



From inspiration to art: Articulation and print development process of kids-wear clothing

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Abstract

Childhood has always been an important and significant part of life. Most of the kids develop their understanding skills and abilities from the surrounding. They have their different taste and choices in terms of utility products like cloths, food, toys etc. When we talk about kids wear cloths, kids usually get attracted to vibrant printed cloths. Print design for kids wear is an interesting area of design and research. Understanding the taste and preference of kids for clothing can directly benefit the kids-wear industry. Designing prints from emphasized inspiration and innovative theme is a good approach of understanding the consumer which will led to consumer satisfaction. Articulation and print development is one of the important areas where designers can work thematically according to the taste of the particular age group. For design there is always an inspiration which makes a particular cloth and apparel attractive as well as commercial. Kids start their learning stage with books with initial alphabets and numeric. Apart from this if the kid gets the alphabetical symbols and theme in the cloths in form of print then the kids will find it more interesting to wear that particular garment.

Keywords: kids-wear, design, print, articulation, inspirations, alphabets

Introduction

Nature is always one of the main source of inspiration for designs in respective to any designing. For developing a good print design the conceptual story works as a main element of design. Designing for kids wear is a big challenge for any designer. The concept of design development can be simplified through good concept, inspiration and implementation. When a kid is in his or her learning stage they try to co-relate their activities with what they are learning from books, videos, photographs etc. Taking inspiration from those objects can give a good concept of designing print.

Design process

This process of designing a garment includes several processes from initial level following of trend and forecast to Final Design.

The Steps are following

- Study upcoming Trend
- Design and Sketch
- Select Material
- Final Design

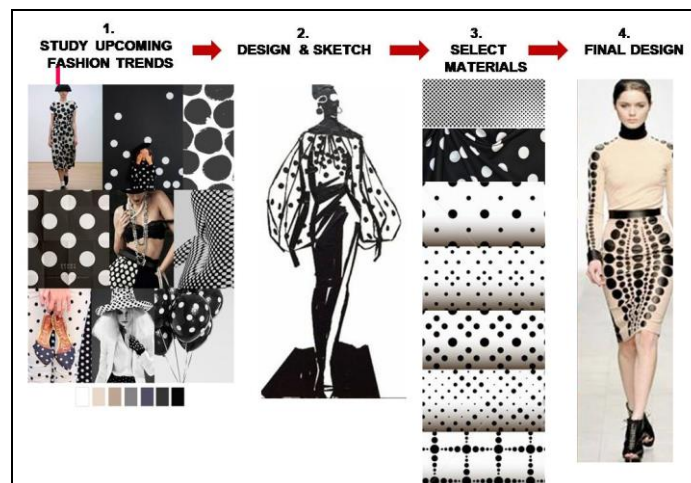


Fig 1: Steps of Design development

Inspiration

The first stage of designing a print initiates with selecting an

inspiration which will reflect in the innovative designing in kids-wear clothing. Alphabets are very interesting inspiration

for designing as kids usually learn and study alphabets in their early stage of learning and understanding.



Fig 2: Inspiration elements of theme Alphabetic zoo

Creative designing and thought process

In the competitive world of art and design it is very important to come up with new ideas and designs. Users usually get bored with regular and normal designs. To maintain the creative bench mark designers need to understand the current taste and demand and design accordingly. A design consist of elements and principles of design along with visually attractive is considered good design with aesthetics. Our brain has proper potential by which any person’s creative thought process takes place. Our brain hemisphere is responsible for that creativity and development of idea.

Mind mapping

Mind mapping is a diagram and thought process used to visually specify information. Finding out the keywords with the help of mind mapping gives a big space to explore with different direct and indirect aspects related to the inspiration. Incorporating these aspects can help the designer to entitle these terms in the designs. With the specific alphabets lots of

words and words are connected.

