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## KEY=DESIGNING - ALENA HESS

### THE FASHION SKETCHPAD

### 420 FIGURE TEMPLATES FOR DESIGNING LOOKS & BUILDING YOUR PORTFOLIO

Chronicle Books Llc "Runway figure outlines disappear when scanned or copied!"-- Wrapper.

### CAKE DECORATING FOR DUMMIES

**John Wiley & Sons** Create wedding, shower, holiday, and festive kids' cakes Easy at-home instruction for making and decorating fabulous cakes Want to make beautiful cakes? This fun, instructive guide gives you simple techniques for creating cakes for all celebrations. You get expert advice in all the basics -- from baking to icing to decorating with style. You'll also find delicious foolproof recipes, great ideas for themed cakes, and savvy tips for starting a cake decorating business! Discover how to: \* Find ingredients and supplies \* Make a cake from scratch \* Use frostings and fillings \* Cut and serve a cake \* Troubleshoot cake catastrophes \* Master creative techniques

### NOTEBOOK

### BISCAY GREEN PLAIN UNLINED SKETCHBOOK - SPRING/SUMMER 2020 NYFW PANTONE COLOR PALETTE EDITION - LARGE 8. 5X11, 150 PAGES

Notebook/Sketchbook, 8.5" x 11", unlined, 75 Sheets, 150 Pages 150 unlined pages large format - 8.5 x 11 inches in size (21.59 x 27.94 cm) numbered pages cream paper, black print matte cover This minimalist and classic notebook is a wonderful multi-purpose journal for sketching, jotting down thoughts, and writing notes. The Biscay Green Color of the cover is the most fashionable colours of the Spring/Summer 2020 season and has been prepared in accordance with the colour chart announced by the Pantone Institute during the New York Fashion Week 2019. The notebook will be a great gift for any occasion, for kids, students, teens, artists, fashion designers, illustrators, engineers and fashion fans. The diary has 150 cream unlined numbered pages in convenient large size 8.5" x 11". Make sure to check out the other sizes and colors in this type by clicking on author's page.

### ESSENTIALS FASHION SKETCHBOOK

### A DESIGNER'S COMPANION

A5 size (148mm x 210mm, or 5-1/2" x 8"). 192 pages. Elastic band place holder. Ribbon bookmark. Acid-free/archival paper. Binding lies flat for ease of use. Inside back cover pocket. Create your own original designs with this sleek Fashion Sketchbook! Packed with fashion-proportional figures in varied poses, this journal will help bring your inspirations to life. The figures (called croquis from the French meaning to sketch, rough out, to crunch) will not show up when photocopied or scanned. From understated effects to outrageous accents, let this Fashion Sketchbook help you render your vision. There are also templates for shoes and hats in the back of the journal, plus helpful industry terms and descriptions, size equivalent information, measuring tips, descriptions of basic garments, and more.

### THE FASHION DESIGNER'S SKETCHBOOK

### INSPIRATION, DESIGN DEVELOPMENT AND PRESENTATION

**Bloomsbury Publishing** 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 readers' illustration skills and enquiry, promoting in-store sketching and visual analysis to focus awareness of design aesthetics, taste levels and design vision. The book also explores the need to address market realities, consumer profiles and trend analysis, and shows how to build design collections based on target customer demographics and different markets. Beautifully illustrated and filled with a vast range of inspirational and 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.

### NOTEBOOK

### LARGE ASH PLAIN UNLINED SKETCHBOOK/JOURNAL - SPRING/SUMMER 2020 NYFW PANTONE COLOR PALETTE EDITION - 8. 5X11, 150 PAGES

This minimalist and classic notebook is a wonderful multi-purpose journal for sketching, jotting down thoughts, and writing notes. The Ash Color of the cover is one of the most fashionable colors of the Spring/Summer 2020 season and has been prepared in accordance with the color chart announced by the Pantone Institute during the New York Fashion Week 2019. The notebook will be a great gift for any occasion, for kids, students, teens, artists, fashion designers, illustrators, engineers and fashion fans. The diary has 150 cream unlined numbered pages in convenient large size 8.5" x 11". Make sure to check out the other sizes and colors in this type by clicking on author's page. Notebook/Sketchbook, 8.5" x 11", unlined, 75 Sheets, 150 Pages 150 unlined pages large format - 8.5 x 11 inches in size (21.59 x 27.94 cm) numbered pages cream paper, black print matte cover

