



**3dtotal**  
Publishing

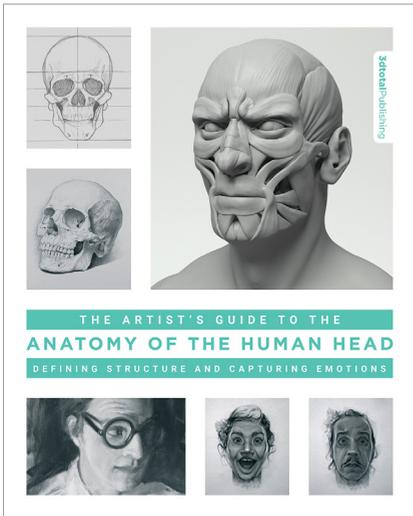
Winter 2018/19

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[shop.3dtotal.com](http://shop.3dtotal.com)

# Building the foundations

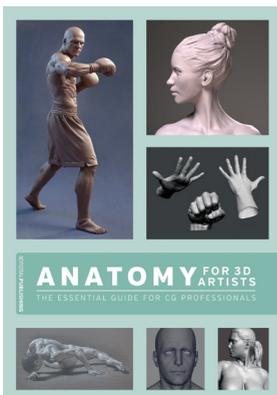
Every artist needs an understanding of the fundamentals, including anatomy, color, light, composition, and perspective. Whether you are a new artist discovering these principles for the first time or a professional looking for a refresher, the books here offer the support you need.



## The Artist's Guide to the Anatomy of the Human Head

Key to portraying relatable characters and realistic portraits is accurately capturing the subject's expression. *The Artist's Guide to the Anatomy of the Human Head* is a comprehensive manual designed to help you understand the forms and features of the face, and how to portray the vast range of human emotion. Packed with invaluable reference images presented by leading artists from a variety of disciplines, including 3D modeling, illustration, and concept art, the extensive knowledge shared makes this book a must-have for all artists looking to successfully portray emotions and create relatable characters.

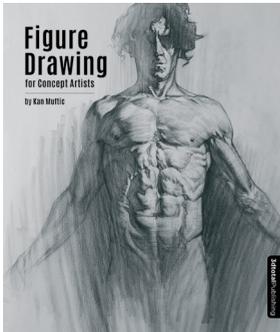
ISBN: 978-1-909414-45-7  
Soft cover: 210 × 260 mm  
Published June 2017  
232 full-color pages  
\$34.99/£21.99



## Anatomy for 3D Artists

*Anatomy for 3D Artists* is an essential guide for sculpting human anatomy. Non-software specific, it is filled with everything that today's digital 3D artist needs to know in order to tackle the difficult task of recreating the human form in 3D. Covering practical and advanced 3D sculpting, the book encompasses every stage in the creation of a variety of male and female figures.

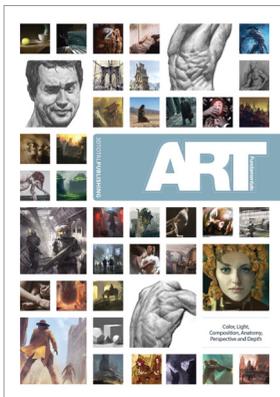
ISBN: 978-1-909414-24-2  
Soft cover: 210 × 297 mm  
Published November 2015  
288 full-color pages  
\$49.99/£29.99



## Figure Drawing for Concept Artists

Accessibly written and lavishly illustrated by respected concept artist Kan Muftic, this book celebrates the common ground between traditional life drawing and the fast-paced world of the concept art industry. Learn about the materials, tools, and observational skills needed to make successful life drawings, how to capture the forms of the human body on paper, and how to improve your character and concept art with a dynamic approach to figures and anatomy. *Figure Drawing for Concept Artists* offers a unique, up-to-date perspective on classical skills, with the contemporary practitioner in mind.

