

An abstract painting with a dense, textured surface. The colors are vibrant and varied, including shades of yellow, red, blue, green, and brown. The brushstrokes are thick and expressive, creating a sense of movement and depth. The overall composition is complex and layered, with many overlapping colors and textures.

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AutoCAD 2022 for the Interior Designer

AutoCAD for Mac and PC



Dean Muccio

Focused around a hotel suite project, AutoCAD 2022 for the Interior Designer provides the Interior Design student with a non-intimidating, tutorial based approach to learning the AutoCAD program. It accomplishes this by taking students that have no computer design experience from simple commands to complete projects in this single-semester sized text. This well organized and progressive approach to learning AutoCAD sets this text apart from others. To support all users, this book covers AutoCAD for both Macs and PCs.

SDC Publications

May 2021:426

Pb: 978-1-630-57428-4: **£58.00**

* For full contents and more information, visit: www.routledge.com/9781630574284

AutoCAD 2022 Tutorial First Level 2D Fundamentals



Randy H. Shih

The primary goal of AutoCAD 2022 Tutorial First Level 2D Fundamentals is to introduce the aspects of Computer Aided Design and Drafting (CADD). This text is intended to be used as a training guide for students and professionals. This text covers AutoCAD 2022 and the lessons proceed in a pedagogical fashion to guide you from constructing basic shapes to making multiview drawings. This book is intended to help readers establish a good basis for exploring and growing in the exciting field of Computer Aided Engineering.

SDC Publications

July 2021:500

Pb: 978-1-630-57438-3: **£61.00**

* For full contents and more information, visit: www.routledge.com/9781630574383

AutoCAD 2023 for the Interior Designer

AutoCAD for Mac and PC



Dean Muccio

Focused around a hotel suite project, AutoCAD 2023 for the Interior Designer provides the Interior Design student with a non-intimidating, tutorial based approach to learning the AutoCAD program. It accomplishes this by taking students that have no computer design experience from simple commands to complete projects in this single-semester sized text. This well organized and progressive approach to learning AutoCAD sets this text apart from others. To support all users, this book covers AutoCAD for both Macs and PCs.

SDC Publications

September 2022:426

Pb: 978-1-630-57497-0: **£63.00**

* For full contents and more information, visit: www.routledge.com/9781630574970

AutoCAD 2023 Tutorial First Level 2D Fundamentals



Randy H. Shih, Luke Jumper

The primary goal of AutoCAD 2023 Tutorial First Level 2D Fundamentals is to introduce the aspects of Computer Aided Design and Drafting (CADD). This text is intended to be used as a training guide for students and professionals. This text covers AutoCAD 2023 and the lessons proceed in a pedagogical fashion to guide you from constructing basic shapes to making multiview drawings.

SDC Publications

September 2022:500

Pb: 978-1-630-57501-4: **£65.00**

* For full contents and more information, visit: www.routledge.com/9781630575014

Autodesk AutoCAD 2022 Fundamentals



Elise Moss

Autodesk AutoCAD 2022 Fundamentals is designed to be used during instructor led training in an eight week course. It is an introductory level textbook intended for new AutoCAD 2022 users. This book covers all the fundamental skills necessary for effectively using AutoCAD and will provide a strong foundation for advancement.

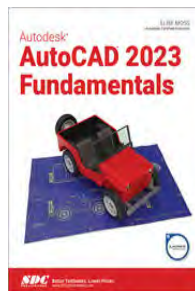
SDC Publications

April 2021:738

Pb: 978-1-630-57399-7: **£60.00**

* For full contents and more information, visit: www.routledge.com/9781630573997

Autodesk AutoCAD 2023 Fundamentals



Elise Moss

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SDC Publications

July 2022:760

Pb: 978-1-630-57509-0: **£66.00**

* For full contents and more information, visit: www.routledge.com/9781630575090



Hybrid Drawing Techniques for Interior Design



Jorge Paricio Garcia

Hybrid Drawing Techniques for Interior Design shows you that a design workflow that starts with hand drawing and moves on to digital techniques is flexible and productive.

Routledge
February 2019:232
Hb: 978-1-138-28066-3: **£130.00**
Pb: 978-1-138-28067-0: **£44.99**
eBook: 978-1-315-27184-2

* For full contents and more information, visit: www.routledge.com/9781138280670

Tutorial Guide to AutoCAD 2022

2D Drawing, 3D Modeling



Shawna Lockhart

Tutorial Guide to AutoCAD 2022 provides a step-by-step introduction to AutoCAD with commands presented in the context of each tutorial. In fifteen clear and comprehensive chapters, author Shawna Lockhart guides you through all the important commands and techniques in AutoCAD 2022, from 2D drawing to solid modeling and finally finishing with rendering. In each lesson, the author provides step-by-step instructions with frequent illustrations showing exactly what appears on the AutoCAD screen. Later, individual steps are no longer provided, and you are asked to apply what you've learned by completing sequences on your own.