### NOTEBOOK

### CLASSIC BLUE UNLINED PLAIN SKETCHBOOK - SPRING/SUMMER 2020 NYFW PANTONE COLOR PALETTE EDITION - LARGE 8. 5X11, 150 PAGES

Notebook/Sketchbook, 8.5" x 11", unlined, 75 Sheets, 150 Pages 150 unlined pages large format - 8.5 x 11 inches in size (21.59 x 27.94 cm) numbered pages cream paper, black print matte cover This minimalist and classic notebook is a wonderful multi-purpose journal for sketching, jotting down thoughts, and writing notes. The Classic Blue Color of the cover is the most fashionable colors of the Spring/Summer 2020 season and has been prepared in accordance with the color chart announced by the Pantone Institute during the New York Fashion Week 2019. The notebook will be a great gift for any occasion, for kids, students, teens, artists, fashion designers, illustrators, engineers and fashion fans. The diary has 150 cream unlined numbered pages in convenient large size 8.5" x 11". Make sure to check out the other sizes and colors in this type by clicking on author's page.

### NOTEBOOK

### UNLINED SKETCHBOOK LARGE 8. 5X11, 150 PAGES - EVENING BLUE COVER - AUTUMN/WINTER 2019/2020 NYFW PANTONE COLOR PALETTE EDITION

This minimalist and classic notebook is a wonderful multi-purpose journal for sketching, jotting down thoughts, and writing notes. The Evening Blue Color of the cover is the most fashionable colours of the Autumn/Winter 2019/2020 season and has been prepared in accordance with the colour chart announced by the Pantone Institute during the New York Fashion Week 2019. The notebook will be a great gift for any occasion, for kids, students, teens, artists, fashion designers, illustrators, engineers and fashion fans. The diary has 150 white unlined numbered pages in convenient large size 8.5" x 11". Make sure to check out the other colors in this type by clicking on author's page.

### COMMUNICATIONS WRITING AND DESIGN

### THE INTEGRATED MANUAL FOR MARKETING, ADVERTISING, AND PUBLIC RELATIONS

**John Wiley & Sons** Communications Writing and Design is an integrated, project-based introduction to effective writing and design across the persuasive domains of communication. Build a strong foundation of core writing and design skills using professionally-designed examples that illustrate and reinforce key principles Readers learn and analyze techniques by creating 15 projects in marketing, advertising, PR, and social media with the help of strategy suggestions, practical tips, and professional production techniques Written by an experienced professional and teacher, with a focus on the cross-disciplinary nature of contemporary communication work Learning is reinforced through a variety of pedagogical features: learning objectives, helpful mnemonics, real-life projects and applications, chapter references for further study, and end-of-chapter summaries and exercises A companion website with multimedia slides, exam questions, learning videos, and design guides provides additional learning tools for students and instructors

**NOTEBOOK****UNLINED SKETCHBOOK LARGE 8. 5X11, 150 PAGES - FRUIT DOVE COVER - AUTUMN/WINTER 2019/2020 NYFW PANTONE COLOR PALETTE EDITION**

This minimalist and classic notebook is a wonderful multi-purpose journal for sketching, jotting down thoughts, and writing notes. The Fruit Dove Color of the cover is the most fashionable colours of the Autumn/Winter 2019/2020 season and has been prepared in accordance with the colour chart announced by the Pantone Institute during the New York Fashion Week 2019. The notebook will be a great gift for any occasion, for kids, students, teens, artists, fashion designers, illustrators, engineers and fashion fans. The diary has 150 white unlined numbered pages in convenient large size 8.5" x 11". Make sure to check out the other colors in this type by clicking on author's page.