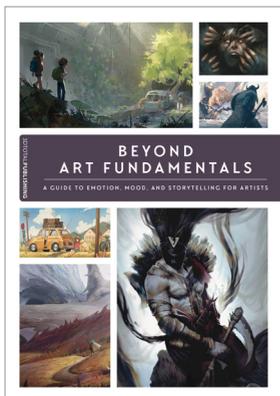
ISBN: 978-1-909414-44-0 | Soft cover: 216 × 279 mm  
Published May 2017 | 192 full-color pages | \$34.99/£22.99



## Art Fundamentals

Art fundamentals are the bread and butter of any artist; an understanding of them is essential when it comes to producing a successful piece of work. This book addresses key topics in a series of insightful chapters written by some of the industry's most experienced artists, giving newcomers the tools they need to start their artistic journey and offering veterans a chance to brush up on their theory. It's a must-have for anyone who is pursuing a career in an artistic industry.

ISBN: 978-1-909414-00-6  
Soft cover with slipcase: 210 × 297 mm  
Published August 2013  
272 full-color pages  
\$49.99/£29.99



## Beyond Art Fundamentals

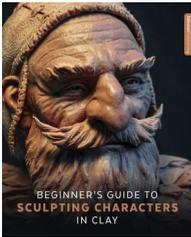
Building on the foundations set by the popular *Art Fundamentals* book, *Beyond Art Fundamentals* shows artists how to take their work a step beyond techniques and mechanics. A memorable, unique image requires more than just accurate anatomy and choosing the right tools, after all. This impressive volume offers in-depth guidance on conveying mood and emotion and improving your images' storytelling through composition, character details, and atmosphere.

ISBN: 978-1-909414-36-5  
Soft cover: 210 × 297 mm  
Published September 2016  
224 full-color pages  
\$37.99/£25.99

# Embark on your first creative journey

Start a new artistic adventure with the ever-popular *Beginner's Guide* series, which teaches you all you need to know to get started in clay sculpting, digital painting in Adobe Photoshop, comic art, and more!

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## Beginner's Guide to Sculpting Characters in Clay

Discover the immersive art of clay sculpting with comprehensive tutorials from renowned professional sculptors including Glauco Longhi and Romain Van den Bogaert. Explore key tools and materials, following the sculpting process from developing a character and creating armatures through to perfecting the final details. Featuring an introduction to sculpting by The Shiflett Brothers, this fantastic volume is suitable for both complete sculpting novices and digital sculptors wanting to explore traditional techniques.

ISBN: 978-1-909414-40-2 | Soft cover: 210 × 260 mm  
Published March 2017 | 256 full-color pages | \$35.99/£24.99

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## Beginner's Guide to Digital Painting in Photoshop: Sci-fi & Fantasy

Create imaginative and compelling genre art by learning about topics such as how to design an interesting composition, achieve correct perspective, and convey moods. Step-by-step tutorials, and handy quick tips that cover how to paint elements integral to sci-fi and fantasy art, make this an invaluable resource for those looking to learn new skills, as well as those pursuing the next level.

ISBN: 978-1-909414-35-8 | Soft cover: 210 × 297 mm  
Published August 2016 | 224 full-color pages | \$49.99/£29.99



## Beginner's Guide to Character Creation in Maya

3D animator and trainer Jahirul Amin gives an insightful breakdown of how to model from scratch using Maya and Mudbox. Not only will you learn about rigging and animation, with a step-by-step guide on how to link the joints and create constraints and controls for animation, you will also learn about anatomy and how to correctly light and render your scene for portfolio-worthy presentation.

ISBN: 978-1-90941420-4 | Soft cover: 210 × 297 mm  
Published April 2015 | 288 full-color pages | \$49.99/£29.99





## Beginner's Guide to Digital Painting in Photoshop: Characters

An expert guide for artists wishing to create convincing and detailed characters in Photoshop. Learn from the pros as established artists such as Charlie Bowater and Derek Stenning share their industry experiences by covering such aspects as posing characters, choosing the correct costume, conveying emotions, and creating suitable moods.

ISBN: 978-1-90941414-3 | Soft cover: 210 × 297 mm  
Published February 2015 | 224 full-color pages | \$49.99/£29.99



## Beginner's Guide to Sketching

Discover the fundamentals of sketching, learning about the variety of materials that can be used and the techniques that can be employed.

ISBN: 978-1-90941423-5 | Soft cover: 297 × 210 mm  
Published August 2015 | 208 full-color pages | \$37.99/£23.99



## Beginner's Guide to Comic Art: Characters

Start your journey to comic success and learn the traditional and digital tools of the trade. From inking and coloring to anatomy and poses, discover invaluable tricks from the professionals!