SDC Publications
July 2021:700
Pb: 978-1-630-57440-6: **£62.00**

* For full contents and more information, visit: www.routledge.com/9781630574406

Interior Design Using Autodesk Revit 2022

Introduction to Building Information Modeling for Interior Designers



Daniel John Stine, Aaron R. Hansen

The intent of this book is to provide the interior design student a well-rounded knowledge of Autodesk Revit tools and techniques. These skills can then be applied to enhance professional development in both academia and industry. Each book also includes access to nearly 100 video tutorials designed to further help you master Autodesk Revit.

SDC Publications
July 2021:838
Pb: 978-1-630-57426-0: **£63.00**

* For full contents and more information, visit: www.routledge.com/9781630574260

Tutorial Guide to AutoCAD 2023

2D Drawing, 3D Modeling



Shawna Lockhart

Tutorial Guide to AutoCAD 2023 provides a step-by-step introduction to AutoCAD with commands presented in the context of each tutorial. In fifteen clear and comprehensive chapters, author Shawna Lockhart guides you through all the important commands and techniques in AutoCAD 2023, from 2D drawing to solid modeling and finally finishing with rendering. In each lesson, the author provides step-by-step instructions with frequent illustrations showing exactly what appears on the AutoCAD screen.

SDC Publications
June 2022:702
Pb: 978-1-630-57503-8: **£65.00**

* For full contents and more information, visit: www.routledge.com/9781630575038

Interior Design Using Autodesk Revit 2023

Introduction to Building Information Modeling for Interior Designers



Daniel John Stine

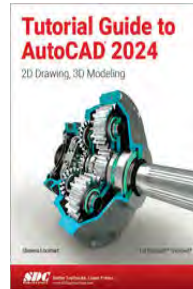
The intent of this book is to provide the interior design student a well-rounded knowledge of Autodesk Revit tools and techniques. These skills can then be applied to enhance professional development in both academia and industry. Each book also includes access to nearly 100 video tutorials designed to further help you master Autodesk Revit. The overall premise of the book is to help you learn Revit while developing the interior of a two story law office.

SDC Publications
September 2022:850
Pb: 978-1-630-57513-7: **£69.00**

* For full contents and more information, visit: www.routledge.com/9781630575137

Tutorial Guide to AutoCAD 2024

2D Drawing, 3D Modeling



Shawna Lockhart

Tutorial Guide to AutoCAD 2024 provides a step-by-step introduction to AutoCAD with commands presented in the context of each tutorial. In fifteen clear and comprehensive chapters, author Shawna Lockhart guides you through all the important commands and techniques in AutoCAD 2024, from 2D drawing to solid modeling and finally finishing with rendering. Tutorial Guide to AutoCAD 2024 begins with three Getting Started chapters that include information to get readers of all levels prepared for the tutorials.

SDC Publications
July 2023:700
Pb: 978-1-630-57606-6: **£66.99**

* For full contents and more information, visit: www.routledge.com/9781630576066

An Introduction to Design and Culture

1900 to the Present



Penny Sparke

An Introduction to Design and Culture provides a comprehensive guide to the changing relationships between design and culture from 1900 to the present day. Over a hundred illustrations are used throughout to demonstrate the breadth of design and examples – among them design in Modern China, the work of Apple Computers Ltd., and design thinking – are used to elaborate key ideas. The new edition remains essential reading for undergraduate and postgraduate students of design studies, cultural studies and visual arts.

Routledge
September 2019:328
Hb: 978-1-138-49584-5: **£130.00**
Pb: 978-1-138-49585-2: **£38.99**
eBook: 978-1-351-02330-6

* For full contents and more information, visit: www.routledge.com/9781138495852

Designing for Longevity

Expert Strategies for Creating Long-Lasting Products



Louise Møller Haase, Linda Nhu Laursen

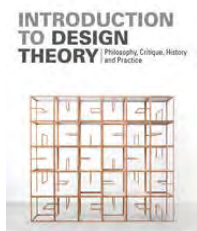
This book provides designers, developers, and creators with five distinctive expert strategies, detailed case studies, action guides and worksheets that support both beginning and advanced design practitioners in creating new product concepts with long-lasting strategic fits. Key case studies of products such as Bang & Olufsen's A9, LEGO Ninjago and Friends and Coloplast's Sensura Mio, among others, offer readers inspiration, guidance and real-world insights from design teams. Illustrated in full colour throughout, this book combines original research and the hands-on tools and strategies that design practitioners need to create useful, sustainable products.

Routledge
October 2022:278
Hb: 978-1-032-28470-5: **£120.00**
Pb: 978-1-032-28466-8: **£29.99**
eBook: 978-1-003-29695-9

* For full contents and more information, visit: www.routledge.com/9781032284668

Introduction to Design Theory

Philosophy, Critique, History and Practice



Michalle Gal, Jonathan Ventura

Designed both as a course book and a source for research, Introduction to Design Theory methodically covers the central concepts of design theory, definitions of design, its historical milestones, and its relations to culture, industry, body, and ecology, language, society, gender, and ideology. Aimed towards undergraduate and postgraduate students, as well as teachers and scholars, from across the design disciplines, it invites readers to engage with design from an interdisciplinary perspective, departing from the traditional academic compartmentalization of practice, history and philosophy.

