

TECH PACK GUIDE

SHOE DESIGN SCHOOL



ITALIAN SHOE FACTORY

BESPOKE SHOEMAKERS

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Introduction

Hello! Thank you for purchasing our Tech Pack Guide. Interested in starting your own shoe or bag line? We are making things easier for you; we have listed most of the important things, tips, samples and guides that you need to know before you start your own shoe or bag line.

Upon purchase, you will receive 3 files, 2 blank tech pack guides in Adobe Illustrator File and PDF format, and a tech pack sample in PDF format. These files are editable and will help you on your journey to creating a tech pack.

Before we move forward, please note that this is just a guide, we are not selling or providing any software, eg; Adobe Illustrator, Adobe Photoshop, Adobe Acrobat Pro, Tech Pack software etc., you must download these software first before you can use our tech pack guide. Somehow, if you do not have these softwares available in your computer or you don't know how to use one, you may also hire a skilled freelance graphic designer or a draftsman to help you create your tech pack. Or you can go old school by printing our blank tech pack guide then manually attach the files needed.

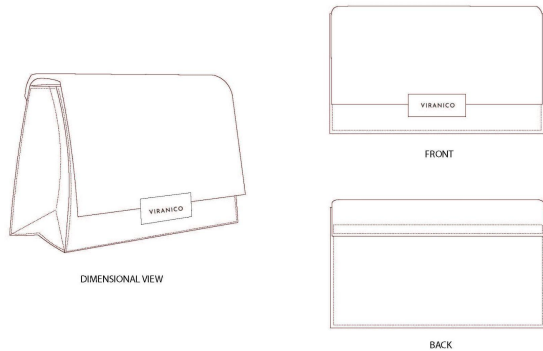
The goal of this tech pack guide is to help you create or get started on your tech pack. At the end of this guidebook, you will be able to understand what a tech pack is, its purpose and its importance for us as a manufacturer and for you as a designer.

Understanding Tech Pack

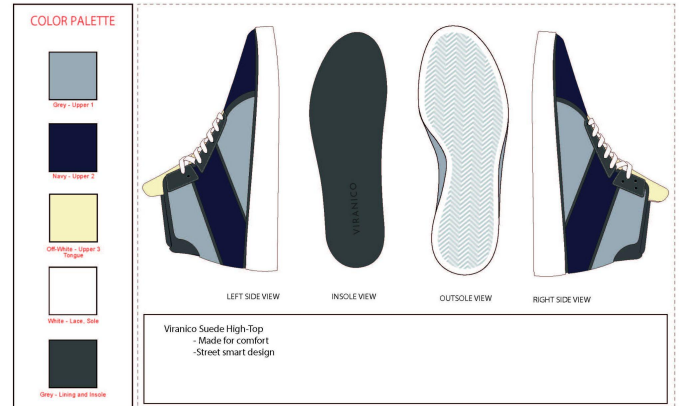
What is a tech pack?

A Tech Pack is a technical package or a product specification sheet that a designer creates to communicate with the manufacturer. All the necessary components that are needed to the product are specified into the tech pack. It is a crucial tool in the development process of the product as it reduces the possibilities of error and misunderstandings between you and your manufacturer.

In simple terms, the goal of a tech pack is to communicate all necessary details to your manufacturer for them to understand your design.



Sample of a Tech Pack

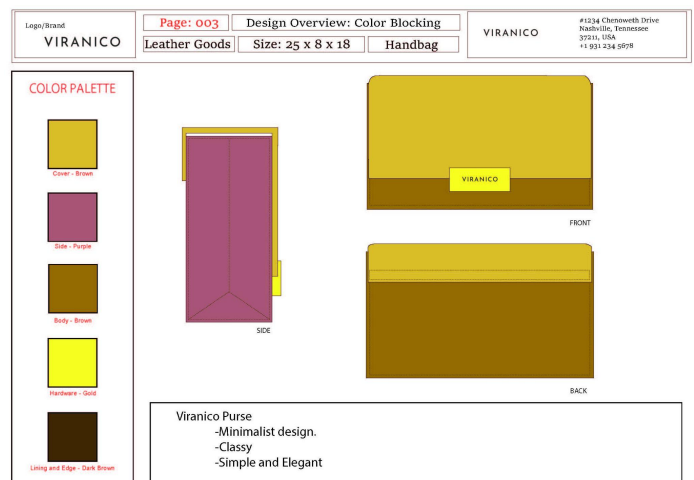


Sample of a Tech Pack

How is a tech pack helpful for you as a designer?

As a designer, the most tedious thing for you would be the time and effort that goes into the sample making process and agreeing on a prototype that meets your expectations. To make this process simpler, you need a Tech pack that keeps all the details of your product clear between you and your chosen manufacturer. A shoe tech pack is a digital illustration or physical illustration of your design that shows relevant views, proper proportions, specified materials, color specification and other details relevant to making your shoes or bag. When creating products manufacturers will refer to the tech pack to make sure they aren't overlooking any aspect of your design, leaving little space for errors.

A sample page of a tech pack that features color blocking and pantone.



What information goes into a tech pack?

Every component that goes into the product should be mentioned in the tech pack. Every basic detail that is important for you as a designer should be noted down in a tech pack for the manufacturer to address it with importance. It should include the following information:

- **Shoe Illustration**
 - An illustration of the product you are looking to develop, accurately demonstrating the proportions of the shoe. Giving proper reference as for development of the shoes last (Mold)
- **Materials**
 - Materials can be very specific if you know exactly what you want. Or they can be general to give the manufacturer an understanding of the design and aesthetics of the shoe.
- **Colorways**
 - Color for each element of your design should be illustrated and provided as pantone or physical reference swatches.
- **Construction Details**
 - Zoom in and emphasize on the details of your shoe design, it will include stitch design, edge treatment, accessories design, color, and placements.
- **Size Run**
 - The range of sizes you wish to work with should be specified for your market, whether you wish to work in half sizes or not, the sample size you are going to adopt and category (men, women, kids)

Note: Many of these details are altered as the sampling is in process, this is to make the product technically sound and production friendly. It is better to keep a track of where you started and where you have reached. Note down the reasons that were responsible for the changes made, as they help in future projects.

Getting Started

Now that you have an idea of what a tech pack is, let us dive deeper and begin your journey on creating your very own tech pack. Getting started on a project is hard, especially if you don't know where or how to start. To make it easier for you, here are some tips and things you need to do to be able to get started on your design.

Sketch

Having an idea is one thing, but visualizing and transferring the ideas into the canvas is another. The easiest way to deal with this is finding a reference photo. First, visualize your design and idea, take down notes of the design that you have in mind, then search for pictures of shoes that match or similar to your idea. The picture reference that you're going to use as a reference doesn't have to be an exact same replica of your idea. Find a reference photo that is at least similar in shape and structure. Having a reference photo will be a helpful tool to start your drawing. Especially on the technical aspects, like the angles and proportions of your drawing, adding details and the overall design will be easier if you have the main structure of the shoes drawn.

Once you're ready to draw, make sure to include these angles as this is important for the specification of your tech pack..

- Lateral View *
- Medial View *
- Outsole
- Insole
- Toe Shape
- Heel View

Scan or take a clear picture of your sketches and save it to an allocated folder. This will help you find your design easier when attaching it to the tech pack.

Tips: Make your sketch clear and readable. Sometimes when you scan or take a picture of your sketch, it will appear blurry. Use a pencil to sketch the base design and a pen or marker to highlight the outlines to make the details of the drawing more visible when taking a picture or scanning.

