

## Application of Abstract Motifs Extracted In Aquatic Animal on Garments

Manjali Sharma, Nalini Singh

Assistant Professor, Research Scholar Department of Home Science (Clothing & Textiles) Banasthali University, Rajasthan-304022

---

**Abstract:** The present study investigates “Application of abstract motifs extracted from Aquatic animals on garments”. The study was undertaken to design garments for different age groups by using aquatic animals as an inspiration, to create new and interesting garments which can break monotony and give a novel effect in garments embellished with hand painting and stencil printing. So, in this study 20 motifs developed by Corel draw11 and 15 design sheets on garments were developed, after that consumer preferences were calculated by questionnaire and evaluated on the basis of aesthetic appeal, color combination, placement of motif and overall and finally 5 best garments were selected and over that surface ornamentation (hand painting and stencil printing) were done, after that dry it and garments were stitched and finally evaluated by 5 point scale on the basis of aesthetic appeal, color combination, marketability, acceptability, suitability and arrangement of motifs. It was concluded that designed garments were preferred by consumers with respect of design, color combination, marketability, acceptability, suitability and arrangement of motifs. It will serve two purposes, one is introduced of something new in the world of fashion and secondly it was help to the more emphasis on the designs of aquatic animal with abstract form

Animal print are those prints which are made into fabric to resemble the pattern to skin and fur of animal such as giraffe, leopard and zebra and other animal print are also use. Animal print or leopard print is a clothing and fashion style in which the garment is made to resemble the pattern of the skin and fur of an animal such as leopard, cheetah zebra, and giraffe.

---

### I. Objectives:

- Collection of designs through different sources like magazine, book, net and other.
- Develop 20 designs through coral draw 11 and evaluate these designs in different aspects (placement of motif, color combination, aesthetic appeal and overall) for different age groups like infant, school going, teenagers, college going girls and working women.
- Finally develop 5 garments for different age groups.
- To access the acceptability and marketability.

### Delimitation

- Designs are developed by Corel darw11.
- Only fabric printing and stencil printing were used in garment designing.
- Only five garments were developed.

### Significance

- The study will be helpful to create new innovative and creative designs in cotton fabrics.
- With the help of this study the consumer will get varieties in different types of designer garments.
- The study will help the designer to explore new possibilities of designing.

### II. Methodology

The present study aims to design the product influenced from the whole work of this study was divided into three phase.

#### PHASE – I

- **Selection of motifs:** Selection of motif is based on inspirational theme aquatic life includes different types of animals lived in freshwater and marine water. Motif selections are based on of skin texture and structure color of fish.
- **Preparation of questionnaire:** This method which selected for data collection is based in questionnaire. This questionnaire consisted of 20 questions based on consumer preference for designing sheet.

- **Locale of study:** The place where the study has been conducted is referred to as locale of study. The study was conducted in Banasthali Vidyapeeth this was selected because of ease of approachability for the researchers.
- **Data collection:** The data was collected by the investigator by using questionnaire schedule. Complete information regarding study was given to them in order to achieve good Corel draw design.

**PHASE – II**

- **Develop designs for fabric development (different age groups):** Total 20 designs sheet are developed in sheet.
- **Evaluation of developed designs :** To select the best five designs, investigators displayed all the sheets to the respondents and evaluated on the bases of three criteria
- **Analysis of design sheets:** Data was obtained after evaluation analyses on grades for involving the best five marked design sheet to develop to prototype.

**PHASE – III**

- **Garment construction:** Garment construction was based on different age group there are five age group garments infant, school going, teenager, college going girl and working women.
- **Application of surface ornamentation:** After garment was manufactured, various textures were applied according to selected designs and the placement of motif.
- **Assessment of designed garments:** Best 5 garments are based on the acceptability and marketability it depend upon the aesthetic appeal color combination and overall uniqueness of design.
- **Data analysis:** Articles were assessed by target group and evaluating was done in based on color combination print overall aesthetic appeal with respect to its final cost.

