

# Communicating your design ideas (part 2)

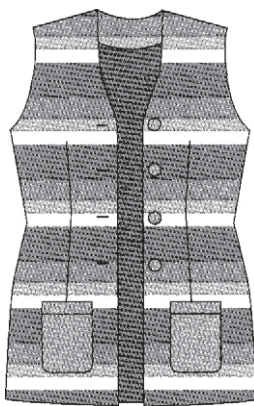
## Informing the manufacturer

The production of all textile items involves the cutting out and joining together of pieces of fabric. This is the case in industrial mass production, batch production of costumes for a chorus line in the theatre, or the one-off production by someone who enjoys 'dressmaking' at home.

It is important that the designer specifies the type of fabric, thread and fastening from which the item is to be made. The best design, cut out and put together in the best way, will still fail if it is made from the wrong fabric!

All items require a pattern from which the pieces can be cut out. In the industrial situation this information comes to the manufacturer as a size 12 pattern. This is graded to different sizes by the use of CAD, so that pieces for the different sizes required can be produced.

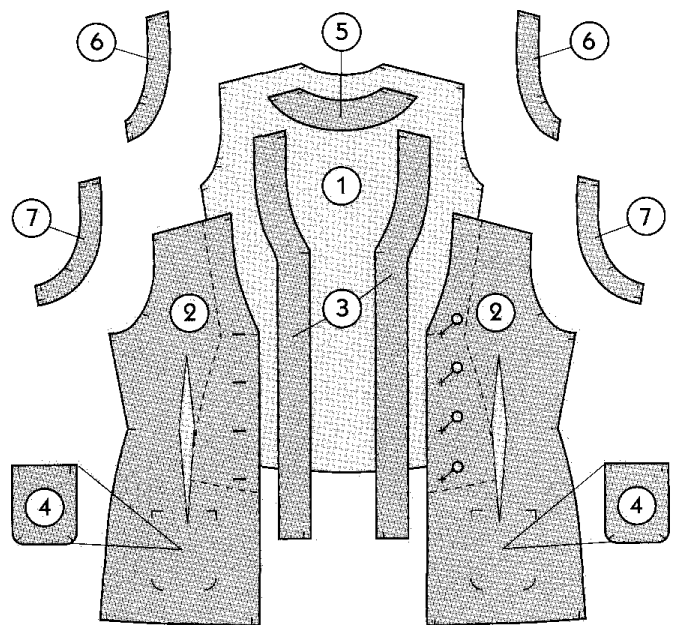
The layout of the pattern pieces onto the fabric is important for two reasons. First, to ensure that the pieces are at the correct angle to the warp and the weft. Second, to achieve the most economical use of the fabric.



Computer software is used to get the best arrangement of the pattern pieces. This is called **lay planning** and the use of software here is an important example of CAD/CAM (computer-aided design and manufacture).

The information for the assembly of the cut-out pieces is contained in a production manual. This summarizes the following information:

- ▲ the names of all the parts;
- ▲ which parts are to be joined together;
- ▲ where they are to be joined together;
- ▲ the type of stitches needed to join the various parts together;
- ▲ the type of seam needed to join the various parts together.