Note: Want to have an idea of the cost of product development and get quoted? You don't need to have a tech pack or the sketches to get quoted, just send us the reference photo that you found at info@italianshoefactory.com and we will give you an idea and a quote regarding the product development and production.

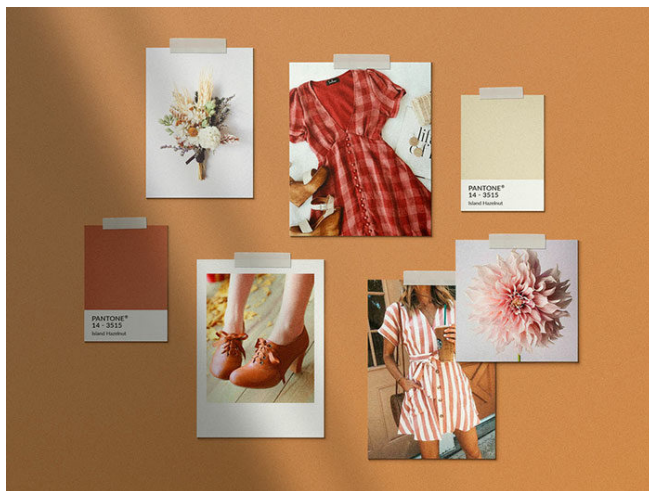
Mood Board

Mood board is a physical or digital collage of your design which includes material, images, colors, text, and other design elements that represent your brand.

Identify the materials you wanted to use on your shoes and collect some sample or image sample. Gather these samples to create the theme of your brand, it will help you and your manufacturer in understanding the product's aesthetic.

Note: Mood Board is not a required file to have before we can start in product development, it is just an additional tool to help your manufacturer understand your brand and product.

Samples of Mood Board:



created by [@pixelbuddha](#)



created by: Tobias Van Schneider

Copyright note: We do not own these samples of mood board, these samples belong to its rightful owner and creator. This is just a sample found online.

Where can you create a Tech pack?

Before you start using our tech pack guide, please make sure that you have this software available on your computer.

- Adobe Illustrator
- Adobe Acrobat Pro
- PDF Reader

What we need to see on your Tech Pack

Page 1: Design Overview

This page will consist of the Initial sketch of your design, mainly the lateral, medial, and outsole part of your sketches.

Note: You don't need to create your drawing in Adobe Illustrator, you can scan your drawings then attach it at our Blank Guide template.



Sample of Design Overview Page

Page 2: Image Reference

This page will consist of the side view of your design together with a reference picture of an existing shoe which your design is inspired off. This will help us as a manufacturer, to visualize your design's idea.

Note: You can use any picture that resembles your final design. Find a reference picture with the same shape, structure and material as your design.

Logo/Brand VIRANICO	Page: 002 Sneaker	Design: Reference Picture Size Run: 43 EU High-Top	VIRANICO #1234 Chenoweth Drive Nashville, Tennessee 37211, USA +1 931 234 5678
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	MATERIALS	DESCRIPTION
1- Upper 1	Suede Leather	Navy Suede Leather
2- Upper 2	Suede Leather	Light Grey Suede Leather
3- Tongue	Calf Nappa Semi-Patent Leather	Off white Semi-Patent Leather
4- Lining	Leather	Soft Grey Leather for comfort
5- Sole	Rubber Sole	Textured White Rubber Sole



Image Reference 1

Image Reference 2

-The base structure of the shoes is similar to the provided image references.

Sample of Reference Picture Page

Page 3: Color Blocking and Pantone

This page is a representation of the color layout of your design. This page is to help your manufacturer to understand the color swatches of the design. Please note that the color pantone that you provided and shown in the computer will not 100% match the physical color of the prototype sample. It will be just a guide for us to choose the best color of the material to use on your design.

Note: You have to add color on your design or sketch if you're planning to draw it on a paper and not directly at any software. You may add the pantone of the color that you want by using a box and a fill tool in Adobe Illustrator. Add more details of your shoes in the Provided box at the bottom part of the page.

Logo/Brand VIRANICO	Page: 003 Sneaker	Design Overview: Color Blocking Size Run: 43 EU High-Top	VIRANICO #1234 Chenoweth Drive Nashville, Tennessee 37211, USA +1 931 234 5678
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COLOR PALETTE





Grey - Upper 1

Navy - Upper 2

Off White - Upper 3 Tongue

White - Lame Sole

Grey - Lining and Heels

LEFT SIDE VIEW
INSOLE VIEW
OUTSOLE VIEW
RIGHT SIDE VIEW

Viranico Suede High-Top
- Made for comfort
- Street smart design

Sample of Color Blocking Page

Page 4: Material Specification

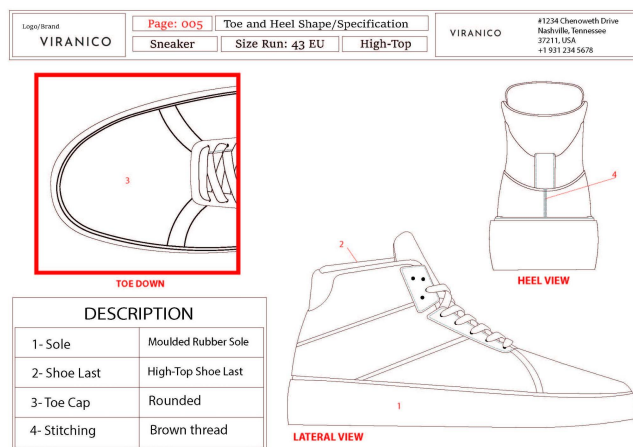
Take a picture of the material you are planning to use for your design, or you may also search for a picture of the material online. Crop it and attach it to this page. Using numbers or arrows, specify which part of the design you want to use the material.



Sample of Material Specification Page

Page 5: Toe and Heel Specification

Specify the shapes and designs of the toe and heel of your shoes. Add details for the measurements, especially the heels.

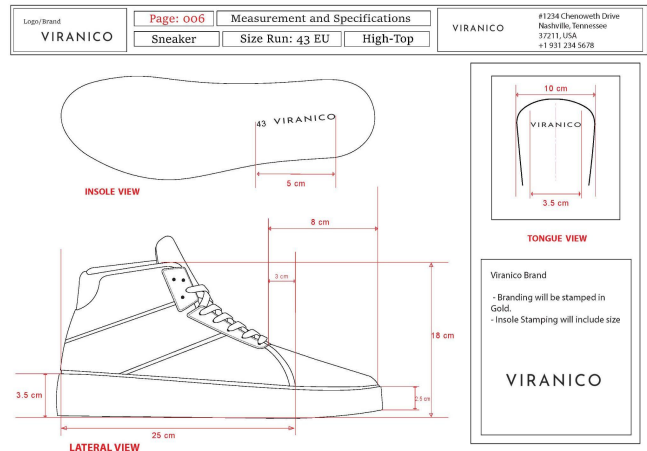


Sample of Toe and Heel Specification Page

Page 6: Measurements

Measure your design and provide us with some of the basic measurements that are essential in making the shoes. Example: heel height, sole height, tongue length etc.

Note: This page is an optional page for you, we will be the one who will take care of the technical measurement aspects of your design.



Sample of Measurement Page

How to use our tech pack guide files

We're making things easier for you; we have created an editable adobe illustrator template and a pdf format file to help you create your own tech pack. You do not have to be a skilled Graphic Designer to be able to create your own tech pack. You may use your own hand drawn sketch of the design to create a tech pack that will help you start your own product.