ISBN: 978-1-909414-27-3 | Soft cover: 297 × 210 mm  
Published February 2016 | 208 full-color pages | \$24.99/£16.99

For artists  
of all  
mediums



## Beginner's Guide to Creating Manga Art

Tutorials covering everything from drawing features, anatomy, and expressions to designing clothing, perfecting poses, and coloring characters with a variety of traditional and digital artistic tools.

ISBN: 978-0-95681716-7 | Soft cover with slipcase: 297 × 210 mm  
Published March 2013 | 208 full-color pages | \$24.99/£15.99



## Beginner's Guide to Digital Painting in Photoshop

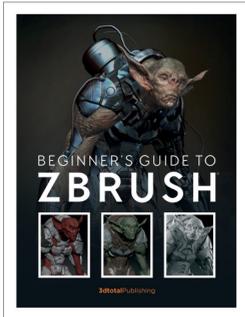
Learn about basic Photoshop tools and fundamental art theory. The tutorials within this book don't just describe techniques, they actively demonstrate how these methods can be applied to artwork.

ISBN: 978-0-9551530-7-5 | Soft cover with slipcase: 297 × 210 mm  
Published December 2011 | 224 full-color pages | \$49.99/£29.99



# Explore ZBrush

Pixologic ZBrush's uniquely intuitive approach to modeling makes it a fantastic asset for any creator hoping to realize their ideas in 3D. Our collection of ZBrush books allows you to start from the beginning, gather inspiration, and move on to gain valuable tips from ZBrush professionals.



## Beginner's Guide to ZBrush

To usher students and 3D newcomers into comfortably using this powerful software, *Beginner's Guide to ZBrush* presents a thorough introduction to the program with in-depth, accessible tutorials that will guide you through ZBrush's essential tools and techniques. The book covers key concepts to help you get to grips with the principles of 3D, step-by-step organic, hard-surface, and mixed-surface sculpting workflows, and an overview of external rendering and 3D printing.

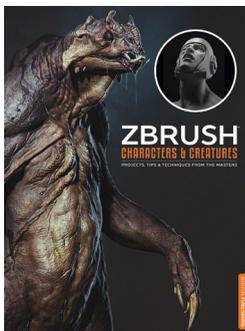
ISBN: 978-1-909414-50-1 | Soft cover: 216 × 279 mm  
Published November 2017 | 272 full-color pages | \$49.99/£29.99



## Sculpting from the Imagination: ZBrush

Get a glimpse inside the minds of the masters as *Sculpting from the Imagination: ZBrush* brings together the 3D sketches of 50 incredible digital artists in an inspiring display of talent and technique. For 3D artists of all abilities looking to try new approaches and searching for inspiration, this book is a first-class anthology of stunning images, invaluable tips, and artistic insights that will leave any creative mind wanting more.

ISBN: 978-1-909414-33-4 | Soft cover: 210 × 230 mm  
Published May 2016 | 320 full-color pages | \$29.99/£17.99



## ZBrush Characters & Creatures

Aimed at aspiring and experienced modelers alike, and featuring world-class artists including Mariano Steiner and Kurt Papstein, *ZBrush Characters & Creatures* is a go-to resource for those already familiar with ZBrush looking to learn tips, tricks, and professional workflows from the masters, taking you from concept to completion across a variety of imaginative projects.

ISBN: 978-1-90941413-6 | Soft cover: 220 × 297 mm  
Published December 2014 | 280 full-color pages | \$49.99/£29.99



# Develop your industry skills

After you've taken your first steps and become confident as a beginner, it's time to take your work and methods to the next level. The best way to do this is to learn from practiced artists in the industry, even if you are an experienced veteran there is always something to learn from fellow artists.



Placeholder cover

## Digital Painting in Photoshop: Industry Techniques for Beginners

*Digital Painting in Photoshop: Industry Techniques for Beginners* provides beginner, and developing, artists with a thorough understanding of how to use Adobe Photoshop for digital painting. Learn the basics of how Photoshop's powerful tools and settings can be utilized to speed and refine the creative process, then follow three in-depth step-by-step painting tutorials from top professional artists including Matt Tkocz and James Wolf Strehle.

