

d'artiste Fashion Design Press Release

Adelaide, South Australia – 13 December, 2011

Ballistic has broken new ground with an inspirational Master Class book that explores the convergence of fashion design with the world of digital art and character design. d'artiste Fashion Design http://www.ballisticpublishing.com/books/dartiste/fashion_design/ combines timeless techniques with the latest technology, and will teach you how to bring your digital creations to the next level.

When asked who would benefit most from d'artiste Fashion Design, award winning digital artist, and Contributing Editor, Anne Pogoda said "Concept Artists, Game Design Artists, Fashion Designers and Character Designers can learn from this book. They learned in the previous volume (d'artiste Character Design http://www.ballisticpublishing.com/books/dartiste/character_design/) how to design characters alone, they can now learn how to digitally dress them. They will learn how they can transfer traditional techniques into digital and develop a real sense for what is so important regarding fashion, like the characters silhouette or choice of pattern and texture."

Anne added that she "wanted to create something that would teach people how they could design great outfits for their characters. I was looking for a way to show people how to create better results with their work. d'artiste Fashion Design closes the gap between character and fashion design."

The tenth d'artiste book boasts four Master Artists: Alessia Zambonin, Lois van Baarle, Annie Stegg and Anne Pogoda. Through a series of in-depth tutorials, each artist shows you how they design costumes and clothing for not only the fashion industry but also games, TV, animation, collectables and comic book characters. Each tutorial takes you from character sketch to final clothing design, and cover: Figure Proportion and Fabric Rendering; Full Figure: Body and Background Design; Male and Female; Collaborating with Another Artist; Full-body Portrait: Shape, Movement and Silhouette; Exotic Portrait: Makeup and Accessories; and Simple Backgrounds: Finishing with Style.

There is also an inspirational personal gallery of the Master Artists' finest work and an invited artist gallery, which features character work from some of the most talented character/fashion artists in the world.

EXCLUSIVE POSTER OFFER

The first 100 customers to buy d'artiste Fashion Design on the Ballistic Publishing website will receive an A3 poster print featuring the work of Jessica Oyhenart-Ball. The unfolded A3 poster print will arrive separately in a special flatpack poster mailer preserving the poster in its original condition.

PRICING AND AVAILABILITY

d'artiste: Fashion Design is available in two editions: **Slipcased** (USD\$75); and **Limited Edition** (USD\$170). More details about the books and availability can be found on the Ballistic Publishing website at: www.ballisticpublishing.com/books/dartiste/fashion_design/

PUBLICATION DETAILS:

- **Soft Cover ISBN 978-1-921828-10-2**
- **Limited Edition ISBN 978-1-921828-11-9**
- Pages: 192 pages (Slipcase and Limited Edition)
- Dimensions: 220 x 297mm (9.7" x 11.7")
- Editor/Publisher: Daniel Wade
- Shipping: January 2012

PRAISE FOR THE D'ARTISTE SERIES

The d'artiste series has been running for a few years now under the slogan "Digital Artists Master Class." This is a big claim, but one that Ballistic consistently delivers on... The "Invited Artist Gallery" sections are another example of the smart thinking that goes on at Ballistic. Not only do readers get the opportunity to

see what is inspirational and exciting for the featured artists, but we also get commentary on many of these pieces. There is nothing quite like reading an accomplished creator examining the work of others. - *Fred Galpern, VFX World*

ABOUT THE CGSOCIETY AND BALLISTIC MEDIA

Ballistic Media operates two major divisions—The CGSociety and Ballistic Publishing. The CGSociety is the world's largest society of professional digital artists and provider of forums, portfolios, training, job and event services for the digital arts industry. Ballistic Publishing is the leading, independent publisher of books for the digital arts industry. Dedicated to publications of the highest quality and celebrating the talents of digital artists worldwide, Ballistic has set the benchmark as a quality boutique publisher. Ballistic Media is based in Adelaide, South Australia, with representatives in Melbourne (Victoria, Australia), Tampa (Florida, USA) and London (UK).

Digital assets can be downloaded at www.ballisticpublishing.com/press/

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