**III. Result And Discussion**

**Results of assessment of developed designed sheets.**

The preliminary survey was conducted to determine respondent's attitude towards placement of single motif in different arrangements in styles. Each sheet has given score from 1-5 after the percentage was calculated.

In the rating scale 5 point was given for excellent and 1 point for average. So, that sheet was selected for prototype developed which obtained highest percentage.

Excellent	5
Very good	4
Good	3
Fair	2
Average	1

**Fig 4.10 Results of assessment of developed designed sheets for infant**



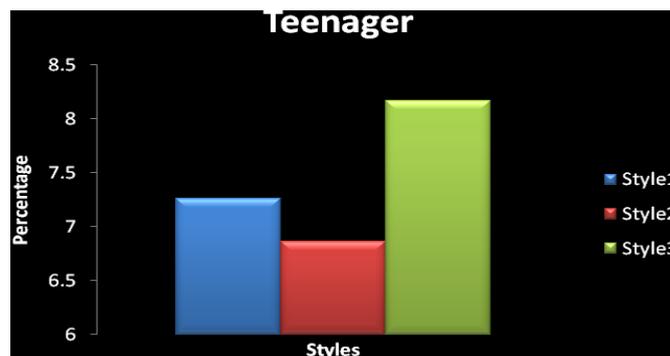
Graph 4.10 was shows that style no. 3 got maximum % for acceptability for prototype development, followed by style no. 3 consumer minimum acceptance for style no 1.

Fig 4.11 Results of assessment of developed designed sheets for school going



Graph 4.11 was shows that style no. 2 got maximum % for acceptability for prototype development, followed by style no. 3 consumer minimum acceptance for style no 1

Fig 4.12 Results of assessment of developed designed sheets for teenager

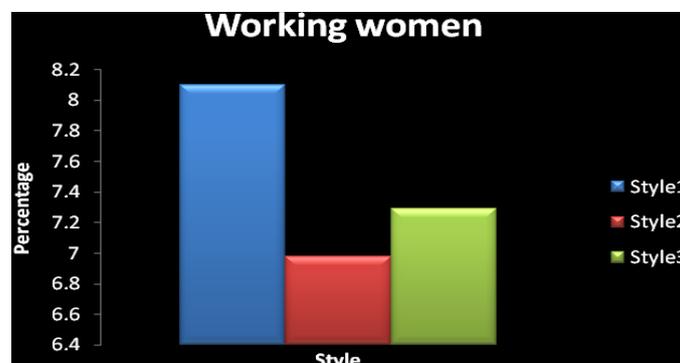


Graph 4.12 was shows that style no. 3 got maximum % for acceptability for prototype development, followed by style no. 1 consumer minimum acceptance for style no 2

Fig 4.13 Results of assessment of developed designed sheets for college going girls

Graph 4.13 was shows that style no. 3 got maximum % for acceptability for prototype development, followed by style no. 2 consumer minimum acceptance for style no 1

Fig 4.14 Results of assessment of developed designed sheets for working women



Graph 4.14 was shows that style no. 1 got maximum % for acceptability for prototype development, followed by style no. 3 consumer minimum acceptance for style no 2.

#### 4.3 Results of evaluation of developed product in different parameter.

Developed garments were evaluated by the consumer on the basis of acceptability, marketability, aesthetic appeal, color combination, and suitability or arrangement of motifs. Fifty respondents were selected for the evaluation. Each of the prepared products was displayed towards the respondents and they gave rate to

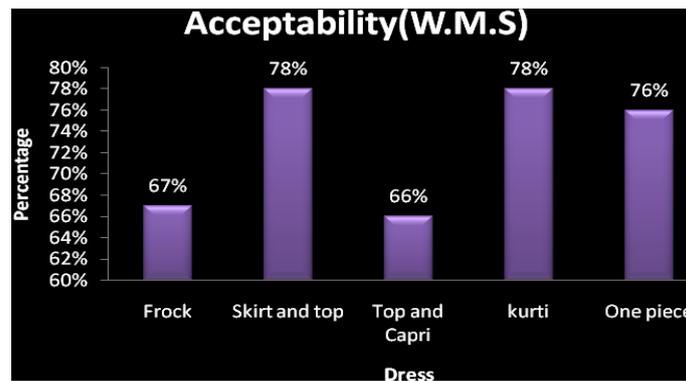
each one on the basis of acceptability, marketability, aesthetic appeal, color combination, and suitability or arrangement of motifs. Five scale points was used and percentage calculated.