ISBN: 978-1-909414-76-1 | Soft cover: 210 × 297 mm  
Published November 2018 | 288 full-color pages | \$49.99/£29.99



## The Ultimate Concept Art Career Guide

*The Ultimate Concept Art Career Guide* is an expert-led handbook to help you launch, sustain, and evolve a career as an artist in the entertainment industry. With helpful insights and encouragement from experienced freelance artists and leading industry professionals, learn how to create a winning portfolio, develop your online presence, and handle the ups and downs of an art career. Incorporating education and training suggestions, interview tips, and best practice advice, this guide is ideal preparation for anyone wanting to develop a career as a professional concept artist.

ISBN: 978-1-909414-51-8 | Soft cover: 180 × 230 mm  
Published December 2017 | 200 full-color pages | \$29.99/£19.99



## Master the Art of Speed Painting

For matte painters and concept artists working in the movie, video game, and TV industries, it is often important to be able to quickly and efficiently create artwork. With invaluable time-saving tips on custom brushes and photobashing, and guides for painting in 10-, 30-, 60-, or 120-minute periods, this book will help you on your way to becoming a speed-painting master!

ISBN: 978-1-909414-34-1 | Soft cover: 250 × 210 mm  
Published June 2016 | 256 full-color pages | \$34.99/£21.99



# Admire others in the art community



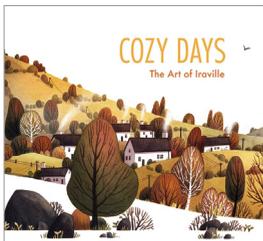
Explore the ideas and inspirations behind the artwork of talented artists. Featuring exclusive artwork and insights into the artists' thought processes, these books are perfect for any art admirers.



## The Art of Heikala: Works and Thoughts

*The Art of Heikala: Works and Thoughts* is a comprehensive collection of the best work by popular illustrator Heikala, including exclusive never-before-seen art pieces and works in progress. This beautifully presented hardback book also features step-by-step tutorials on watercolor painting and product design, and explores Heikala's creative process and how she came to build a successful career as an artist.

ISBN: 978-1-909414-81-5  
Hardcover with slipcase: 270 × 230 mm  
Published February 2018  
152 full-color pages  
\$34.99/£23.99



## Cozy Days: The Art of Iraville

*Cozy Days: The Art of Iraville* is a collection of the best work by popular illustrator Ira Sluyterman van Langeweyde, also known as Iraville. This lavish hardback book presents hundreds of colorful paintings of nature, small towns, idyllic scenes, and charming characters, as well as offering insights into Ira's career path, watercolor painting process, and hand-crafted materials.

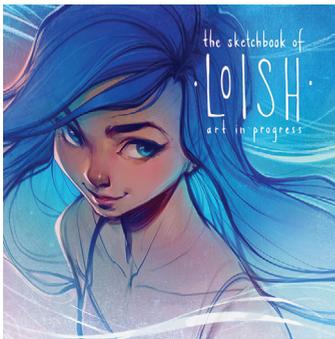
ISBN: 978-1-909414-63-1 | Hardcover with dust jacket and slipcase: 240 × 270 mm  
Published November 2018 | 152 full-color pages | \$34.99/£22.99



## Still Just Kidding

Cassandra Calin's ability to document the hilarity of relatable everyday events has made her a worldwide success and generated a huge following on social media. This book offers a unique chance to see comics that fans know and love, as well as previously unseen comics. Find out more about the artist, inspiration, and processes behind Cassie's popular web comic in this amusing title that will keep you laughing from beginning to end.

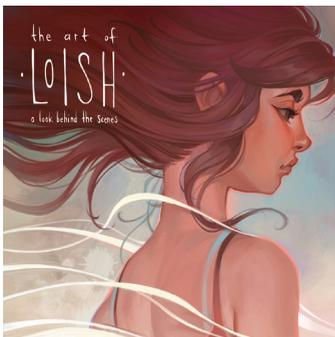
ISBN: 978-1-909414-75-4 | Hardcover with slipcase: 216 × 254 mm  
Published July 2018 | 168 full-color pages | \$34.99/£23.99



## The Sketchbook of Loish

*The Sketchbook of Loish* is the second published book by digital artist Loish after it successfully funded on Kickstarter in just four minutes. Showcasing her traditional and digital sketches, it features exclusive artwork ranging from character sketches to environmental speed paints. Offering insight into her creative process, this book will suit both beginners and more experienced artists alike, as well as all admirers of Loish's work.