Extracting the file

After downloading the files, extract the contents of the zipped folder and transfer it to a separate location. (Refer to Fig. 1)

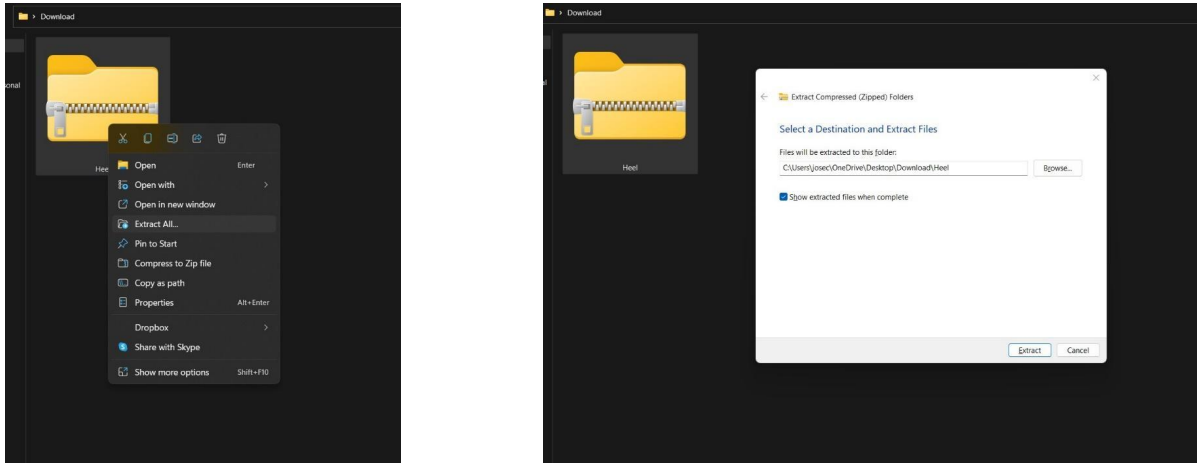
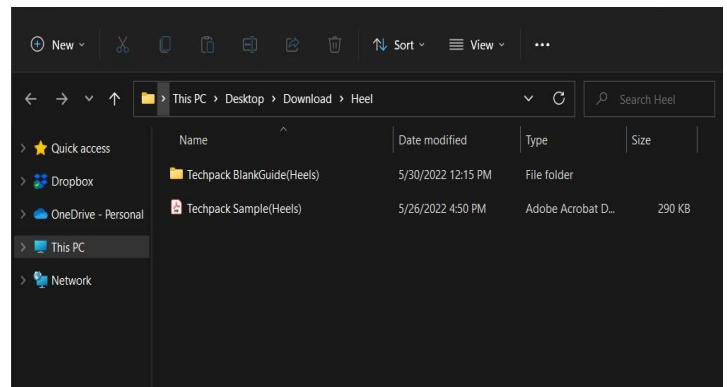


Fig. 1: Extracting files to a separate folder.

You will receive 2 files upon downloading.

- Sample Tech Pack (Adobe Illustrator File and PDF file)
 - A sample of a basic tech pack to help you understand what a tech pack is.
- Tech Pack Blank Guide – Template (Adobe Illustrator file and PDF file)
 - A template and a guide to help you create your own tech pack.

Note: These screenshots and instructions are made using a Windows OS. Similar instructions and steps can be followed on an IOS or Apple OS. If you're using a IOS, simply change the "CTRL" keys instructions to "Command" keys.



Adobe Illustrator File

If you are editing on Adobe Illustrator, please follow these steps to create your tech pack.

Start Screen

After opening the file, you will be welcomed by this screen. In some cases, this pop-up tab will appear if you do not have the fonts that we used, available on your adobe illustrator. Just simply close the tab, you can change the font anytime (Refer to Fig.2).

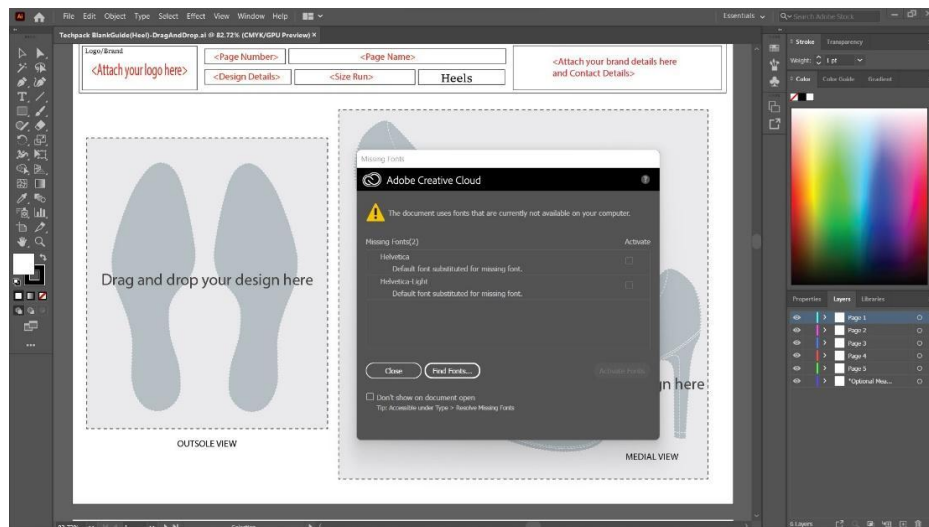


Fig. 2: Start Screen

Locked and Hidden Layers

Some layers are locked, this will make things easier for you as you edit around the template. You may unlock the layers anytime if you want to adjust the size, color, or location. Simply click these buttons to unlock or hide the layer (Refer to Fig. 3).

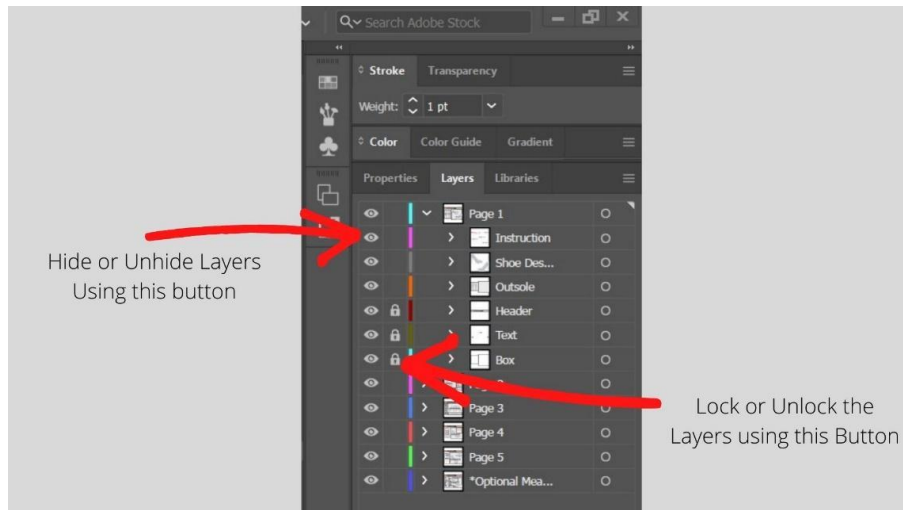


Fig 3: Lock and Hide Layers

Instructions Layer

“Instructions Layer”, this will help you on your editing as it will guide you where to place your designs and the specific details we are looking for. You may hide or delete this layer by clicking these buttons. (Refer to Fig. 4)