**RATING SCALE**

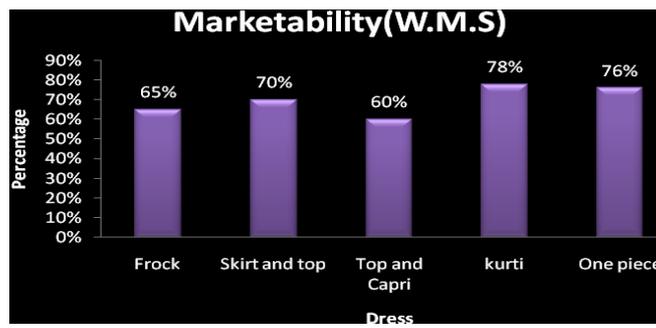
Excellent	5
Very good	4
Good	3
Fair	2
Average	1

**Fig4.15 Results of evaluation of developed product for acceptability**



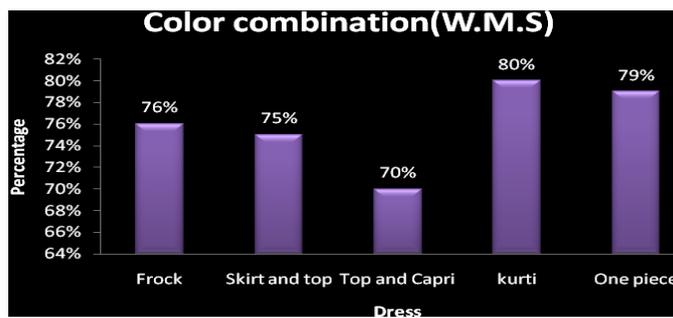
Graph 4.17 shows that on the basis of acceptability among all garments kurti and one piece was got highest consumer preference in comparison to others.

**Fig4.16 Results of evaluation of developed product for marketability**



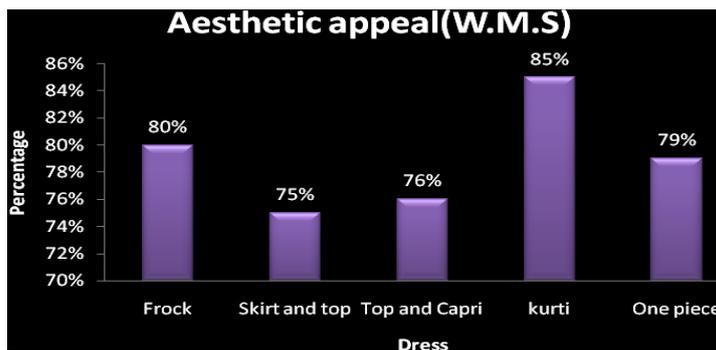
Graph 4.16 shows that on the basis of acceptability among all garments kurti and one piece was got highest consumer preference in comparison to others.

Fig4.17 Results of evaluation of developed product for color combination



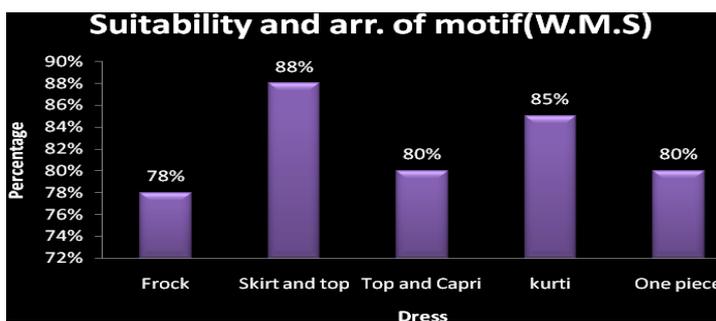
Graph 4.17 shows that on the basis of color combination among all garments kurti and one piece was got highest consumer preference in comparison to others.