Routledge
July 2023:286
Hb: 978-1-032-10617-5: **£130.00**
Pb: 978-1-032-10618-2: **£34.99**
eBook: 978-1-003-21623-0

* For full contents and more information, visit: www.routledge.com/9781032106182

Sketching as Design Thinking



Alma R. Hoffmann

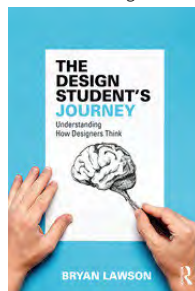
This book argues for the importance of sketching as a mode of thinking, and the relevance of sketching in the design process, design education, and design practice. Sketching as Design Thinking explains how drawing and sketching remain a prominent aspect in our learning and creative process, and provides a rich resource for students of visual art and design.

Routledge
November 2019:204
Hb: 978-1-138-57940-8: **£130.00**
Pb: 978-1-138-57941-5: **£36.99**
eBook: 978-0-429-50804-2

* For full contents and more information, visit: www.routledge.com/9781138579415

The Design Student's Journey

understanding How Designers Think



Bryan Lawson

Learning to become a designer can be tremendous fun but it can also be frustrating and at times painful. What you have to do to become a designer is not often clearly laid out and can seem mysterious. Over the past fifty years or so we have discovered a great deal about How Designers Think. This book relies upon that knowledge but presents it in a way specifically intended to help the student and perhaps the teacher. Bryan Lawson's classic book How Designers Think has been in print since 1980 and has gone through four editions to keep it up to date. This book can be seen as a companion volume for the design student.

Routledge
December 2018:330
Hb: 978-1-138-32855-6: **£140.00**
Pb: 978-1-138-32857-0: **£35.99**
eBook: 978-0-429-44857-7

* For full contents and more information, visit: www.routledge.com/9781138328570



Graphic Design

Learn It, Do It



Katherine A. Hughes

This book is an introduction to the fundamentals of graphic design and the software applications used to put these concepts into practice, specifically the Adobe Creative Suite. The book is intended for production-oriented audiences, those interested in the what, why and how of graphic design. Based on the approach of learning then doing, which in this environment translates to reviewing the basics then experimenting with design within the Adobe applications. A series of discussions and open-ended activities are included at the end of each chapter intended to further the conversation and invite creative expression of design using the Adobe Creative Suite.

CRC Press

June 2019:422

Hb: 978-0-367-07536-1: **£130.00**

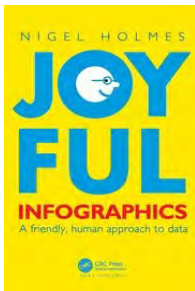
Pb: 978-0-367-07534-7: **£49.99**

eBook: 978-0-429-02125-1

* For full contents and more information, visit: www.routledge.com/9780367075347

Joyful Infographics

A Friendly, Human Approach to Data



Nigel Holmes

Series: AK Peters Visualization Series

In Joyful Infographics, one of the leading graphic designers of recent times shows how a judicious use of humor can make infographics more understandable. Written in non-academic, easy to understand language, and with historical and contemporary visual examples presented throughout, this small book provides a short history of light-hearted graphics; it outlines eight clear ways to make graphics more understandable; it explores the importance of the audience; it shows you how to make information come alive during presentations through live-action 'performance' graphics; it discusses why joy and smiling are good for you; and it shows you how not to overdo it.

A K Peters/CRC Press

July 2022:215

Hb: 978-1-032-11965-6: **£74.99**

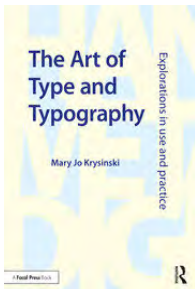
Pb: 978-1-032-11558-0: **£22.99**

eBook: 978-1-003-22236-1

* For full contents and more information, visit: www.routledge.com/9781032115580

The Art of Type and Typography

Explorations in Use and Practice



Mary Jo Krynski

Type and Typography is an introduction to the art and rules of typography. Incorporating the industry standard for typesetting – InDesign – from the outset, beginning students learn to set type properly through tutorials, activities, and examples of student work. With a history ranging from ancient times to widespread modern use, Type and Typography provides context and fosters creativity while developing key concepts.

Routledge

October 2017:240

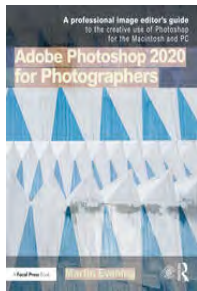
Hb: 978-1-138-23685-1: **£160.00**

Pb: 978-1-138-23688-2: **£44.99**

eBook: 978-1-315-30155-6

* For full contents and more information, visit: www.routledge.com/9781138236882

Adobe Photoshop 2020 for Photographers



Martin Evening

Adobe Photoshop 2020 for Photographers by acclaimed digital imaging professional Martin Evening has been revamped to include detailed instruction for all updates to Photoshop on Adobe's Creative Cloud, including significant new features such as Cloud document saving, the new Content-Area Fill and the Texture slider and Depth Range Mask for Camera Raw. This essential guide covers all the tools and techniques photographers and professional image editors need to know when using Photoshop, from workflow guidance to core skills to advanced techniques for professional results. The accompanying website has been updated with new sample images, tutorial videos, and bonus chapters.