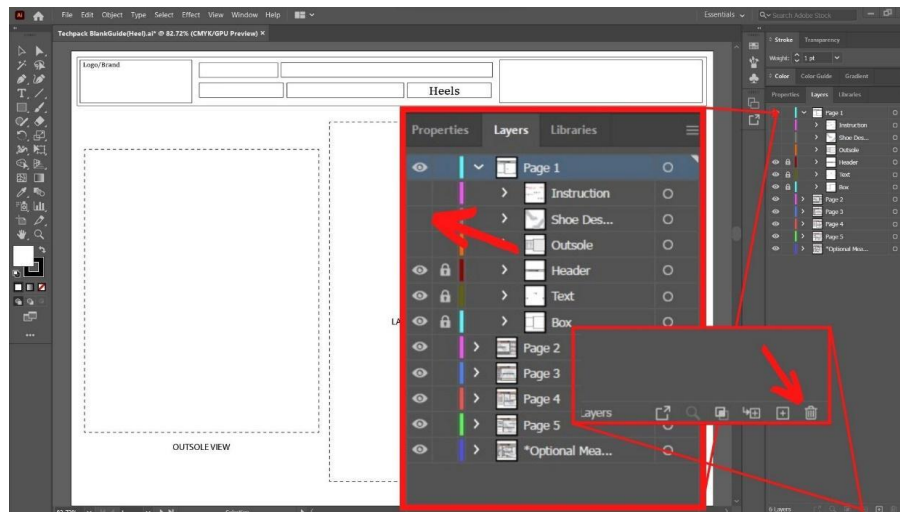


Fig. 4 (Hiding the instructions Layer)

Note: You may also print the PDF file of the Tech-Pack Blank guide and Tech-Pack sample as a reference while you're editing.

Always save the document every time you make progress, this will avoid you from starting over again if the application suddenly or accidentally stops/closes or your computer or laptop unexpectedly shuts down.

Tips: Press the shortcut "Ctrl + S" keys on your keyboard to easily save every progress that you are making.

Steps

Before you start, open the sample Tech Pack that we've created to act as a guide while you're editing. If you are editing the tech pack in adobe illustrator, follow these 5 simple steps to get you started on your tech pack.

Read and understand the instructions in every artboard before you start to edit.

After fully understanding what to attach on the page you are working with, click the arrow down, hide the "instructions layer" and "design layer" or you may also delete the instruction layer using the button shown in the picture (Refer to Fig. 5).

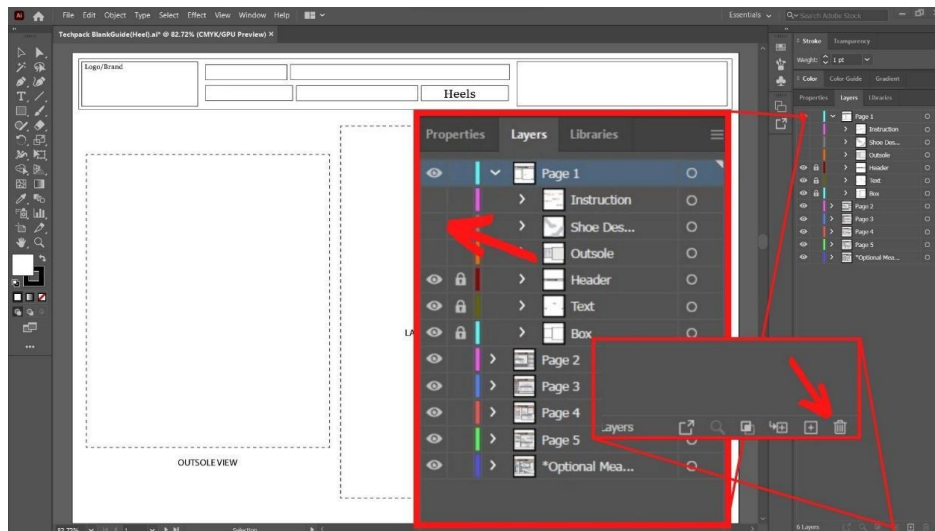


Fig. 5: Hiding and Deleting the Instructions Layer

Add a new “sublayer”, click, and select the new sublayer that you just created. Click the “text tool” then click on the allocated box to add texts in the header and other text that needs to be added to the file. Adjust the placement of the text using “selection tool”, change the font and size of your texts by going to “Type>Fonts” or “Type>Size”. (Refer to Fig. 6 and Fig. 7)