ISBN: 978-1-909414-54-9 | Hardcover with slipcase: 255 × 255 mm  
Published March 2018 | 152 full-color pages | \$34.99/£22.99



## The Art of Loish

*The Art of Loish* is the first published compendium of the works of digital artist and animator Loish, offering you inspiration, insight, and exclusive artwork. Featuring a wide range of Loish's illustrations, the book shows her development from someone who drew digitally as a hobby into a highly popular professional artist. Browse it as a coffee table book or read through the tutorials to learn how to create digital paintings yourself.

ISBN: 978-1-909414-28-0 | Hardcover with slipcase: 255 × 255 mm  
Published March 2016 | 152 full-color pages | \$34.99/£22.99

# Hone your design skills

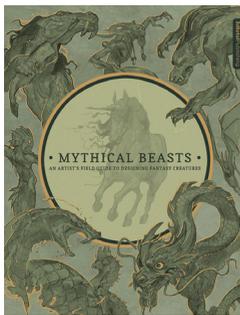
With contributions and perspectives from a wide array of talented artists, improve your idea development skills, a valuable industry attribute when it comes to creating convincing characters and creatures to brief.



## Creating Stylized Characters

This beginner-friendly book delves into industry-essential aspects of the character development process, from real-world research, to thumbnailing, to exploring different genres, personalities, and styles. With multi-faceted tutorials and an introduction to key concepts such as gesture, color, and expressions, follow the character development process with six talented artists and learn how they turn an initial base character into interesting variants while maintaining the original character's core attributes. A fascinating approach to teaching character design!

ISBN: 978-1-909414-74-7 | Soft cover: 210 × 260 mm  
Published May 2018 | 248 full-color pages | \$36.99/£24.99



## Mythical Beasts

Journey around the globe and unearth the secrets of thirty fantasy favorites, including the legendary unicorn, the elusive yeti, and the Japanese nue, to name just a few! Each creature has its own chapter that covers an overview of its history, how to detail main elements, such as fur and horns, and the thought process behind the artist's design. Mythical Beasts is an ideal anthology for fantasy lovers, creature artists, or any intrepid adventurer looking to investigate the enchanting world of cryptozoology.

ISBN: 978-1-909414-48-8 | Hard cover: 216 × 279 mm  
Published September 2017 | 320 full-color pages | \$49.99/£29.99



*Character Design Quarterly* is a creative and illuminating magazine for illustrators, artists, animators, and character art enthusiasts. Released four times a year, the magazine offers inspirational and educational articles, tutorials, and interviews specifically geared to help artists hone their character design skills.

**Subscribe now from just £35 a year** [characterdesignquarterly.com](http://characterdesignquarterly.com)

# Discover sketching

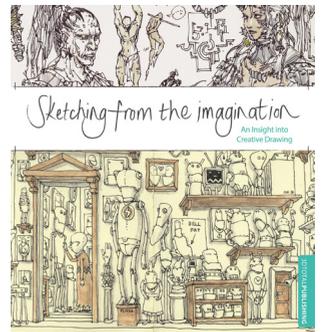
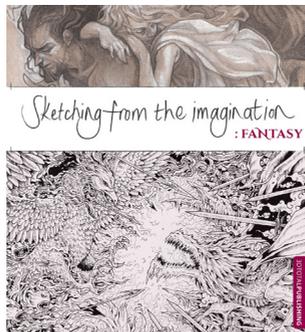
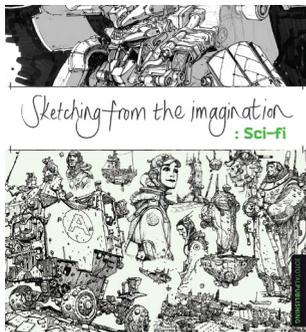
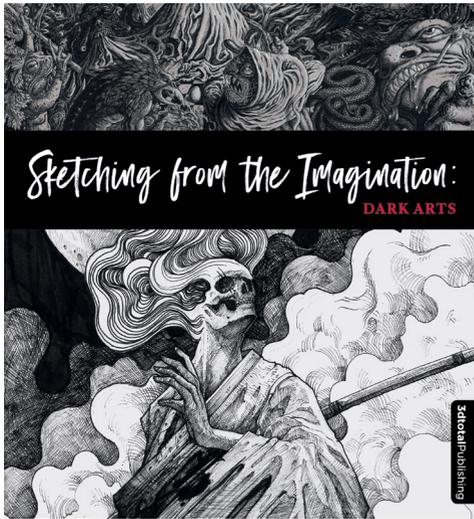
The humble sketch is the foundation of great art, where thoughts and concepts first come to life as an image. The books in our sketching range bring you the chance to see inside an artist's mind and learn more about how and why they sketch.