Routledge
January 2021:788
Hb: 978-0-367-34682-9: **£205.00**
Pb: 978-0-367-34683-6: **£59.99**
eBook: 978-0-429-32712-4

* For full contents and more information, visit: www.routledge.com/9780367346836

Alternative Process Photography for the Contemporary Photographer

A Beginner's Guide



Morgan Post

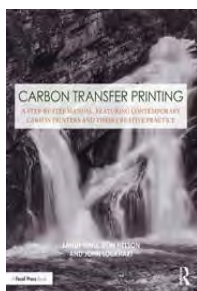
A comprehensive textbook, *Alternative Process Photography for the Contemporary Photographer* explores the ways in which the materiality and science of photography and aesthetic concepts of contemporary photography can work together in an accessible way. The text explores what the processes such as calotype, wet plate collodion, cyanotype, platinum and palladium, gum bichromate, and digital, this book explains not only the historical context behind these processes but draws on examples from contemporary practitioners to show how the processes can be used within the field of contemporary photography.

Routledge
August 2022:316
Hb: 978-0-367-60903-0: **£130.00**
Pb: 978-0-367-60902-3: **£38.99**
eBook: 978-1-003-10245-8

* For full contents and more information, visit: www.routledge.com/9780367609023

Carbon Transfer Printing

A Step-by-Step Manual, Featuring Contemporary Carbon Printers and Their Creative Practice



Sandy King, Donald Nelson, John Lockhart

Series: Contemporary Practices in Alternative Process Photography

Carbon Transfer Printing is about one of the earliest photographic processes that provided the first permanent printing methods. This book reviews the extensive history of carbon transfer and related pigment processes in both monochrome and color, to serve as point source for a new carbon printer to begin to master the craft of carbon printing, as well as provide new material for experienced carbon printers. The book includes never-before-published information on pre-sensitizing carbon tissue with newly identified compounds, information on the safe use and disposal of hexavalent chromium compounds, and simplified methods of producing 3-color carbon prints.

Focal Press
September 2019:278
Hb: 978-1-138-35384-8: **£170.00**
Pb: 978-1-138-35383-1: **£49.99**
eBook: 978-0-429-42519-6

* For full contents and more information, visit: www.routledge.com/9781138353831

Close-up and Macro Photography

Its Art and Fieldcraft Techniques



Robert Thompson

Focusing on fieldcraft techniques for macro and close-up photography, Thompson covers the vital but often overlooked skills necessary to achieve consistent professional results in the field. Case studies covering a broad and often challenging group of subjects from the seashore to your back garden form the core of the lavishly illustrated book. Biology, life history, subject behaviour and ethics along with best practice approaches are discussed in detail and underpinned with photographic tips.

Routledge
September 2017:550
Hb: 978-1-138-65846-2: **£130.00**
Pb: 978-1-138-65847-9: **£46.99**
eBook: 978-1-315-62080-0

* For full contents and more information, visit: www.routledge.com/9781138658479

Creating Visual Narratives Through Photography

A Fresh Approach to Making a Living as a Photographer



Mike Davis

This book provides photographers with the foundation to craft more compelling photos from concept all the way through to creation and distribution. This is an ideal resource for students and practitioners alike to gain a more informed understanding of photographic expression and learn how to effectively execute these visions.

Routledge
December 2022:240
Hb: 978-1-032-26286-4: **£120.00**
Pb: 978-1-032-26285-7: **£32.99**
eBook: 978-1-003-28754-4

* For full contents and more information, visit: www.routledge.com/9781032262857

Jill Enfield's Guide to Photographic Alternative Processes

Popular Historical and Contemporary Techniques



Jill Enfield

Series: Alternative Process Photography

Jill Enfield's Guide to Photographic Alternative Processes, 2nd edition is packed with stunning imagery, how-to recipes, techniques and historical information for emulating the ethereal, dream-like feel of alternative processing. Whether in a darkroom using traditional chemicals, at the kitchen sink with pantry staples, or in front of the computer re-creating techniques digitally, you will learn how to add a richness and depth to your photography like never before. This edition is comprehensively updated to include more techniques and a companion website with step-by-step videos of processes.

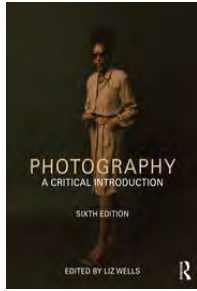
Routledge
March 2020:374
Hb: 978-1-138-22906-8: **£130.00**
Pb: 978-1-138-22907-5: **£39.99**
eBook: 978-1-315-39036-9

* For full contents and more information, visit: www.routledge.com/9781138229075



Photography

A Critical Introduction



Edited By **Liz Wells**

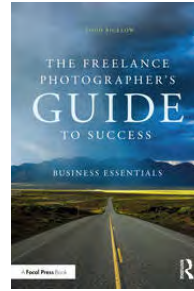
Now in its sixth edition, this seminal textbook examines key debates in photographic theory and places them in their social and political contexts. Written especially for students in further and higher education and for introductory college courses, it provides a coherent introduction to the nature of photographic seeing. A fully updated resource information, including guides to public archives and useful websites, full glossary of terms and a comprehensive bibliography, plus additional resources at routledge.com/textbooks/9780367222758/ make this an ideal introduction to the field.