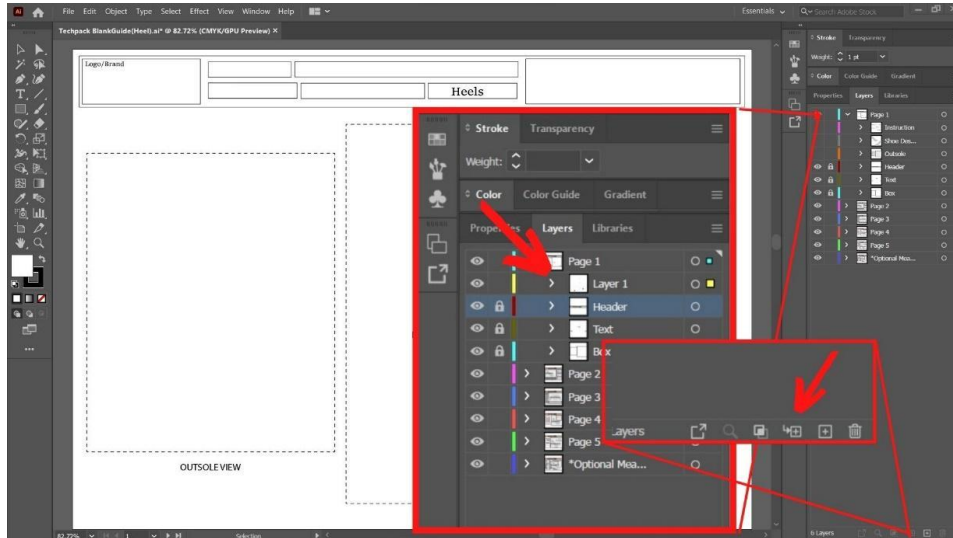


Fig 6: Adding a “Sublayer

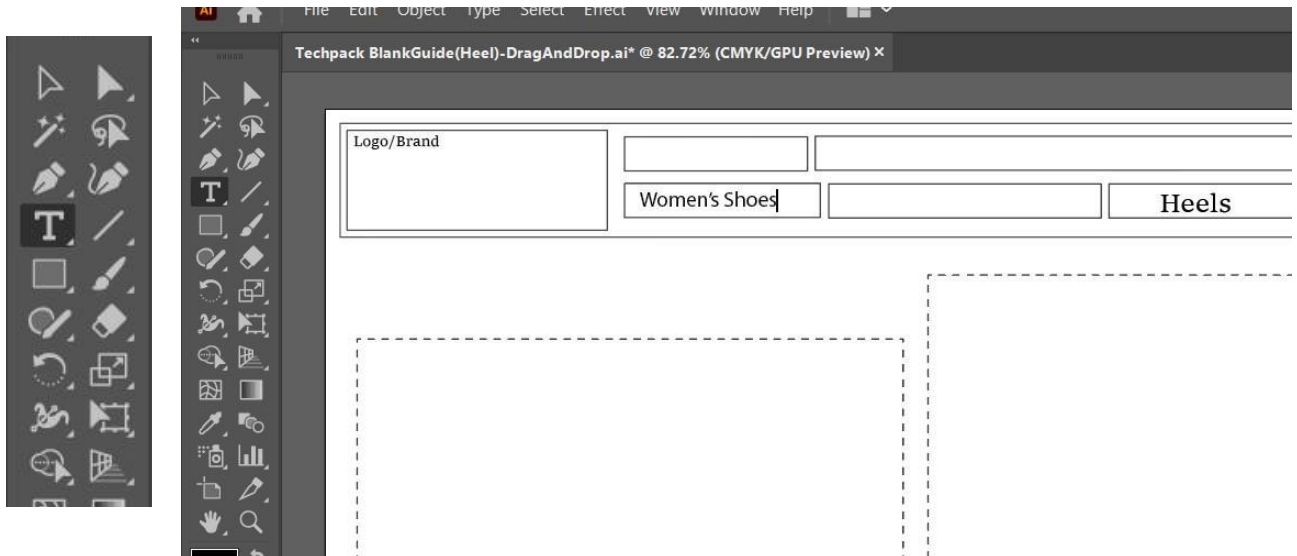


Fig. 7: Adding Texts

Add a new “sub-layer” and select the new sublayer that you created. Open the folder where your sketches are located. Using the selection tool, simply drag the image from the folder to the adobe illustrator application. Adjust the Image size depending on your preference and the size of the allocated box. Use the “shift” key on your keyboard to adjust the image proportionally/evenly. Using “selection tool” drag the image around the artboard. (Refer to Fig. 8 to Fig. 10)

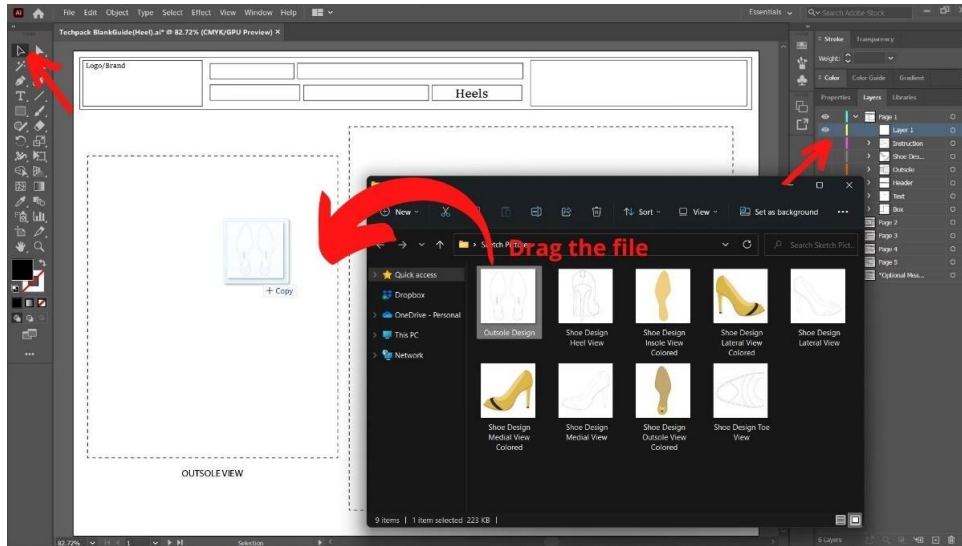
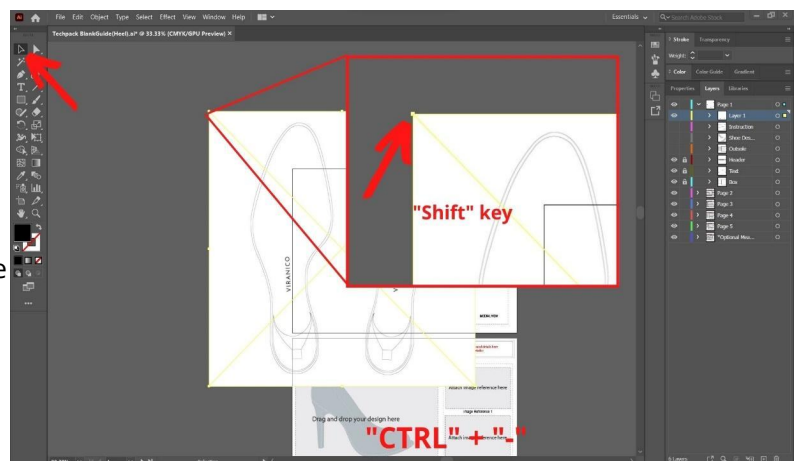


Fig. 8: Dragging the attachment

Fig. 9: Adjusting and resizing the attachment. Using “selection tool”, press “CTRL” + “-” on your keyboard to zoom out the document. Using “shift key” on your keyboard, click on the corner of the image and drag the mouse to adjust the size proportionally.



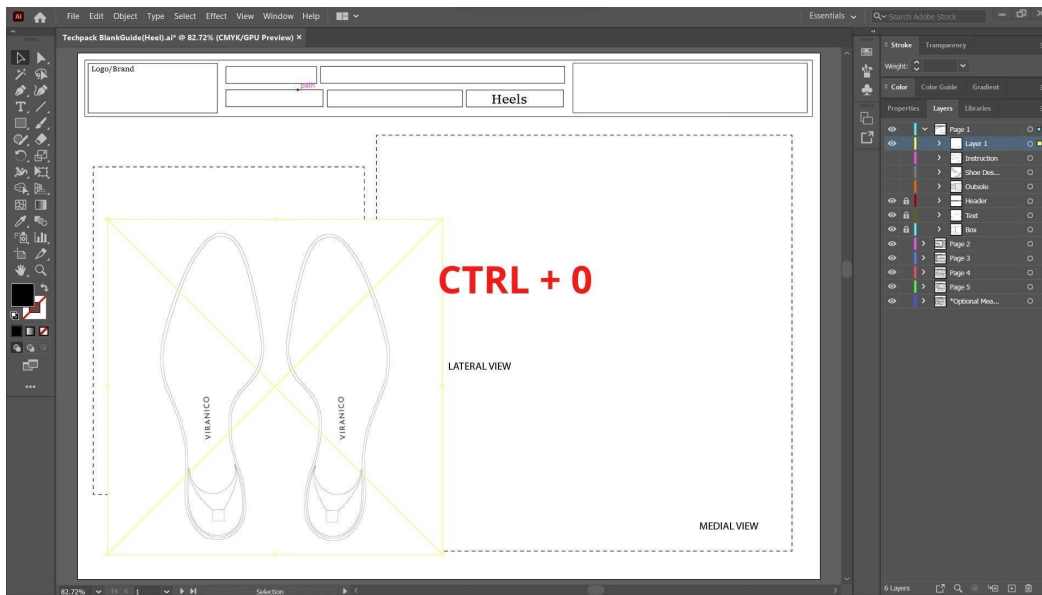
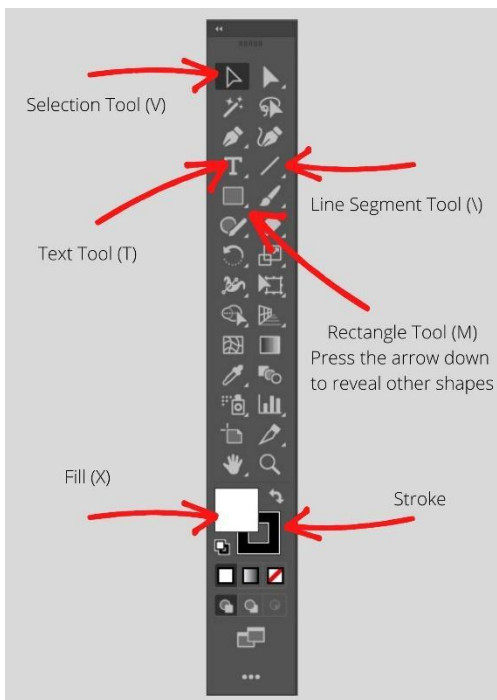


Fig. 10: Press “CTRL” + “0” to adjust the view to the whole page, using the “selection tool”, drag and arrange the attachment image accordingly. Lines, text, or other details using “line tool” and “text tool”.