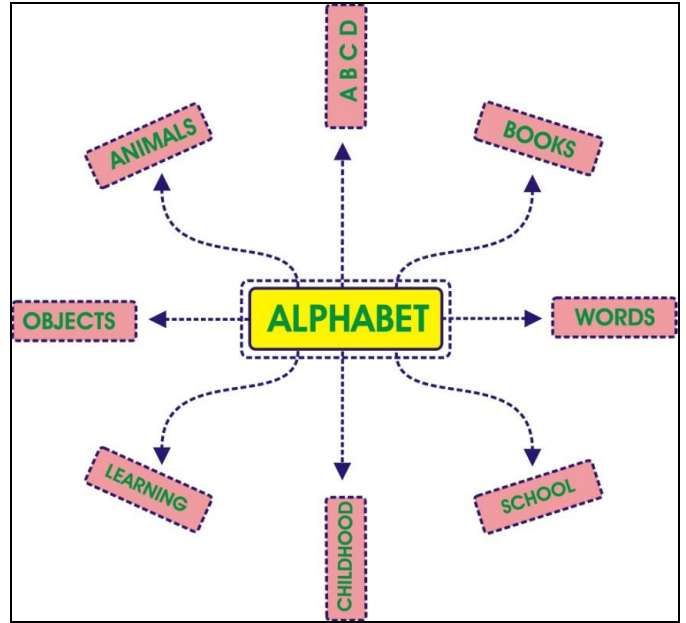


Fig 3: Thematic mind mapping

Keywords from mind mapping

From the mind mapping a designer can find out keywords for theme name and development. The keywords are as follows:

- Books : Alphabetical book symbolizes initial learning and education.
- Words : Kids learn and adapt different words in while learning alphabets
- School : Place where kids spend their time after home.
- Childhood : It’s a period when a child learns things from their surroundings
- Learning : It is an important part of life and kids starts learning from their childhood.
- Objects : Understanding and learning about objects from daily activities.
- Animals : Kids learn the names of animals trough their studies.

Fig 4

Trend analysis and theme development

Before we start working on any theme it is very important to understand trend analysis and forecasting. There are different group of people and organizations who are regularly working and understanding the current and upcoming trends. The key

area of trend analysis and forecasting are silhouette, fabric, color, print, trims, accessories etc. After understanding and taking reference from upcoming trend a designer can start developing a new theme according to the direction of trend and forecast.

Articulation and motif development

The process of articulation is the stage where designer need to add-on the creativity along with the innovation. Selecting an uncommon keyword from the inspiration and creating a good quality of design is required for an attractive print design. Inspiration for the theme alphabet can be merged with many ideas as per the mind mapping and then creating themes like alphabetical -school, alphabetical- animal, alphabetical learning, alphabetical zoo etc.