Routledge
July 2021:488
Hb: 978-0-367-22274-1: **£130.00**
Pb: 978-0-367-22275-8: **£39.99**
eBook: 978-0-429-27418-3

* For full contents and more information, visit: www.routledge.com/9780367222758

The Freelance Photographer's Guide To Success

Business Essentials



Todd Bigelow

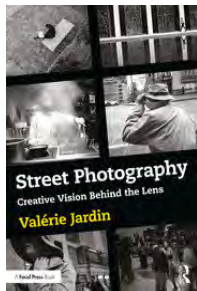
Grounded in real-life experiences and scenarios, this practical guide offers editorial, non-profit, foundation, and corporate photographers an honest and insightful approach to running a freelance photography business. Based on the author's sought-after Business of Photography Workshop, this book is an essential guide for emerging, mid-career, and experienced photographers interested in starting or improving their own freelance business.

Routledge
May 2021:250
Hb: 978-0-367-63565-7: **£130.00**
Pb: 978-0-367-63562-6: **£31.99**
eBook: 978-1-003-11969-2

* For full contents and more information, visit: www.routledge.com/9780367635626

Street Photography

Creative Vision Behind the Lens



Valérie Jardin

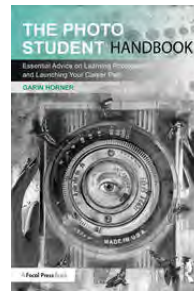
Follow Valérie Jardin on an inspiring photo walk around the world in Street Photography: Creative Vision Behind the Lens. Valérie takes you along on a personal photographic journey as she hits the streets of her favorite urban haunts. She shows you the art of storytelling through her photographs, from envisioning the image to actually capturing it in the camera. Learn about the technical and compositional choices she makes and the thought process that spurred the click of the shutter. Perfect for both the new and the experienced street photographer, Street Photography requires no special equipment, just a passion for seeing and capturing the extraordinary in the ordinary.

Routledge
September 2017:NA
Hb: 978-1-138-23892-3: **£145.00**
Pb: 978-1-138-23893-0: **£31.99**
eBook: 978-1-315-29641-8

* For full contents and more information, visit: www.routledge.com/9781138238930

The Photo Student Handbook

Essential Advice on Learning Photography and Launching Your Career Path



Garin Horner

The Photo Student Handbook is a collection of short, easy to read chapters filled with expert advice on enhancing image-making skills and launching a career as a professional photographer. This book is ideal for intermediate and advanced level photography students and instructors alike. Visit the accompanying website www.photostudent.net for extra chapters, exercises, quizzes, and more.

Routledge
August 2021:228
Hb: 978-0-367-61816-2: **£130.00**
Pb: 978-0-367-61814-8: **£35.99**
eBook: 978-1-003-10668-5

* For full contents and more information, visit: www.routledge.com/9780367618148

The Film Developing Cookbook



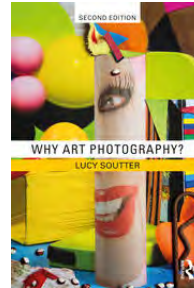
Bill Troop, Steve Anshell

For nearly two decades The Film Developing Cookbook has helped photographers acquire a working knowledge of photographic chemistry—what photo chemicals do and why—for black and white film developing. Now reissued in a revised edition, this must-have manual for photographic film development techniques covers films, their characteristics, and the developers each require for maximum control of the image. Readers will learn how to mix and use photographic solutions from scratch, and even how to create new ones. Includes invaluable information about films, developer ingredients, formulas, speed increasing, mixing and storing stock solutions, stop baths, and chemical safety.

Routledge
December 2019:224
Hb: 978-1-138-20486-7: **£130.00**
Pb: 978-1-138-20487-4: **£36.99**
eBook: 978-1-315-46845-7

* For full contents and more information, visit: www.routledge.com/9781138204874

Why Art Photography?



Lucy Soutter

Why Art Photography? 2e provides a lively, accessible introduction to the ideas behind today's most striking photographic images. Exploring key issues such as ambiguity, objectivity, staging, authenticity, the digital and photography's expanded field, the chapters offer fresh perspectives on existing debates. It also traces concepts and visual styles back to their origins, drawing on carefully selected examples from recognized international photographers. Images, theories and histories are described in a clear, concise manner and key terms are defined along the way. This updated edition includes expanded coverage of the globalization of art photography and over 40 images.

Routledge
February 2018:184
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* For full contents and more information, visit: www.routledge.com/9781138282636

Communicating Fashion Brands

Theoretical and Practical Perspectives



Emily Huggard, Jon Cope

This book demonstrates how fashion brands communicate, why the practice is significant within wider society and how it can be perceived as culturally meaningful. Written for scholars and practitioners, this book is a valuable blend of theory and practice across the fields of fashion, communication and branding.

