



Basics Fashion Design 01: Research and Design: Second Edition

Simon Seivewright

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The **Basics Fashion Design** series from AVA publishing's Academia imprint comprises a growing collection of titles, offering an essential introduction to the subject and forming a comprehensive reference for students of fashion design and industry professionals with an interest in the subject.

Research is fundamental to the success of any design-related project and in **Basics Fashion Design: Research and Design** you are taken through a series of chapters that firstly explain the constraints that you may face as a designer before then exploring what research actually is, why you research and where you might find sources of inspiration to develop concepts and themes for your design work. You are also guided through the process of compiling and exploring the information that you have sourced in a creative sketchbook. Finally, the book explores design development and the processes that you need to explore as a designer in order to maximise the information gathered at the research stage, as well as the various ways by which you can communicate and illustrate your design work.

Basics Fashion Design: Research and Design is packed with case study examples of work by talented contemporary designers and other creatives working in the fashion industry, designed to inspire you in your own work. The book also features key exercises that will support you in your understanding and creative development throughout the research and design process.

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