**NOTEBOOK****UNLINED SKETCHBOOK LARGE 8. 5X11, 150 PAGES - DARK CHEDDAR COVER - AUTUMN/WINTER 2019/2020 NYFW PANTONE COLOR PALETTE EDITION**

This minimalist and classic notebook is a wonderful multi-purpose journal for sketching, jotting down thoughts, and writing notes. The Dark Cheddar Color of the cover is the most fashionable colours of the Autumn/Winter 2019/2020 season and has been prepared in accordance with the colour chart announced by the Pantone Institute during the New York Fashion Week 2019. The notebook will be a great gift for any occasion, for kids, students, teens, artists, fashion designers, illustrators, engineers and fashion fans. The diary has 150 white unlined numbered pages in convenient large size 8.5" x 11". Make sure to check out the other colors in this type by clicking on author's page.

**COLOR DESIGN WORKBOOK****A REAL WORLD GUIDE TO USING COLOR IN GRAPHIC DESIGN**

**Rockport Pub** Presents information on the fundamentals of graphic design and color theory, providing tips on ways to talk to clients about color and how to use color in presentations.

**BASICS FASHION DESIGN 01: RESEARCH AND DESIGN**

**AVA Publishing** Explores what research is and why it is crucial to the process of fashion design

**NOTEBOOK****SUNLIGHT PLAIN UNLINED SKETCHBOOK - SPRING/SUMMER 2020 NYFW PANTONE COLOR PALETTE EDITION - LARGE 8. 5X11, 150 PAGES**

Notebook/Sketchbook, 8.5" x 11", unlined, 75 Sheets, 150 Pages 150 unlined pages large format - 8.5 x 11 inches in size (21.59 x 27.94 cm) numbered pages cream paper, black print matte cover This minimalist and classic notebook is a wonderful multi-purpose journal for sketching, jotting down thoughts, and writing notes. The Sunlight Color of the cover is the most fashionable colors of the Spring/Summer 2020 season and has been prepared in accordance with the color chart announced by the Pantone Institute during the New York Fashion Week 2019. The notebook will be a great gift for any occasion, for kids, students, teens, artists, fashion designers, illustrators, engineers and fashion fans. The diary has 150 cream unlined numbered pages in convenient large size 8.5" x 11". Make sure to check out the other sizes and colors in this type by clicking on author's page.

**PANTONE: THE TWENTIETH CENTURY IN COLOR****(COFFEE TABLE BOOKS, DESIGN BOOKS, BEST BOOKS ABOUT COLOR)**

**Chronicle Books** The worldwide color authority invites readers on a rich visual tour of 100 transformative years. Longtime Pantone collaborators and color gurus Eiseman and Recker identify more than 200 touchstone works of art, products, decor, and fashion, and carefully match them with 80 different official Pantone color palettes to reveal the trends, radical shifts, and resurgence of various hues.

**NOTEBOOK****UNLINED SKETCHBOOK LARGE 8. 5X11, 150 PAGES - CHILI PEPPER COVER - AUTUMN/WINTER 2019/2020 NYFW PANTONE COLOR PALETTE EDITION**

This minimalist and classic notebook is a wonderful multi-purpose journal for sketching, jotting down thoughts, and writing notes. The Chili Pepper Color of the cover is the most fashionable colours of the Autumn/Winter 2019/2020 season and has been prepared in accordance with the colour chart announced by the Pantone Institute during the New York Fashion Week 2019. The notebook will be a great gift for any occasion, for kids, students, teens, artists, fashion designers, illustrators, engineers and fashion fans as well as for businessmen and businesswomen. The diary has 150 white unlined numbered pages in convenient large size 8.5" x 11". Make sure to check out the other colors in this type by clicking on author's page.

**NOTEBOOK****GRAPE COMPOTE PURPLE PLAIN UNLINED SKETCHBOOK - SPRING/SUMMER 2020 NYFW PANTONE COLOR PALETTE EDITION - LARGE 8. 5X11, 150 PAGES**

Notebook/Sketchbook, 8.5" x 11", unlined, 75 Sheets, 150 Pages 150 unlined pages large format - 8.5 x 11 inches in size (21.59 x 27.94 cm) numbered pages cream paper, black print matte cover This minimalist and classic notebook is a wonderful multi-purpose journal for sketching, jotting down thoughts, and writing notes. The Grape Compote Color (purple) of the cover is the most fashionable colors of the Spring/Summer 2020 season and has been prepared in accordance with the color chart announced by the Pantone Institute during the New York Fashion Week 2019. The notebook will be a great gift for any occasion, for kids, students, teens, artists, fashion designers, illustrators, engineers and fashion fans. The diary has 150 cream unlined numbered pages in convenient large size 8.5" x 11". Make sure to check out the other sizes and colors in this type by clicking on author's page.