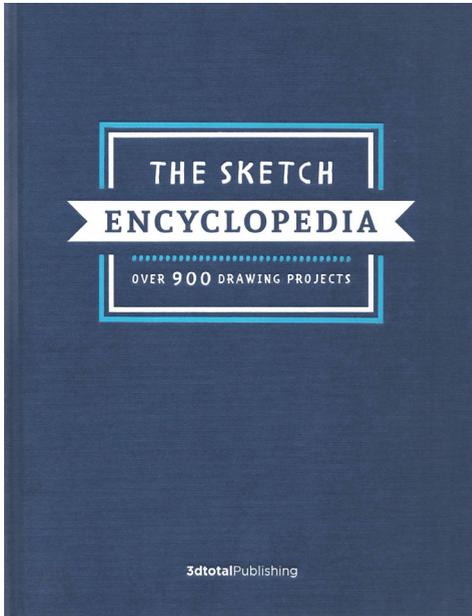
## Sketching from the Imagination

In each book of the *Sketching from the Imagination* series, 50 talented traditional and digital artists have been chosen to share their sketchbooks and explain the reasons behind their design decisions. Visually stunning collections packed full of useful tips, these books offer inspiration for everyone.

Each book | Soft cover: 210 x 230 mm | 320 full-color pages | \$29.99-\$32.99/£17.99-£19.99

Perfect  
as a gift



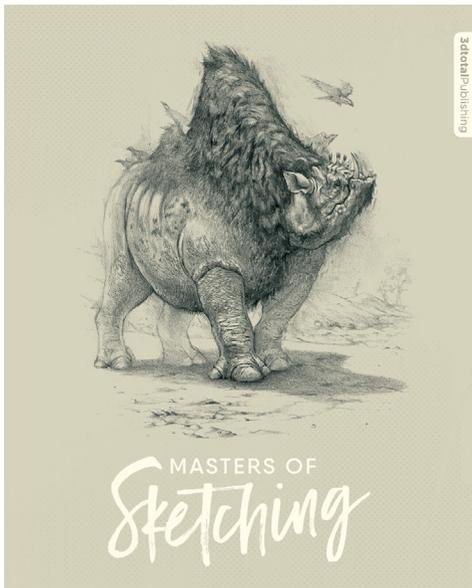


## The Sketch Encyclopedia

A book like no other, *The Sketch Encyclopedia* is an ideal art resource for anyone wanting to take their first steps into sketching or drawing. With over 900 drawing projects, each broken down into four key steps for practising your skills, there is enough to keep you sketching for years! Learn the fundamental skills of drawing from *The Sketch Encyclopedia's* extensive introduction covering tools, line making, light theory, perspective, and texture before exploring the different effects you can create with the book's texture library. Armed with a wealth of artistic knowledge, embark upon your own sketches using the many different subjects covered in *The Sketch Encyclopedia*.

