

Photoshop & Illustrator for Footwear Design

Instructor: Mikelle Drew-Pellum

Phone: 347.815.5932

Email: info@383designstudionyc.com

Website: www.383designstudionyc.com

Course Overview: Students will learn Photoshop & Illustrator basics and techniques specific to the fashion industry and focusing on footwear design. Students will first learn to use Photoshop to recolor hand drawn and computer generated sketches, create multiple colorways, add patterns or texture, and add shadow and highlights. Students will later learn Illustrator, focusing on using the Pen Tool to draw sketches and fill them with color, and finally, create a presentation board incorporating both programs.

Session 1

I. BASICS AND OVERVIEW

A. Introduction

B. Photoshop Basics

1. Navigating the workspace
2. Palettes
3. Layers
4. Intro to Color

II. BASIC DRAWING & COLORING

A. Selection & Drawing Tools

1. Marquee and Lasso Tools
2. Magic Wand & Quick Selection Tools
3. Brush & Pencil Tools
4. Eraser Tool
5. Paint Bucket Tool

B. Filling Sketches with Color

1. Using the Paint Bucket to Add Color
2. Additional Methods of Adding Color
 - a. Freehand coloring w/ Brushes
 - b. Using Adjustment Layers
 - 1) creating colorways w/ adjustment layers

Session 2

I. Review and Q&A

II. Adding Texture or Print/Pattern

A. Creating a Pattern Fill

B. Creating a Layer Mask

C. Creating a Clipping Mask

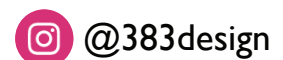
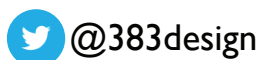
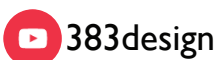
III. Adding Dimension & Finishing Touches

A. Using the Dodge & Burn Tools to create shadows & highlights

B. Wrapping Fabric onto a Shoe

1. Warp Tools

C. Adding a Drop Shadow



Session 3

- I. Review and Q&A

- II. ILLUSTRATOR BASICS & OVERVIEW
 - A. Introduction
 - B. Navigating the Workspace
 - C. Setting preferences
 - D. Intro to Color Palette
 - E. Tools Palette
 - F. Grids, Rulers and Guidelines

- III. BASIC DRAWING TOOLS
 - A. Intro to the Pen Tool
 - B. Freehand Drawing Tools

- IV. DRAWING A SHOE SKETCH
 - A. Creating Closed Shapes
 - B. Editing Your Sketch

- V. ADDING COLOR & TEXTURE TO A SHOE IN ILLUSTRATOR
 - A. Creating and Saving Solid Color Swatches
 - B. Creating Pattern Swatches
 - 1. Adding and rotating fabric on a shoe
 - C. Creating a Clipping Mask
 - 1. Warping/Mapping fabric onto a shoe

Session 4

- I. Review and Q&A

- II. CREATING A BRUSH
 - A. Creating a brush
 - B. Creating symbols
 - 1. Establishing a trim library using symbols

- III. USING GRADIENTS
 - A. Creating metal and hardware effects
 - B. Creating color gradients

- IV. CREATING A BASIC DESIGN WORKSHEET/TECH PACK
 - A. Creating a Multi-page Document
 - B. Creating a CAD
 - C. Adding callouts to a design worksheet
 - 1. adding arrows and text

- V. WRAPUP & RECAP (Q&A)