**PANTONE: 35 INSPIRATIONAL COLOR PALLETES**

**Chronicle Books** In this handy book, international color authority Pantone takes the guesswork out of using color in bold and innovative new ways, sharing the wisdom that has made their professional products an essential resource around the globe.

**NOTEBOOK****CINNAMON STICK PLAIN UNLINED SKETCHBOOK - SPRING/SUMMER 2020 NYFW PANTONE COLOR PALETTE EDITION - LARGE 8. 5X11, 150 PAGES**

Notebook/Sketchbook, 8.5" x 11", unlined, 75 Sheets, 150 Pages 150 unlined pages large format - 8.5 x 11 inches in size (21.59 x 27.94 cm) numbered pages cream paper, black print matte cover This minimalist and classic notebook is a wonderful multi-purpose journal for sketching, jotting down thoughts, and writing notes. The Cinnamon Stick Color of the cover is the most fashionable colors of the Spring/Summer 2020 season and has been prepared in accordance with the color chart announced by the Pantone Institute during the New York Fashion Week 2019. The notebook will be a great gift for any occasion, for kids, students, teens, artists, fashion designers, illustrators, engineers and fashion fans. The diary has 150 cream unlined numbered pages in convenient large size 8.5" x 11". Make sure to check out the other sizes and colors in this type by clicking on author's page.

**NOTEBOOK****ORANGE PEEL PLAIN UNLINED SKETCHBOOK - SPRING/SUMMER 2020 NYFW PANTONE COLOR PALETTE EDITION - LARGE 8. 5X11, 150 PAGES**

Notebook/Sketchbook, 8.5" x 11", unlined, 75 Sheets, 150 Pages 150 unlined pages large format - 8.5 x 11 inches in size (21.59 x 27.94 cm) numbered pages cream paper, black print matte cover This minimalist and classic notebook is a wonderful multi-purpose journal for sketching, jotting down thoughts, and writing notes. The Orange Peel Color of the cover is the most fashionable colors of the Spring/Summer 2020 season and has been prepared in accordance with the color chart announced by the Pantone Institute during the New York Fashion Week 2019. The notebook will be a great gift for any occasion, for kids, students, teens, artists, fashion designers, illustrators, engineers and fashion fans. The diary has 150 cream unlined numbered pages in convenient large size 8.5" x 11". Make sure to check out the other sizes and colors in this type by clicking on author's page.

**NOTEBOOK****UNLINED SKETCHBOOK LARGE 8. 5X11, 150 PAGES - CRÈME DE PÊCHE COVER - AUTUMN/WINTER 2019/2020 NYFW PANTONE COLOR PALETTE EDITION**

This minimalist and classic notebook is a wonderful multi-purpose journal for sketching, jotting down thoughts, and writing notes. The Crème de Pêche Color (bright pink) of the cover is the most fashionable colours of the Autumn/Winter 2019/2020 season and has been prepared in accordance with the colour chart announced by the Pantone Institute during the New York Fashion Week 2019. The notebook will be a great gift for any occasion, for kids, students, teens, artists, fashion designers, illustrators, engineers and fashion fans. The diary has 150 white unlined numbered pages in convenient large size 8.5" x 11". Make sure to check out the other colors in this type by clicking on author's page.

**NOTEBOOK****CORAL PINK PLAIN UNLINED SKETCHBOOK - SPRING/SUMMER 2020 NYFW PANTONE COLOR PALETTE EDITION - LARGE 8. 5X11, 150 PAGES**

Notebook/Sketchbook, 8.5" x 11", unlined, 75 Sheets, 150 Pages 150 unlined pages large format - 8.5 x 11 inches in size (21.59 x 27.94 cm) numbered pages cream paper, black print matte cover This minimalist and classic notebook is a wonderful multi-purpose journal for sketching, jotting down thoughts, and writing notes. The Coral Pink Color of the cover is the most fashionable colors of the

Spring/Summer 2020 season and has been prepared in accordance with the color chart announced by the Pantone Institute during the New York Fashion Week 2019. The notebook will be a great gift for any occasion, for kids, students, teens, artists, fashion designers, illustrators, engineers and fashion fans. The diary has 150 cream unlined numbered pages in convenient large size 8.5" x 11". Make sure to check out the other sizes and colors in this type by clicking on author's page.