Tools

Here are the tools and their shortcuts that you will be using frequently while editing your tech pack.



- **Selection Tool** – tool for dragging and selecting shapes, lines, text, layers etc.
- **Text Tool** – tool to add text, right click on the existing text to change the font, or you may go to “Type” > “Font”/ “Size”.
- **Fill** – Use this tool to change the fill color of a shape.
- **Stroke** – Use this tool to change the color of the line or outline of a shape.
- **Rectangle Tool** – use this tool to add basic shapes, long press, or click the arrow down to select other shapes
- **Line Segment Tool** – Use this tool to add lines, this tool is perfect for pointing out details on your tech pack.
- **Rectangular Grid Tool** – by long pressing the line segment tool or by clicking the arrow down, you may use the rectangular grid tool. This tool is perfect for adding specification sheets.

Repeat these steps for the rest of the pages.

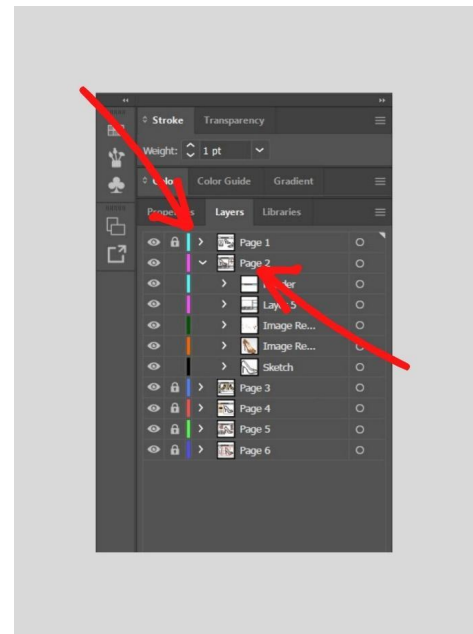
Once you're done editing, review your tech pack and send it to us at info@talianshoefactory.com.

Tips: Rename the layers depending on the type and usage, it will help you find your layers quickly and efficiently.

Open your sample tech pack on another tab or you may print the sample tech pack as well, keep it open and use it as a reference while you're editing your own tech pack.

Once you are done with one layer, click the arrow back up and lock the layer. It will secure the layers that you've done from accidentally moving while you're editing, and it will provide more space on your layer panel. (Refer to Fig. 11)

Fig. 11: Lock and click the arrow to hide the layer that you've done this will keep your previous progress locked and secure from unwanted editing.



Adobe Acrobat Pro

If you are editing on Adobe Acrobat Pro PDF reader, please follow these steps to create your tech pack.

Start

After opening the file, you will be welcomed by this screen. The file will not be automatically editable after opening, go to “Edit” > “Edit Text & Images” to enable editing the file. (Refer to Fig. 12 and Fig. 13)

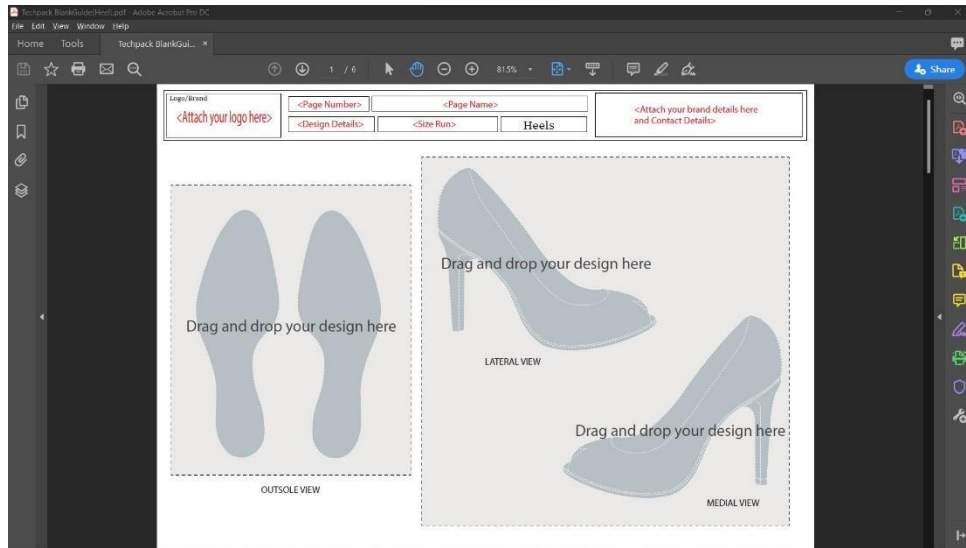


Fig. 12: Start screen. Please read the instructions and details required.

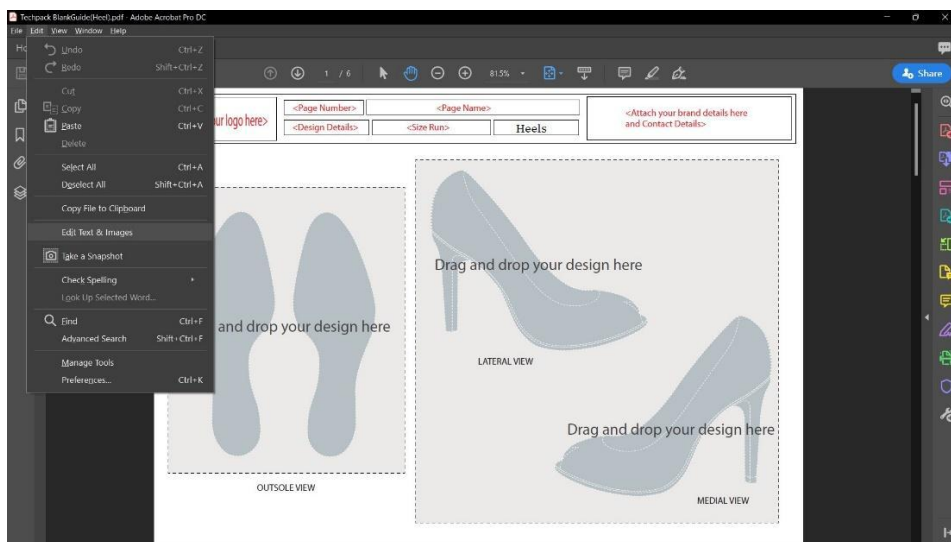


Fig. 13: Enable Editing.

