



Classroom Mistakes in Use of Photoshop and Illustrator for Fashion Design and Presentation and
Advices and Suggestions for the Fashion Instructors

Jinhee Nam, Ph.D.
Ball State University, USA

Keywords: Adobe Illustrator, Adobe Photoshop, Fashion Design, Fashion Presentation

Background: The demand and requirement of skills in Adobe Illustrator and Photoshop is increasing for fashion industry based on the analysis of job recruiting websites such as the fashion career section in Women's Wear Daily (WWD) (www.wwd.com). In addition, there have been more fashion companies required the Adobe skill for their internship opportunity. Many fashion companies are using Adobe Photoshop and Illustrator due to its' affordability and versatility while they are using other specific fashion software developed by Lectra, Gerber, Optitex Inc, and etc. due to its' affordable price and versatility. Certainly, there are abundant amount of benefits of adopting Adobe Illustrator and Photoshop into fashion design program. Besides that fact that these software are often used in multiple fashion companies, these software shares similar features with other major fashion software. Illustrator is based on vector type approach, and Photoshop is pixel type approach, and mastering these two representative types of graphic software rendering technique will prepare students to learn specifics fashion software easier and faster. However, Adobe Photoshop and Illustrator had originally developed for graphic design purpose, and it is comparatively recent to be adopted in fashion design field and curriculum. Due to this relatively short history, there were limited numbers of fashion instructors who had learned Adobe Photoshop and Illustrator in their previous undergraduate program. In addition, the resources such as books are limited, and it often does not fully cover the materials and contents the fashion instructor tries to cover.

The purpose of this presentation proposal is to share critical mistakes frequently done by students in Adobe Illustrator and Photoshop class when they developed their fashion design and presentation related projects. The examples were collected based on three years of classroom teaching, and tips will be shared in presentation. Consequently, the importance of having medium to share tips and solutions is suggested.

Frequent classroom mistakes by students and tips for solution:

Several common mistakes done by student are listed as follows and each example and tips will be presented visually during the presentation.

- 1) Resolution and document size issue: It is critical to make sure the students to understand this concept clearly and double check the resolution and document size for any projects. Experiences to print out their image files help out the students' understanding for this concept by seeing the tangible outcome.

- 2) Original fonts are often missed and replaced with default font after submission of their assignments electronically: It often happened by several students. The fonts should be converted into image to preserve its' original shapes regardless the different computer settings and font environmental. Specific steps in Illustrator and Photoshop will be shared.
- 3) Missing images in project file: When students directly copy images and paste into their website, the images were often missing in other viewer's computers. Specific required step to prevent this mistake will be presented.
- 4) Need for understanding for file size: Due to the increasing demand for the electronic portfolio (in terms of fashion presentation), understanding about file size should be emphasized. File size of project can be 100 MB with higher resolution and larger document size, and need to be careful to send large files to the other person (especially to the company personnel for interviewing). Tips such preparing multiple files for multiple purposes will be presented.
- 5) Need for understanding about website development options: In development of portfolio electronically, the students need to consider their time frame in selection of website development software or other medium to present their project. Learning professional website development tools such as Dreamweaver takes long time and intensive. Several websites providing templates to novice users will be shared.
- 6) Need for understanding about compatibility with other major software: Knowledge about current compatibility for other major software such as PDF is critical, and useful information will be presented.

Conclusions, implications, and suggestions: Adobe Photoshop and Illustrator have been used in multiple stages of fashion design and presentation and the demands are increasing. Due to its comparatively short history of adoption in the fashion area, there are many challenges, such as; an openness for application to fashion project (less established but unlimited application possibility), frequent updating software features, rapidly changing compatibility with other related software, reliability issue depending on other users' computers' settings, and the instructors' limitation of knowledge in other graphic software such as Dreamweaver, etc. This presentation provides critical technical points that need to be taken care of in a classroom setting along with multiple years of experience, practice, and involvement under the direction of an instructor who is proficient in using the software. This information can be practically used in classroom.

To enhance the practical knowledge in use of these software, the creation and use of interactive medium (such as a blog with Q&A features) among fashion instructors can be a great solution. In that way, the fashion instructors can stay current, and informed under this ever-changing extensive discipline.

References: Women's Wear Daily. [http:// www.wwd.com](http://www.wwd.com)