

# THE SPOONFLOWER HANDBOOK: A DIY GUIDE TO DESIGNING FABRIC, WALLPAPER & GIFT WRAP WITH 30+ PROJECTS BY STEPHEN FRASER, JUDI KETTELER, BECK



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## About the Author

Stephen Fraser is cofounder of Spoonflower, which has been featured in media worldwide, including the New York Times, the Wall Street Journal, Martha Stewart Weddings, Better Homes and Gardens, House Beautiful, Vogue, BUST, Make, TODAY, NPR, and the BBC.

Judi Ketteler's first book, Sew Retro, was published in 2010, and her work has appeared in outlets including the New York Times, Better Homes and Gardens, ElleDecor.com, Woman's Day, and SELF.

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Designing fabric, wallpaper, and gift wrap used to be the stuff of dreams. Only a few select creatives got to do it, and it required formal training and significant financial investment. But times have changed, and today anyone with a computer, Internet connection, and idea can upload a file and order their own fabric or paper, printed affordably one yard or more at a time. At the forefront of this revolutionary DIY movement is Spoonflower, a North Carolina startup that produces designs for hundreds of thousands of users worldwide—24 hours a day/seven days a week to keep up with demand.

With step-by-step tutorials and projects that span a wide spectrum of skills, The Spoonflower Handbook is written for both new and experienced users of this print-on-demand technology. Covering everything from equipment to software to working with photos, scans, repeats, vector files, and more, it is an essential guide to a booming new creative outlet.

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## Features

- Stewart Tabori & Chang Books-The Spoonflower Handbook

## About the Author

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## Most helpful customer reviews

24 of 25 people found the following review helpful.

Good for Newbies and Pros Alike

By A. Edwards

A nice guide to designing your own fabric to be printed by Spoonflower. The sample projects were very interesting and gave me some great ideas for my projects. The recipe card tea towels are a particularly great idea if you happen to have something written out by a beloved cook in your life. So many derivations from that simple idea have been teeming in my mind. My family had better watch out next Christmas!

As for the instructional quality. I'm a graphic design and prepress professional who has done a fair amount of training newbies over the years. The basic how-tos are detailed enough to get a beginner started without being overwhelming. This is a VERY good thing!

If you've never done graphic design on computers, I suggest supplementing this book with a beginner-level how-to book for the software you happen to be using. (Those "For Dummies" books are a good start.)

23 of 25 people found the following review helpful.

an excellent book for demystifying digitally-printed textiles

By Rachel E. Pollock

I suppose that i should begin with a few disclosures, as i am hardly an impartial reviewer. I bought the book at the book release party on-site at the Durham production facility. Spoonflower is a local company with offices literally just up the street from my house. I count more than one friend (and one alumna of the graduate program in which i teach) among their employees, and I have been a customer and designer of theirs for years. That said, i don't have any affiliation with this book and its authors beyond being a fan of the text.

So, what's the book like?

One could argue that it is a book-length infomercial for Spoonflower, which i suppose is technically true, in that there's a lot of information about how specifically one can use the company to produce textile designs, wallpaper, and gift wrap (the three products they print). But on a general level, there's an enormous amount of useful information about the basics of print designs--everything from how to use both analog and digital tools to create your designs, to how one might create a seamless repeat in a range of different configurations. The book does touch on some of the more "pro" programs for digital design, but also illustrates techniques and methods that are decidedly low-tech and non-intimidating for those who have no proficiency with, say, Photoshop.

The first section is a sort of overview of textiles and design--discussions of everything from types of fabrics one can print on (knits/wovens, fiber contents) to the definition of digital design terms like raster and vector based image files, hex codes, dpi, and so forth.

The structure of the second half of the book is project-based, with specific how-to craft projects, each of which addresses a different technique or medium. So, an example of a simple project for working with a digital photograph is the Doppelganger Dog Pillow (which involves printing a photo of your pet and making a pillow out of it), whereas a project addressing working with text involves creating a repeat for the Typographic Wrapping Paper.

Overall, it's an excellent book for demystifying digitally-printed textiles (and papers), which will appeal to hobby crafters, fashion designers, costumers, prop artisans, interior decorators, scrapbookers, and sewing enthusiasts. In terms of its specific appeal to theatre professionals, it's a good book to have in your arsenal, though it covers little new ground not already addressed by Kimberly Kight's Field Guide to Fabric Design.

12 of 15 people found the following review helpful.

**Fabulous Guide To Designing Fabric And Having It Printed!**

By Kel

Fabulous! I vote in Spoonflower's contest each week. I would look at the entries longingly wishing I could also design fabric. Well, now I can thanks to this wonderful book! Every step is spelled out in detail. Plus, there are many terrific projects included.

I highly recommend this book to anyone interested in designing and having fabric printed plus anyone interested in great fabric design projects!

See all 65 customer reviews...



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