Routledge
March 2020:188
Hb: 978-1-138-61355-3: **£130.00**
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Digital Design for Custom Textiles

Patterns as Narration for Stage and Film



Amber Marisa Cook

Digital Design for Custom Textiles: Patterns as Narration for Stage and Film is a beginner's guide for creating custom textile patterns for performing arts production, with an emphasis on storytelling through design using hand and digital design techniques. The book offers essential information for the beginning digital designer, such as: Methods of designing patterns, appliques, and unique textures for custom textiles Custom textile examples including various styles of pattern repeats, digital embroidery, and cut and sew textiles Full-color, step-by-step instructions and practice exercises Production timelines A textiles and patterns glossary

Routledge
December 2018:156
Hb: 978-1-138-08416-2: **£130.00**
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* For full contents and more information, visit: www.routledge.com/9781138084179

Fashion Buying and Merchandising

The Fashion Buyer in a Digital Society



Rosy Boardman, Rachel Parker-Strak, Claudia E. Henninger

Series: Mastering Fashion Management

Fashion buying and merchandising has changed dramatically over the last 20 years. Aspects such as the advent of new technologies, the changing nature of the industry into one that is faster-paced than ever before, as well as the shift towards more ethical and sustainable practices have resulted in a dramatic change of the roles. This book is ideal for all fashion buying and merchandising students, specifically second and final year undergraduate as well as MA/MSc fashion courses. It will also be useful to academics and practitioners who wish to gain a greater understanding of the industry today.

Routledge
May 2020:240
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Fashion Entrepreneurship

The Creation of the Global Fashion Business



Neri Karra

Series: Mastering Fashion Management

This book provides the first authoritative history of the global fashion industry, from its emergence to the present day, with a focus on the entrepreneurs at the nucleus of many of the world's influential brands. It shows how successive generations of entrepreneurs built and developed the brands too, democratizing access to fashion brands and extending fashion's reach. This book includes case studies and interviews that Neri Karra have conducted over 10 years with designers, managers, CEOs, and influential figures in fashion. It explores the emerging culture of street style and blogging, comparing that to the dawn of the nineteenth-century fashion brands and industry.

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Fashion Journalism



Julie Bradford

Fashion Journalism presents a comprehensive overview of how this branch of journalism operates and how to report on the industry. This new and updated edition addresses the pivotal role played by social media, bloggers and influencers, the skills needed to plan, shoot and present video and the current state of fashion journalism internationally. The book includes case studies and interviews with fashion journalists, as well as with stylists, PR executives, photographers and bloggers.

Routledge
December 2019:336
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Fashion Marketing and Communication

Theory and Practice Across the Fashion Industry



Olga Mitterfellner

Series: Mastering Fashion Management

This book draws together interdisciplinary approaches from marketing, branding, promotion and critical media studies as tools for understanding the way in which fashion works today, and re-evaluates what makes certain fashion marketing tactics fashionable. Examining the last 100 years of marketing and communications, current theory and practice, as well as questions on the ethics of the fashion industry, this broad-ranging and critical text is perfect for undergraduate and postgraduate students of fashion marketing, branding and communication.

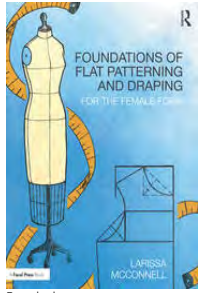
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Foundations of Flat Patterning and Draping

For the Female Form



Larissa McConnell

Foundations of Flat Patterning and Draping: For the Female Form provides the foundational tools necessary for success in the techniques of flat patterning and draping clothes and costumes. The techniques in this book generalize across sizes and shapes making it universally applicable for the student technician, as well as the person the garment is being developed for. Presented in an accessible format with clear instructions and detailed illustrations, this book is well suited for use as a textbook for the undergraduate college instructor teaching costuming or fashion, as well as for the student or individual learning on their own in theatre, film, or fashion industries.

Routledge
January 2022:266
Hb: 978-0-367-90097-7: **£130.00**
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* For full contents and more information, visit: www.routledge.com/9780367900984

Sustainable Fashion Management



Claudia E. Henninger, Kirsi Niinimäki, Marta Blazquez, Celina Jones

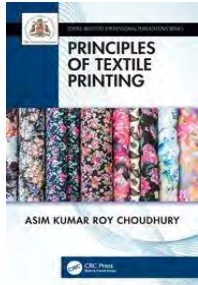
Series: Mastering Fashion Management

This book provides a holistic and accessible approach to Sustainable Fashion Management. It offers an interdisciplinary and practical outlook, combining theory with practical application from a management perspective and underpinned by the Sustainable Development Goals throughout. This is an essential textbook for those investigating sustainable fashion, whether from a design or management perspective, providing the knowledge and tools for a future career. It is designed to serve Fashion courses, at all levels, and will also be valuable reading for those already working within the fashion industry and studying for professional qualifications.

Routledge
July 2022:256
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Principles of Textile Printing



Asim Kumar Roy Choudhury

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This book discusses technical aspects of textile printing, covering almost all topics related to textile printing, including the types and quality of printing important for user satisfaction. It offers historical and introductory aspects of textile printing, styles and methods of printing, and printing and ancillary machines. It describes a variety of existing technologies and a wide range of designs created by applying colours in restricted portions using printing tools. The book aims to educate those readers from large printing houses as well as from cottage and smaller boutique printers so that their products meet fastness standards.

CRC Press
August 2022:374
Hb: 978-1-138-47874-9: **£270.00**
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* For full contents and more information, visit: www.routledge.com/9781138478305

Textile and Clothing Design Technology



Edited By Tom Cassidy, Parikshit Goswami

This book will be for designers wishing to improve their technological knowledge, technologists wishing to understand the design process, and anyone else who seeks to work at this design-technology interface. This book will help readers to view technology through the eyes of both the designer and the technologist.

