

The Ultimate Set of Design Tools for Apparel Graphics

This two volume collection redefines the concept of production-ready art for apparel graphics. This collection brings together all of the tools that a professional design studio would use to create custom apparel graphics. These tools include vector line illustrations, design templates, fonts, product templates and conceptual layouts. This series is designed for anyone wishing to elevate their graphic design capability to the level of the top apparel graphic designers. The graphical tools provided in this collection enable the user to add visual value to each customized design. The 165 page full color sales portfolio included with each volume presents each graphic on multiple products representing various apparel graphic treatments.

Design Studio Volumes 1 and 2 Include:

- **Interactive Design Templates in CoreDRAW (CDR) and Illustrator (AI) formats :** Each volume in the series includes 60 unique design concepts have been built into custom design templates including text, vector illustrations and a graphical layout. Each template is color separated with spot colors for screen printing.
- **Vector Illustrations:** The vector illustrations used in every design are provided as separate images that can be used independently or as part of a custom design.
- **Distressed Overlays:** 16 unique overlays in TIFF format are provided to add distressed or weathered effects to any design.
- **Design Concept Pages:** 80 concept page layouts in each volume are provided in spreads with visual examples of apparel graphics on product templates.
- **Product Templates:** 24 new apparel templates, including garments and headwear, are provided to facilitate the creation of customized sales sheets and flyers.
- **Design Studio Fonts Collection:** Includes 50 brand new hand-crafted True Type fonts including fonts with simulated embroidery, rhinestones and applique.
- **165 Page Full Color Sales Portfolio:** Every template and concept page is cataloged in a

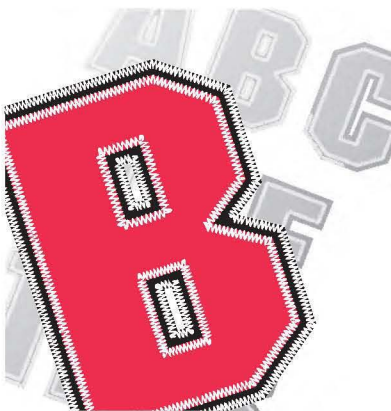
"Through extensive research, our design team identified the hottest retail trends. We produced this series from the ground up to emulate the fashion trends that are driving today's apparel graphics. These are the types of trendy graphics worn by students on every college or high school campus. With this set of design tools, our clients now have an arsenal of designs that rivals the nation's top T-shirt lines. Freelance artists routinely charge \$200 per design for the level of creativity and quality represented in Design Studio Volumes 1 and 2. This series elevates the graphics capability of our clients, enabling them to separate themselves from their competition and charge more for their products. After the first order for 100 T-shirts pays for the collection, every new order generated with these design tools will go straight to the bottom line.
Craig Mertens, President, Digital Art Solutions

General Feature

- Each volume contains 5 unique design themes, plus one bonus category
- CD compatible with either Mac or Windows.
- Works with all major design, sign making, embroidery and engraving programs for Mac and Windows.
- Output images in a single color or multi-color using built-in spot color separations
- Ideal for direct to garment printing, screen printing, applique and embroidery.
- Fully integrated with the Smart Designer 12 or X3 add-on software for CorelDRAW,
- edit each designs as an interactive design template in Smart Designer.
- Ideal for the creation of multi-decoration designs with the DecoStudio e1 embroidery software powered by CorelDRAW.



Design Templates



Including Simulated Embroidery and Applique Fonts



Concept Pages