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## COLOR + PATTERN

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### 50 PLAYFUL EXERCISES FOR EXPLORING PATTERN DESIGN

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**Rockport Publishers** Do you have a passion for patterns? The importance and prevalence of both color and pattern in the current design landscape is impossible to deny. Not only is pattern a headliner in the fashion category, but bold pattern is also taking center stage in home decor, paper goods, and accessories like no other time in recent history. It's time to jump onto the scene with Color + Pattern! Masterful pattern designer Khristian A. Howell will fill you with confidence and a fearless use of color and an interest in all things pattern, so you can create your own beautiful art that can be printed on fabrics, paper, and transfers. Fully illustrated with a large and varied range of pattern designs, Color + Pattern highlights leaders in the industry, showcasing how pattern design comes to life when it finds its way onto perfectly paired products. Aside from sharing loads of gorgeous work, Color + Pattern informs readers on the many different kinds of patterns and terminology, exploring found patterns, sharing processes of creating patterns, as well as showing ways to integrate pattern into many facets of real life with 50 exercises. After all color and pattern are meant to be fun, so design, color and repeat!

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## LOVE COLOR

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### CHOOSING COLORS TO LIVE WITH

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**Ivy Press** Choosing colors for your home can become an overwhelming and confusing process—there is just so much on offer. Love Color will help you to bring your favorite colors to life by successfully making all those challenging decisions. Renowned international color expert Anna Starmer takes you by the hand and guides you through this lavishly illustrated rainbow world of color combinations, teaching you everything you need to know about hues, tones, accents, and foundation colors along the way. Start by simply choosing a color you love, then take your inspiration from our accessible and practical palettes to create your own color combinations. This book also includes removable color chart booklet so you can note and match your perfect colors anytime you are out and about.

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## NOTEBOOK

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### MOSAIC BLUE PLAIN UNLINED SKETCHBOOK - SPRING/SUMMER 2020 NYFW PANTONE COLOR PALETTE EDITION - LARGE 8. 5X11, 150 PAGES

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Notebook/Sketchbook, 8.5" x 11", unlined, 75 Sheets, 150 Pages 150 unlined pages large format - 8.5 x 11 inches in size (21.59 x 27.94 cm) numbered pages cream paper, black print matte cover This minimalist and classic notebook is a wonderful multi-purpose journal for sketching, jotting down thoughts, and writing notes. The Mosaic Blue Color of the cover is the most fashionable colors of the Spring/Summer 2020 season and has been prepared in accordance with the color chart announced by the Pantone Institute during the New York Fashion Week 2019. The notebook will be a great gift for any occasion, for kids, students, teens, artists, fashion designers, illustrators, engineers and fashion fans. The diary has 150 cream unlined numbered pages in convenient large size 8.5" x 11". Make sure to check out the other sizes and colors in this type by clicking on author's page.

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## COLOUR FORECASTING

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**John Wiley & Sons** The colour forecasting process is a major driving force in the fashion and textile industries but is complex, highly intuitive and little understood. This textbook for students of fashion and design discusses the development of the various driving forces of fashion, when colour forecasting began and how it has developed to its present day state. Colour terminology and some of the more subjective tools used by colour forecasters are explained, and their strengths and weaknesses are compared. Also, a model is given of the colour forecasting process and this is discussed in detail. Finally, readers are shown how forecasting methodologies are used to develop 'colour stories'.