CRC Press
June 2020:524
Hb: 978-1-498-79639-2: **£190.00**
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* For full contents and more information, visit: www.routledge.com/9780367572587

Responsible Fashion Business in Practice

Sustainable Concepts and Cases across the Fashion Industry



Sennait Ghebreab, Sally Heale

Series: Mastering Fashion Management

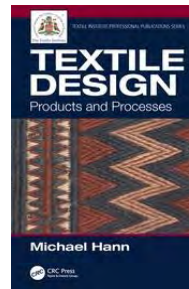
This unique text offers a holistic, insightful and timely exploration of sustainable practices across the fashion industry. The book takes the reader logically through each part of the authors' new Responsible 9 Framework™: for each of the nine aspects, contemporary case studies from global brands such as Stella McCartney, Zalando and Arc'teryx, alongside insights from current, leading experts within the fashion world, bring the theory to life.

Routledge
April 2023:240
Hb: 978-1-032-25970-3: **£140.00**
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* For full contents and more information, visit: www.routledge.com/9781032259178

Textile Design

Products and Processes



Michael Hann

Series: Textile Institute Professional Publications

This book includes fundamentals of textile processing technology with explanation of craft techniques, various stages of processing fibres and yarns with useful, readily understandable, line drawings. Fibrous types, dyes, yarns and cloths have been explained and material is supported by glossary and explanation of processing stages from fibre to finished cloth. Further, the considerations of relevance to the development and preparation of a design collection are outlined and discussed. Various testing procedures, including fibre, yarn and cloth identification methods, and important innovations in textile products and processing are identified and explained as well.

CRC Press
October 2020:268
Hb: 978-0-367-31308-1: **£150.00**
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The Fashion Business

Theory and Practice in Strategic Fashion Management



Dario Golizia

This book provides a clear understanding of the different business strategies and models across all markets of the fashion industry. It provides a wholistic and practical approach to strategic fashion management and marketing, the book covers brand image, supply chain, communication, price point, and social media. Each chapter features interviews with experts, student activities and reflection points. Theoretically grounded yet practical in its approach, this is important reading for advanced undergraduate and postgraduate students of Strategic Fashion Management, Fashion Marketing and Communications, Fashion Merchandising and Luxury Fashion.

Routledge
July 2021:238
Hb: 978-0-367-49053-9: **£145.00**
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* For full contents and more information, visit: www.routledge.com/9780367490553

The Psychology of Fashion



Carolyn Mair

Series: The Psychology of Everything

The Psychology of Fashion provides a succinct overview of how our thinking and behavior is affected by the fashion industry. From how clothing can affect our cognitive processes to the way retail environments manipulate consumer behavior, the book takes an evidence-based approach that separates myth from reality. It examines how fashion design can undermine healthy body image, and how psychology can inform a more sustainable perspective on the production and disposal of clothing. Including further reading for those wishing to explore the topic further, this is the ideal introduction for anyone interested in this fascinating area.

Routledge
March 2018:150
Hb: 978-1-138-65866-0: **£120.00**
Pb: 978-1-138-65867-7: **£12.99**
eBook: 978-1-315-62066-4

* For full contents and more information, visit: www.routledge.com/9781138658677



Academic Writing for International Students of Science



Jane Bottomley

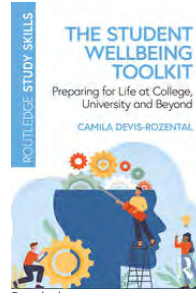
This second edition is an accessible companion designed to help science and technology students develop the knowledge, skills and strategies needed to produce clear and coherent academic writing in their university assignments. Using authentic texts to explore the nature of scientific writing, the book covers key areas such as scientific style, effective sentence and paragraph structure, and coherence in texts and arguments. Throughout the book, a range of tasks offers the opportunity to put theory into practice. This is an invaluable tool for the busy science or technology student looking to improve their writing and reach their full academic potential.

Routledge
October 2021:220
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Pb: 978-0-367-63272-4: **£27.99**
eBook: 978-1-003-11857-2

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The Student Wellbeing Toolkit

Preparing for Life at College, University and Beyond



Camila Devis-Rozental

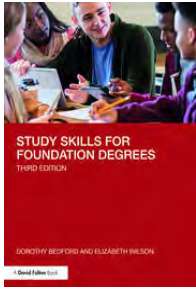
Series: *Routledge Study Skills*

The Student Wellbeing Toolkit puts wellbeing at the centre of your journey into university and beyond. By encouraging self-efficacy and a focus on the things you can control, it provides clear guidance to enhance wellbeing and opportunities for self-reflection that help develop self-awareness and prosocial skills for life. Drawing on research evidenced theories around positive psychology, theories of learning, motivation, and self-development, the book explores what, how, and why these areas are key to our wellbeing and the rationale for taking them into account to enable you to flourish and thrive at university.