After understanding the instruction, you may delete the unwanted attachment by simply clicking on it and pressing the “delete” key on your keyboard. Keep a copy or open the sample tech pack while editing for reference. (Refer to Fig. 14.1 and Fig 14.2)

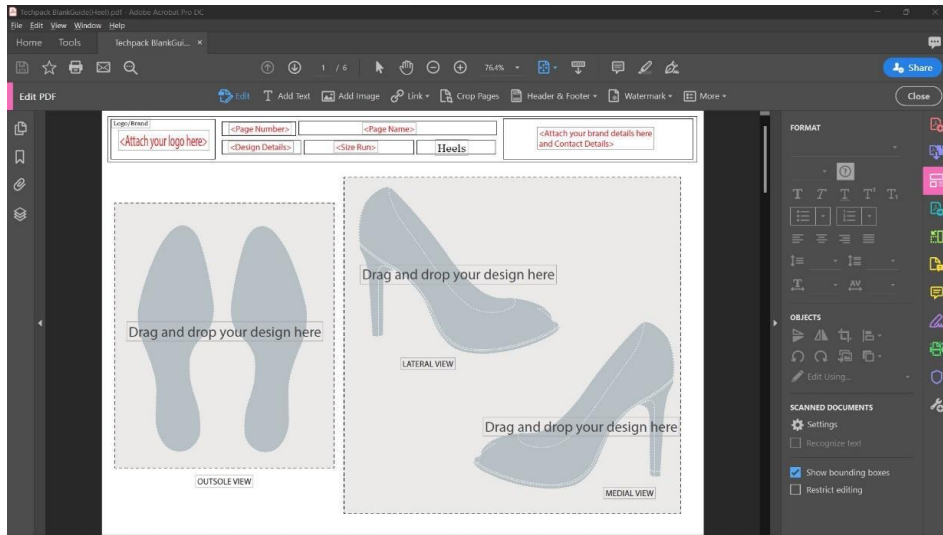


Fig. 14.1: Click on every text and shape that you wanted to remove and press the “delete” key on your keyboard. Some areas might require multiple deletion before the shape is completely deleted.

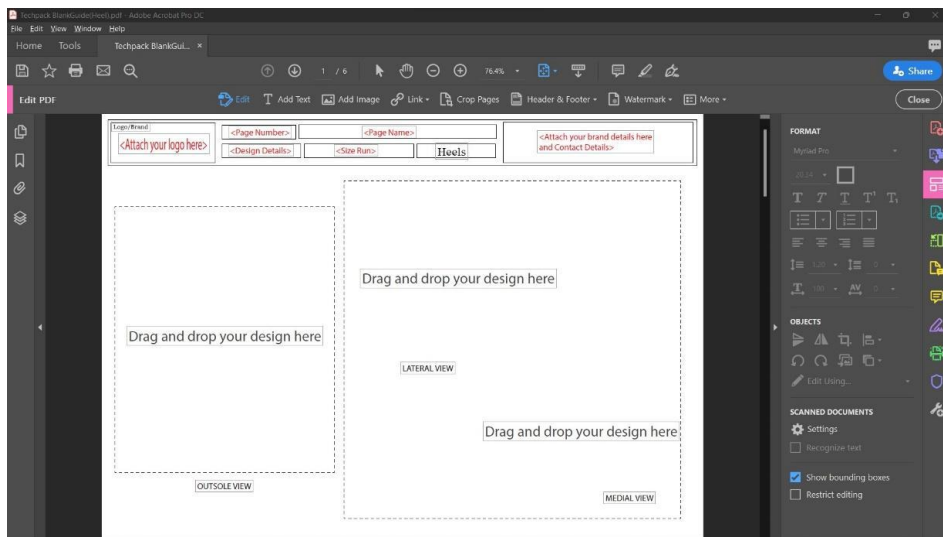


Fig. 14.2: The screen will look like this after deleting the shapes. You may delete the texts as well and change it to a different font using the “Add Text” button located at the top panel.

Click on a text and change it to the required details. You may adjust the font, size and placement using this tool. (Refer to Fig. 15)

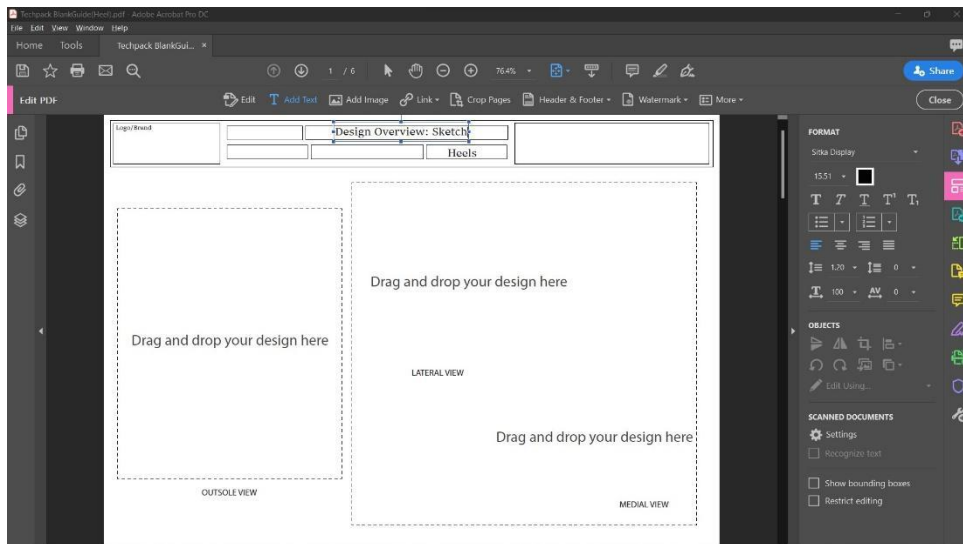


Fig. 15: Adding text. Click on “Add Text” then click on the area where you want to add texts.

To add your attachment image, go to “Add Image”, it will then open a tab, go to the folder where your images/sketches are located, select the image and press open. Click on the area where you need to place the image. To adjust the size of the attachment click the top corner and drag your mouse. Press the “shift” key on your keyboard to adjust the image proportionally. (Refer to Fig 17 to Fig. 20)

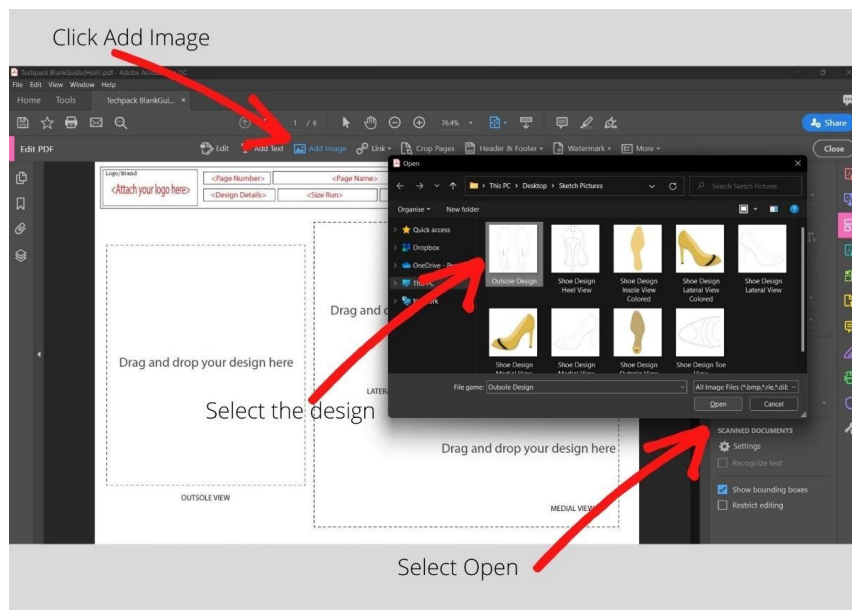


Fig. 17: Adding attachment image.