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## NOTEBOOK

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### SAFFRAN UNLINED SKETCHBOOK LARGE 8. 5X11, 150 PAGES - SPRING/SUMMER 2020 NYFW PANTONE COLOR PALETTE EDITION

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Notebook/Sketchbook, 8.5" x 11", unlined, 75 Sheets, 150 Pages 150 unlined pages large format - 8.5 x 11 inches in size (21.59 x 27.94 cm) numbered pages cream paper, black print matte cover This minimalist and classic notebook is a wonderful multi-purpose journal for sketching, jotting down thoughts, and writing notes. The Saffron Color of the cover is the most fashionable colours of the Spring/Summer 2020 season and has been prepared in accordance with the colour chart announced by the Pantone Institute during the New York Fashion Week 2019. The notebook will be a great gift for any occasion, for kids, students, teens, artists, fashion designers, illustrators, engineers and fashion fans. The diary has 150 cream unlined numbered pages in convenient large size 8.5" x 11". Make sure to check out the other sizes and colors in this type by clicking on author's page.

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## NOTEBOOK

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### UNLINED SKETCHBOOK LARGE 8. 5X11, 150 PAGES - FLAME SCARLET COVER - SPRING/SUMMER 2020 NYFW PANTONE COLOR PALETTE EDITION

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This minimalist and classic notebook is a wonderful multi-purpose journal for sketching, jotting down thoughts, and writing notes. The Flame Scarlet Color of the cover is the most fashionable colours of the Spring/Summer 2020 season and has been prepared in accordance with the colour chart announced by the Pantone Institute during the New York Fashion Week 2019. The notebook will be a great gift for any occasion, for kids, students, teens, artists, fashion designers, illustrators, engineers and fashion fans. The diary has 150 cream unlined numbered pages in convenient large size 8.5" x 11". Make sure to check out the other sizes and colors in this type by clicking on author's page.

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## NOTEBOOK

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### UNLINED SKETCHBOOK LARGE 8. 5X11, 150 PAGES - ORANGE TIGER COVER - AUTUMN/WINTER 2019/2020 NYFW PANTONE COLOR PALETTE EDITION

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This minimalist and classic notebook is a wonderful multi-purpose journal for sketching, jotting down thoughts, and writing notes. The Orange Tiger Color of the cover is the most fashionable colours of the Autumn/Winter 2019/2020 season and has been prepared in accordance with the colour chart announced by the Pantone Institute during the New York Fashion Week 2019. The notebook will be a great gift for any occasion, for kids, students, teens, artists, fashion designers, illustrators, engineers and fashion fans. The diary has 150 cream unlined numbered pages in convenient large size 8.5" x 11". Make sure to check out the other colors in this type by clicking on author's page.

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## THE NEW MUNSELL STUDENT COLOR SET

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**Fairchild Books & Visuals** The second edition expands and updates this popular learning package for studying the Munsell system of identifying colors and examining the factors that affect color perception. New to This Edition: -- Provides instructions for producing an electronic version of the Munsell color palette that can be used to complete many of the exercises and to experiment with color. Following these guidelines, readers will be able to adjust the color designations on their equipment and print hard copy that will approximate the Munsell designations. -- Many new and revised illustrations, including eight all new color plates -- Revised text now conveniently packaged as loose-leaf pages in the binder with the color charts, chips, and color plates

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## SOURCING IDEAS FOR TEXTILE DESIGN

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### RESEARCHING COLOUR, SURFACE, STRUCTURE, TEXTURE AND PATTERN

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**Bloomsbury Publishing** "Introduces research and ideas-gathering techniques to help readers produce original textile designs."--

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## FASHION ILLUSTRATOR

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**Laurence King Publishing** Presenting an overview of fashion drawing, presentation and illustration, this work teaches students how to draw the fashion figure as well as featuring the work of established illustrators, encouraging readers to observe and to develop their confidence and skills as an illustrator.

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## PANTONE 50 POSTCARDS

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### THE ARCHITECTS' JOURNAL

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### A NEW PRACTICAL TREATISE ON THE THREE PRIMITIVE COLOURS

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### A FIELD GUIDE TO COLOR

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### A WATERCOLOR WORKBOOK

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**Shambhala Publications** Play with paint, get creative with color, and discover your personal palette--a joyful, interactive workbook for creativity, self-expression, and deepening your understanding of how color works. Color is one of the most profound ways we have to express ourselves. In this lively workbook for artists, graphic designers, hobbyists, and creators of all types, you will journal your way through fresh and enriching ways to develop a more personal connection to color in your art and life. Using watercolors, gouache, or any other water-based medium, dive into color theory and explore your personal style while playing with a balanced blend of experiments and color meditations. Discover a personal color wheel while exploring tints and shades. Experiment with color mixing while you make as many of one color as you can - and then name them all (honeydew green, avocado green, mint ice cream...). Through playful prompts and inspiring examples, and with lots of room for painting, this book

will guide you to a new or expanded relationship with color and deepen your understanding of what color can do for you.