Routledge
June 2023:286
Hb: 978-1-032-32965-9: **£130.00**
Pb: 978-1-032-32966-6: **£16.99**
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Study Skills for Foundation Degrees



Dorothy Bedford, Elizabeth Wilson

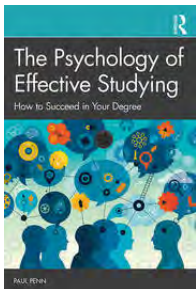
Study Skills for Foundation Degrees offers a step-by-step guide to the skills needed to successfully complete a Foundation Degree. Filled with activities and useful tips, it will help students to move from nervous novice to confident expert and provide them with the necessary tools to accomplish this. This third edition has been fully updated and features new chapters on e-learning, dissertations as well as expanded sections on ethics, feedback and referencing. Each chapter includes practical guidance as well as student perspectives that will help students through their course of study.

Routledge
December 2019:200
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The Psychology of Effective Studying

How to Succeed in Your Degree



Paul Penn

This book provides a vital guide for students to key study skills that are instrumental in success at university. It uses a combination of research from cognitive psychology, humour and practical examples to convey where students often go fundamentally wrong in their studying practices and provides clear and concise advice on how they can improve. The book covers time management, academic integrity, writing essays, team work, and other key required skills for academic study. Written in a humorous and irreverent tone, and including illustrations and examples from popular culture, this is the ideal alternative and accessible study skills resource for any student at undergraduate level.

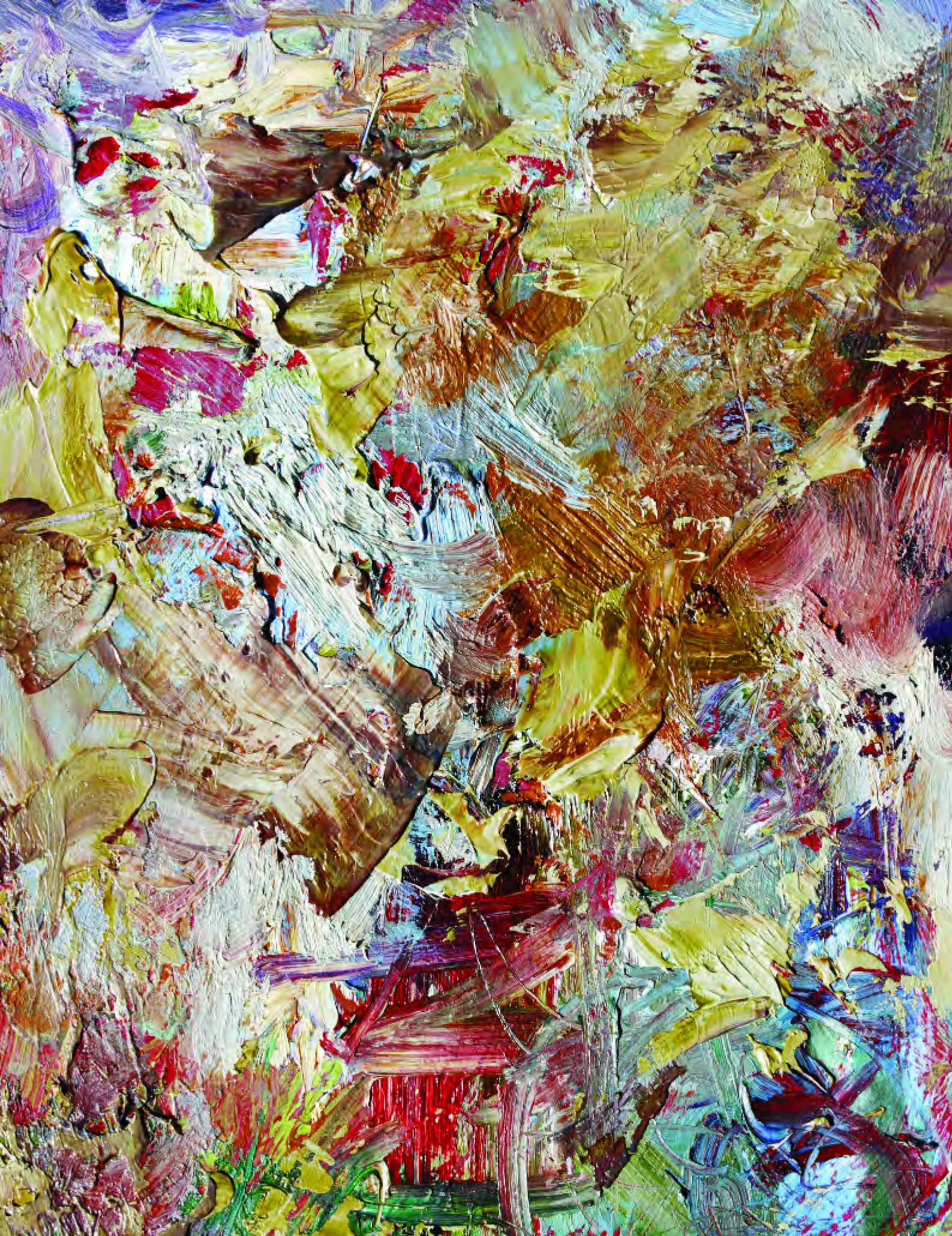
Routledge
August 2019:244
Hb: 978-1-138-57090-0: **£115.00**
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