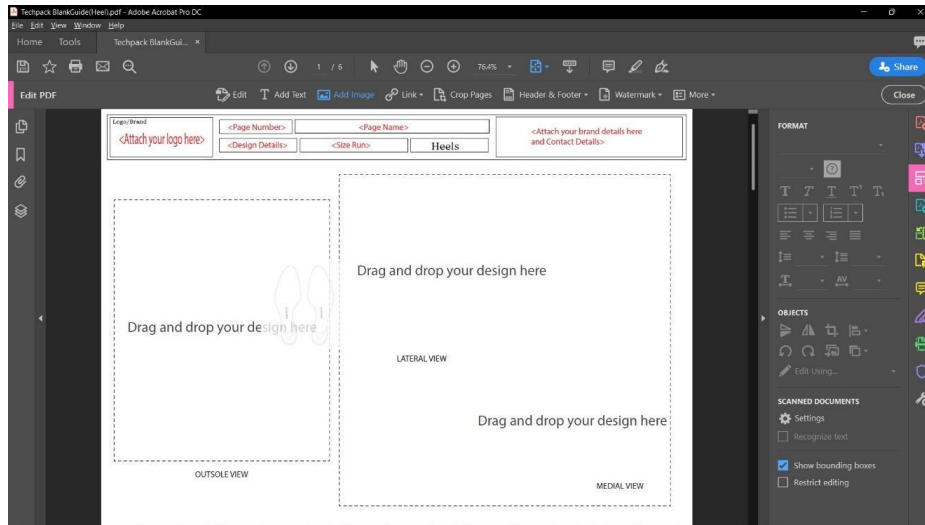


Fig. 18: Selecting the area to place the attachment.

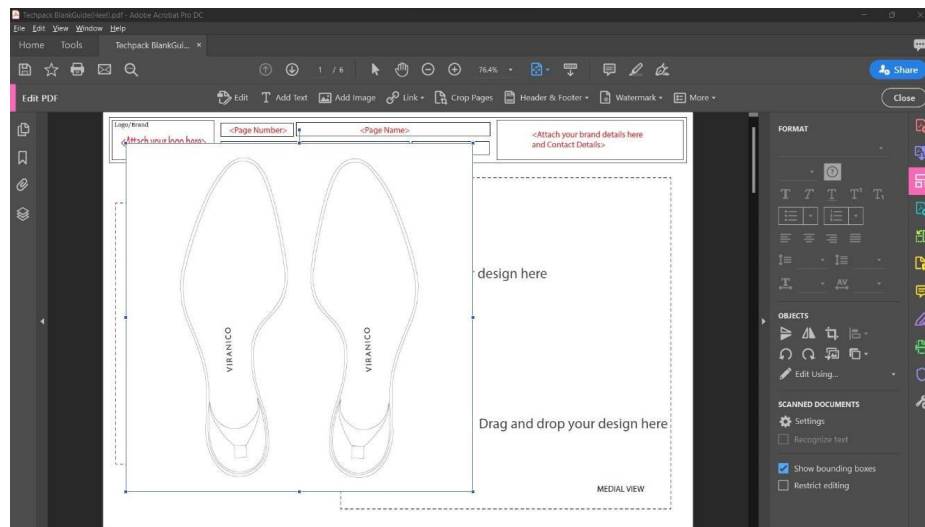


Fig. 19: Image added, to adjust the size click on the corner of the image then drag your mouse in or out while holding the "shift" key on your keyboard.

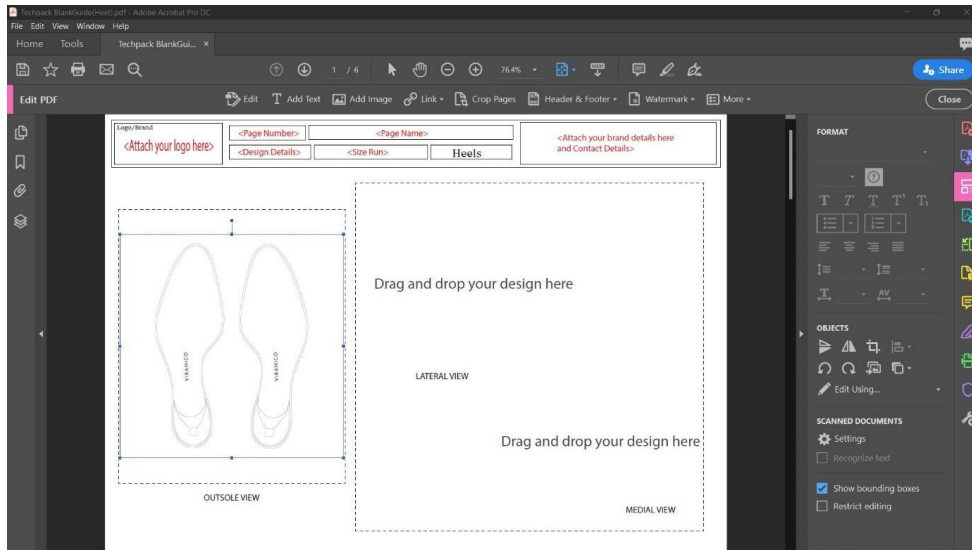
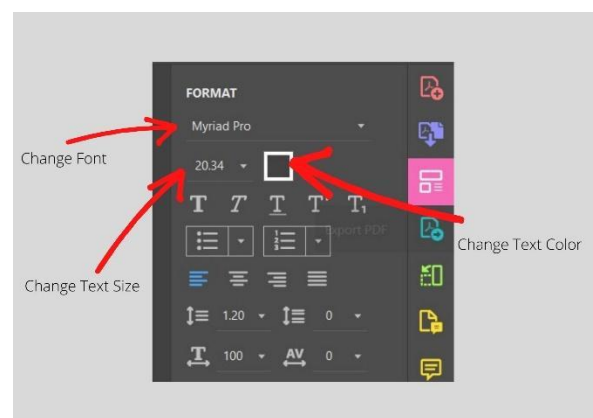
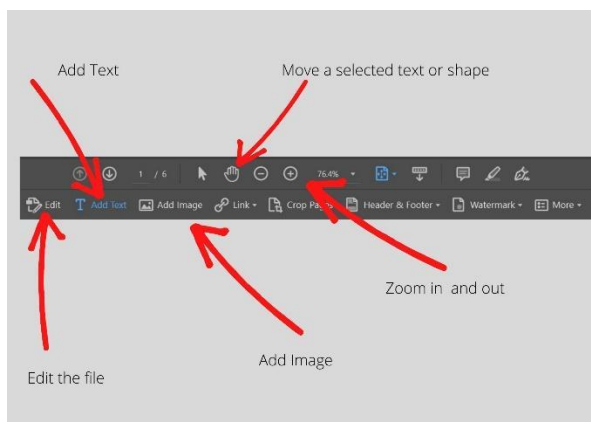


Fig. 20: After resizing and adjusting, your file should at least look like this. Repeat the steps for the rest of the attachments.

After you complete editing a page, scroll down and repeat these steps for all the pages. Once you complete the entire tech pack, review and save your tech pack. Send it to us at info@italianshoefactory.com.

Tools



Note: If you do not have an experience in editing tech packs or making a design using Adobe Software, we recommend that you edit your tech pack using Adobe Acrobat pro as this is easier compared to editing in Adobe illustrator. However, editing in Adobe Illustrator will give you more freedom and creativity on your tech pack, we recommend you edit on adobe illustrator if you have previous experience using it.

Finalizing your tech pack

We recommend that you save the file into a PDF format.

Review the contents of your tech pack, finalize it and send it to us at info@italianshoefactory.com for a review and quotation.