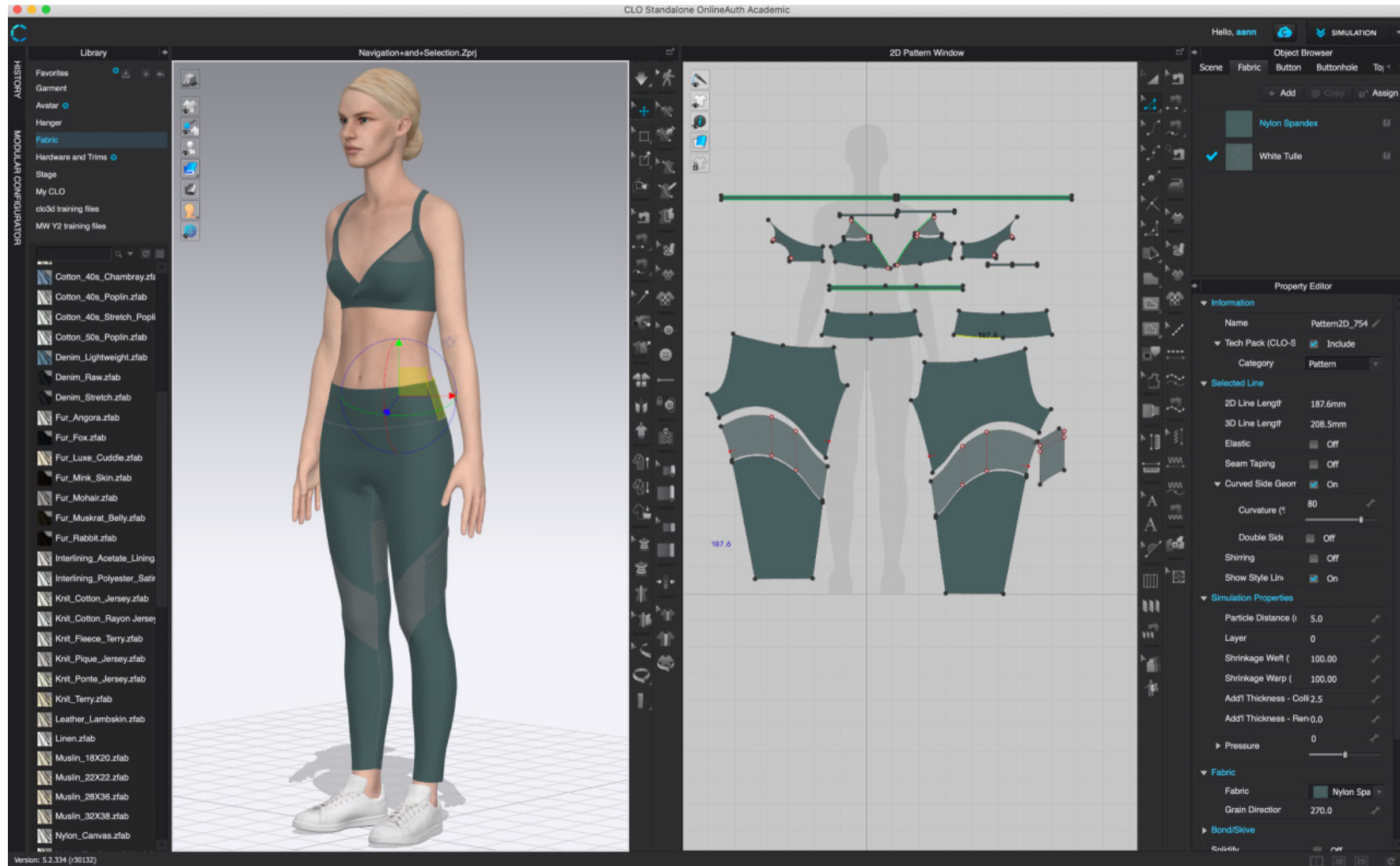


Frill Shirt

Drawing Process - Creating Looks



Post Illustrator Higher Learning - Clo 3D



In second and third year, you also have the chance to experiment with 3D pattern cutting visualisation software such as Clo 3D to create renders of your final pieces. Learning the core digital skills in Illustrator will aid the cross-over to Clo 3D.