Fig4.18 Results of evaluation of developed product for aesthetic appeal



Graph 4.18 shows that on the basis of marketability among all garments kurti, frock and one piece was got highest consumer preference in comparison to others.

Fig4.19 Results of evaluation of developed product for suitability and arrangement of motif



Graph 4.19 shows that on the basis of marketability among all garments kurti, and one piece was got highest consumer preference in comparison to others.

#### **IV. Conclusion**

It is important the most visible manifestation of fashion and life style is mirrored through our clothing. It was conducted that the garments developed were likely by all the respondents and they graded them excellent to very good. Thus we evolve designs was extracted and developed in abstracted foam this designs are inspirational and attract to consumer it is also the marketability.

#### **Bibliography**

- [1]. Peacock, J, The complete fashion source book, Thames and Hudson, United Kingdom, 2005, pp-294,215,296.
- [2]. Kennedy Jill and Varrall Jane, "Fabric painting"; B.T. batsford ltd, London first published 1994: pp -42, 44.
- [3]. Rajagopalalan.R, "Environmental studies from crisis to cure", Oxford university press 2005 pp -28, 30, 32.
- [4]. Elisabetta 'kuky' druid, "Fashion Prints how to design and draw", The Pepin press amesterd2008, Singapore.
- [5]. Miranda Innes, "Fabric painting" Photography by clive streeter a dorling Kindersley book; first published by 1996 pp-41, 56.
- [6]. Vikings "National geographic", Journal of the national geographic society Washington, vol.197no.5May 2000pp -210,216.
- [7]. N., Angier (December 12 2012). "All but Ageless, Turtles Face Their Biggest Threat: Humans". The New York Times.
- [8]. Amato, George (2007) (video). *A Conversation at the Museum of Natural History (.flv)*. POV25. Retrieved November 2012.
- [9]. Rudolph, Arnheim Visual Thinking
- [10]. Mel, Gooding Abstract Art, Tate Publishing, London, 2000
- [11]. D. Alderton (1986). An Interpret Guide to Reptiles & Amphibians.
- [12]. J.Anquetin,(2012)"Reassessment of the phylogenetic interrelationships of basal turtles (Testudinata)". *Journal of Systematic Paleontology* 10 (1): 3–45.
- [13]. London & New York: Salamander Books. ASIN B0010NVLQS.
- [14]. A.J, Jones child development an introductory survey published by4th edition Merrill, New York.
- [15]. Aldrich ,W. CAD in clothing and textiles , back well science ltd
- [16]. Tyagi Anita, textile design color and texture published by sonali publication 2ool pp -99, 103.
- [17]. Lyle Siegert, Dorothy modern textiles john wiley and sons New York Chighester Brisbane Singapore.
- [18]. Corbman, P.B, Textiles fiber to fabric. Gregg division/ Mc Graw – hill publisher. New York(1983) pp – 227
- [19]. Firings, S.G, fashion from concept to consumer PP – 178, 179, 184, 188 ,189

#### **WEBLIOGRAPHY**

1. [www.Fisheries/streams\\_rivers/index.html](http://www.Fisheries/streams_rivers/index.html)
2. [www.ext.vt.edu/pubs/forestry/mostendangered2002/default.htm](http://www.ext.vt.edu/pubs/forestry/mostendangered2002/default.htm)
3. <http://www.nationalgeographic.com/geography/action/rivers/>
4. <http://www.mostendangered2002/default.htm>
5. <http://www.nationalgeographic.com/earthpulse>
6. [http://www.Columbia/index\\_flash.html420-141/420-141.html](http://www.Columbia/index_flash.html420-141/420-141.html)
7. [http://www.Nationalgeographic.com/geographaction/rivers/andColumbia/index\\_flash.html](http://www.Nationalgeographic.com/geographaction/rivers/andColumbia/index_flash.html)
8. [http://en.wikipedia.org/wiki/Computer-aided\\_design](http://en.wikipedia.org/wiki/Computer-aided_design).