ISBN: 978-1-909414-64-8  
Hard cover: 216 × 280 mm  
Published October 2018  
432 full-color pages  
\$59.99/£39.99

Over 900  
drawing  
projects



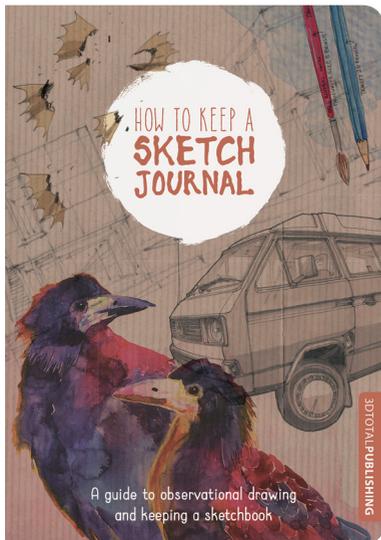
## Masters of Sketching

Sketching is a versatile medium used by artists of all backgrounds and disciplines, from the old Renaissance Masters to modern concept artists today. Learning from other artists is one of the best things you can do to improve your own technique, and it is with this in mind that *Masters of Sketching* brings you a wide range of inspiring sketches and insightful pearls of wisdom from twenty outstanding artists. Through fascinating and unique step-by-step breakdowns, these master sketchers share how they approach and think about their sketching process, making this book an impressive compendium for any artist who wants to expand their creative horizons.

ISBN: 978-1-909414-38-9  
Soft cover: 210 × 260 mm  
Published December 2016  
272 full-color pages  
\$35.99/£23.99

## Sketch Journal

Get creative on the move with Sketch Journal's high-quality sketch pads, quintessential artist tools, and a soft leather cover to wrap everything up as a compact artistic companion.



### How to Keep a Sketch Journal

*How to Keep a Sketch Journal* is an essential guide to observational sketching and keeping a creative journal. There are countless ways to fill your journal and so many exciting materials and methods to use – this book aims to capture them in a fun and eclectic primer that has something for everybody, whatever their skill level. Whether you're a habitual sketcher or just starting out, this book offers tips on how to sketch from life, indoors or outdoors, whether you're using pens, pencils, watercolors, pastels, or mixed media. It covers essential drawing techniques, as well as how to stay motivated and cultivate good creative habits.

ISBN: 978-1-909414-26-6

Soft cover: 148 × 210 mm

Published December 2015

112 full-color pages

**NOW ONLY £5**

## Sketch Workshop

Sketch Workshop incorporates a luxury leather-style folder that securely holds a workbook and up to twenty quality drawing tools. We've created nine guides that cover anatomy, characters, creatures, robots and spaceships, and cityscapes, along with new titles covering fantasy characters, future concepts, landscapes, and mechs and weapons, all loaded into ready-to-go sketch workbooks.





**Anatomy**

ISBN: 978-1-90941415-0



**Characters**

ISBN: 978-1-90941416-7



**Cityscapes**

ISBN: 978-1-90941419-8



**Creatures**

ISBN: 978-1-90941417-4



**Robots & Spaceships**

ISBN: 978-1-90941418-1



**Fantasy Characters**

ISBN: 978-1-90941480-8



**Future Concepts**

ISBN: 978-1-90941479-2



**Landscapes**

ISBN: 978-1-90941462-4



**Mechs & Weapons**

ISBN: 978-1-90941461-7

# 3dtotalPublishing

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3dtotal Publishing is an independent publisher specializing in inspirational and educational resources for artists. Our titles proudly feature top industry professionals who share their experience in step-by-step tutorials and quick tip guides placed alongside stunning artwork to offer you creative insight, expert advice, and all-essential motivation.

Initially focusing on the digital art world, with comprehensive volumes covering Adobe Photoshop, Pixologic's ZBrush, Autodesk Maya, and Autodesk 3ds Max, we have since expanded to offer the same level of quality training to traditional artists. Including the popular *Digital Painting Techniques*, *Beginner's Guide*, and *Sketching from the Imagination* series, our library is now comprised of over forty titles, a number of which have been translated into different languages around the world.

As 3dtotal Publishing has grown, the business has been ever-conscious of sharing the benefits of that success with others by proudly donating an amount of profit to good causes, using the Centre for Effective Altruism ([centreforeffectivealtruism.org](http://centreforeffectivealtruism.org)) as a guide to ensure the funds are used as efficiently as possible. To offset its carbon footprint, the business also donates to Cool Earth ([coolearth.org](http://coolearth.org)), a charity that works alongside indigenous villages to halt rainforest destruction.

3dtotal Publishing is an offspring of 3dtotal.com, a leading website for CG artists founded by Tom Greenway in 1999.

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