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## IDENTITY DESIGNED

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### THE DEFINITIVE GUIDE TO VISUAL BRANDING

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**Rockport Publishers** Ideal for students of design, independent designers, and entrepreneurs who want to expand their understanding of effective design in business, *Identity Designed* is the definitive guide to visual branding. Written by best-selling writer and renowned designer David Airey, *Identity Designed* formalizes the process and the benefits of brand identity design and includes a substantial collection of high-caliber projects from a variety of the world's most talented design studios. You'll see the history and importance of branding, a contemporary assessment of best practices, and how there's always more than one way to exceed client expectations. You'll also learn a range of methods for conducting research, defining strategy, generating ideas, developing touchpoints, implementing style guides, and futureproofing your designs. Each identity case study is followed by a recap of key points. The book includes projects by Lantern, Base, Pharus, OCD, Rice Creative, Foreign Policy, Underline Studio, Fedoriv, Freytag Anderson, Bedow, Robot Food, Together Design, Believe in, Jack Renwick Studio, ico Design, and Lundgren+Lindqvist. *Identity Designed* is a must-have, not only for designers, but also for entrepreneurs who want to improve their work with a greater understanding of how good design is good business.

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## NATURE'S PALETTE

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### A COLOR REFERENCE SYSTEM FROM THE NATURAL WORLD

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**Princeton University Press** A gorgeous expanded edition of Werner's *Nomenclature of Colours*, a landmark reference book on color and its origins in nature. First published in 1814, Werner's *Nomenclature of Colours* is a taxonomically organized guide to color in the natural world. Compiled by German geologist Abraham Gottlob Werner, the book was expanded and enhanced in 1821 by Patrick Syme, who added color swatches and further color descriptions, bringing the total number of classified hues to 110. The resulting resource has been invaluable not only to artists and designers but also to zoologists, botanists, mineralogists, anatomists, and explorers, including Charles Darwin on the famous voyage of the *Beagle*. *Nature's Palette* makes this remarkable volume available to today's readers, and is now fully enhanced with new illustrations of all the animals, plants, and minerals Werner referenced alongside each color swatch. Readers can see "tile red" in a piece of porcelain jasper, the breast of a cock bullfinch, or a Shrubby Pimpernel. They can admire "Berlin blue" on a piece of sapphire, the Hepatica flower, or the wing feathers of a jay. Interspersed throughout the book are lavish feature pages displaying cases of taxidermy, eggs, shells, feathers, minerals, and butterflies, with individual specimens cross-referenced to the core catalog. Featuring contributions by leading natural history experts along with more than 1,000 color illustrations and eight gatefolds, *Nature's Palette* is the ideal illustrated reference volume for visual artists, naturalists, and anyone who is captivated by color.

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## SKETCHBOOK

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**Princeton University Press** Featuring never-before-seen drawings by the renowned contemporary artist, a beautiful facsimile edition that reveals the working process of an extraordinary creative mind. *Sketchbook* reproduces original working drawings and sketches by the contemporary American artist and designer Daniel Arsham, whose work freely crosses the boundaries of art, architecture, film, and design, and also speaks to fans of pop culture, including sneakerheads, car enthusiasts, and anime devotees. Spanning a decade and featuring previously unpublished drawings by this highly skilled draftsman, this beautifully produced facsimile edition provides an unprecedented, intimate look at Arsham's working process, revealing a new side of an extraordinary creative mind. Published in association with *No More Rulers*.

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## THE FUNDAMENTALS OF CREATIVE DESIGN

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### SECOND EDITION

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**A&C Black** Introduces students to the various aspects of the graphic design. This title provides a fresh introduction to the key elements of the discipline and looks at the following topics: design thinking, format, layout, grids, typography, colour, image and print and finish.