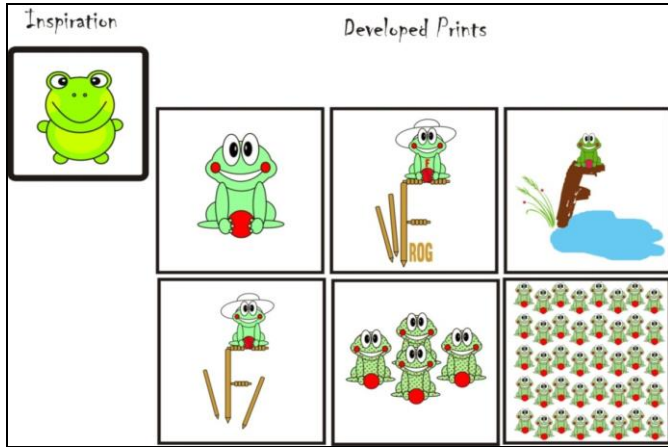


Fig 5: Inspiration 1 for theme alphabetic zoo: Frog

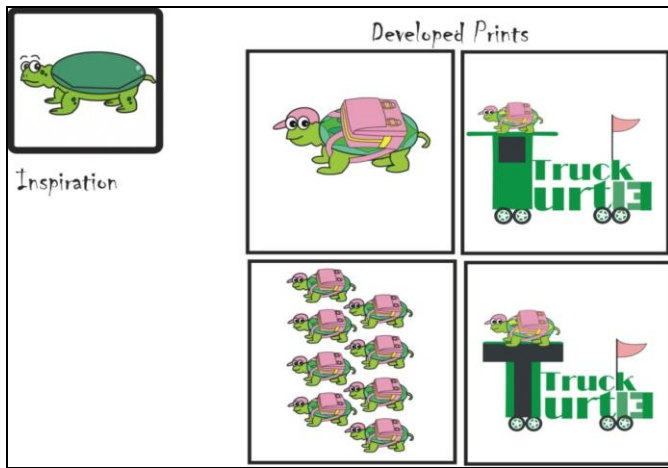


Fig 6: Inspiration 2 for theme alphabetic zoo: Turtle

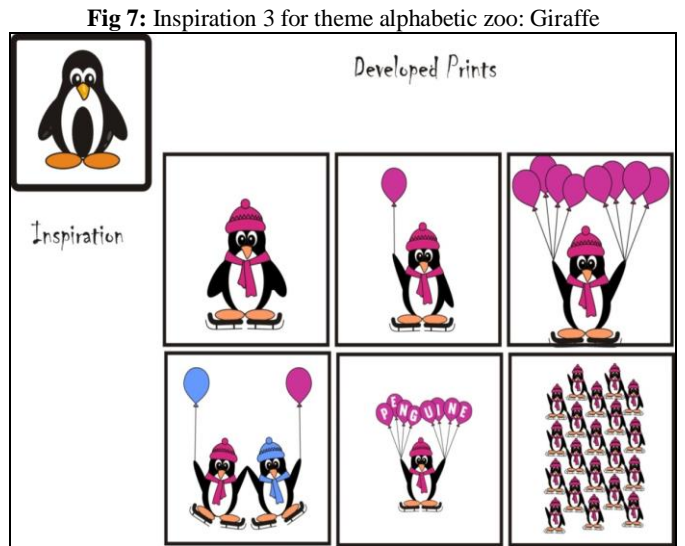
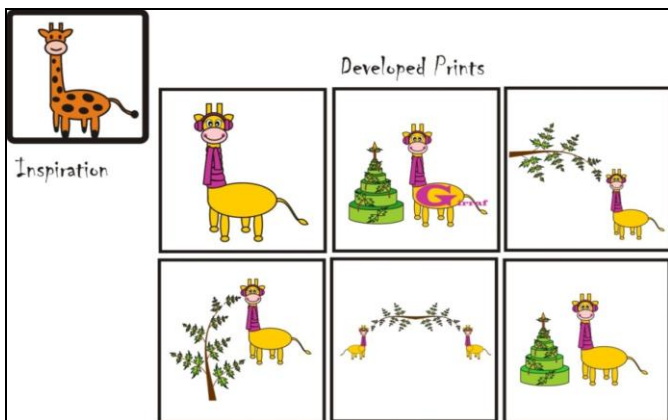


Fig 8: Inspiration 4 for theme alphabetic zoo: Penguin

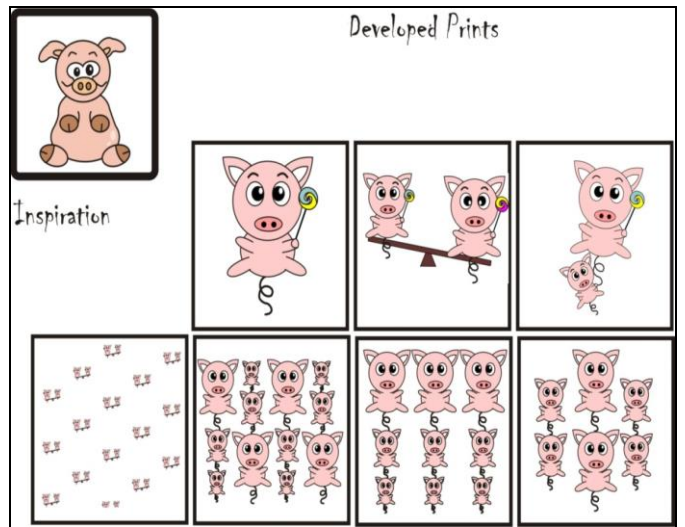


Fig 9: Inspiration 5 for theme alphabetic zoo: Pig

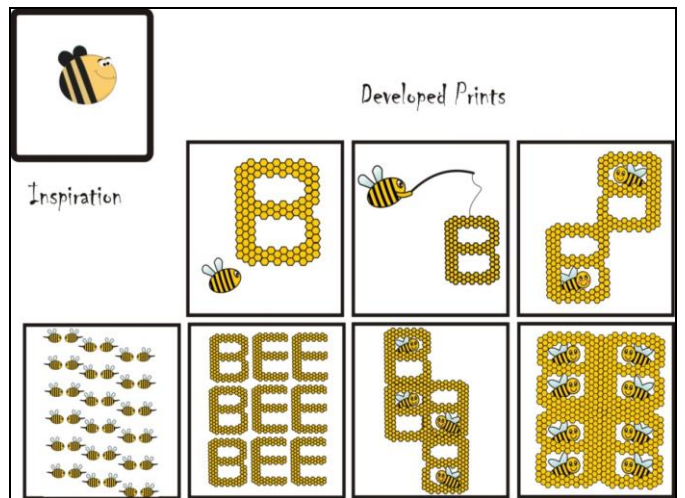


Fig 10: Inspiration 6 for theme alphabetic zoo: Bee



Fig 11: Final Print Development

Conclusion

As kids wear clothing is one of the most growing section in clothing industry, the more demand of good creative print can met the user expectations. A designer should know the creative design development, theme development and articulation process which will give a good quality of designer clothes. Creativity plays a very important role in the entire process of prints and garment development. A good collection of clothing will mobilize more aspiring designers to come up with creative designs which will help the kids wear industry to grow as desired.

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