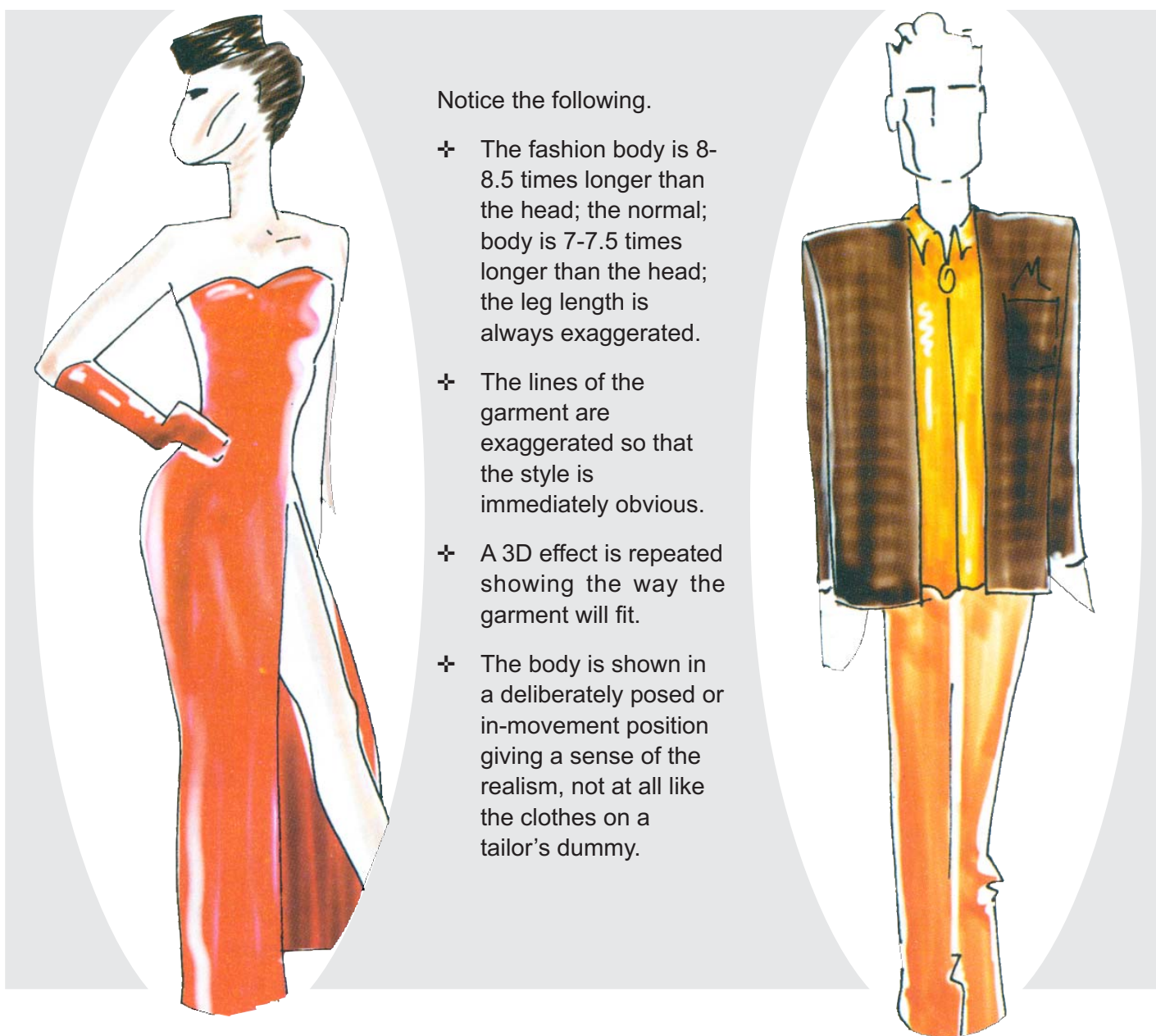
- ① back
- ② front (2)
- ③ front facings (2) plus interfacing
- ④ patch pockets (2)
- ⑤ back neck facing
- ⑥ back armhole facing (2)
- ⑦ front armhole facing (2)

# Fashion drawing

In presenting designs to clients it is important to communicate the overall style as worn. This involves drawing people as well as the product.

## Capturing people on paper

Fashion designers deliberately distort and exaggerate their illustrations in order to give an impression of the product being worn or used. Here is an example.



Notice the following.

- + The fashion body is 8-8.5 times longer than the head; the normal; body is 7-7.5 times longer than the head; the leg length is always exaggerated.
- + The lines of the garment are exaggerated so that the style is immediately obvious.
- + A 3D effect is repeated showing the way the garment will fit.
- + The body is shown in a deliberately posed or in-movement position giving a sense of the realism, not at all like the clothes on a tailor's dummy.




*Fashion drawing captures the essence of a design*

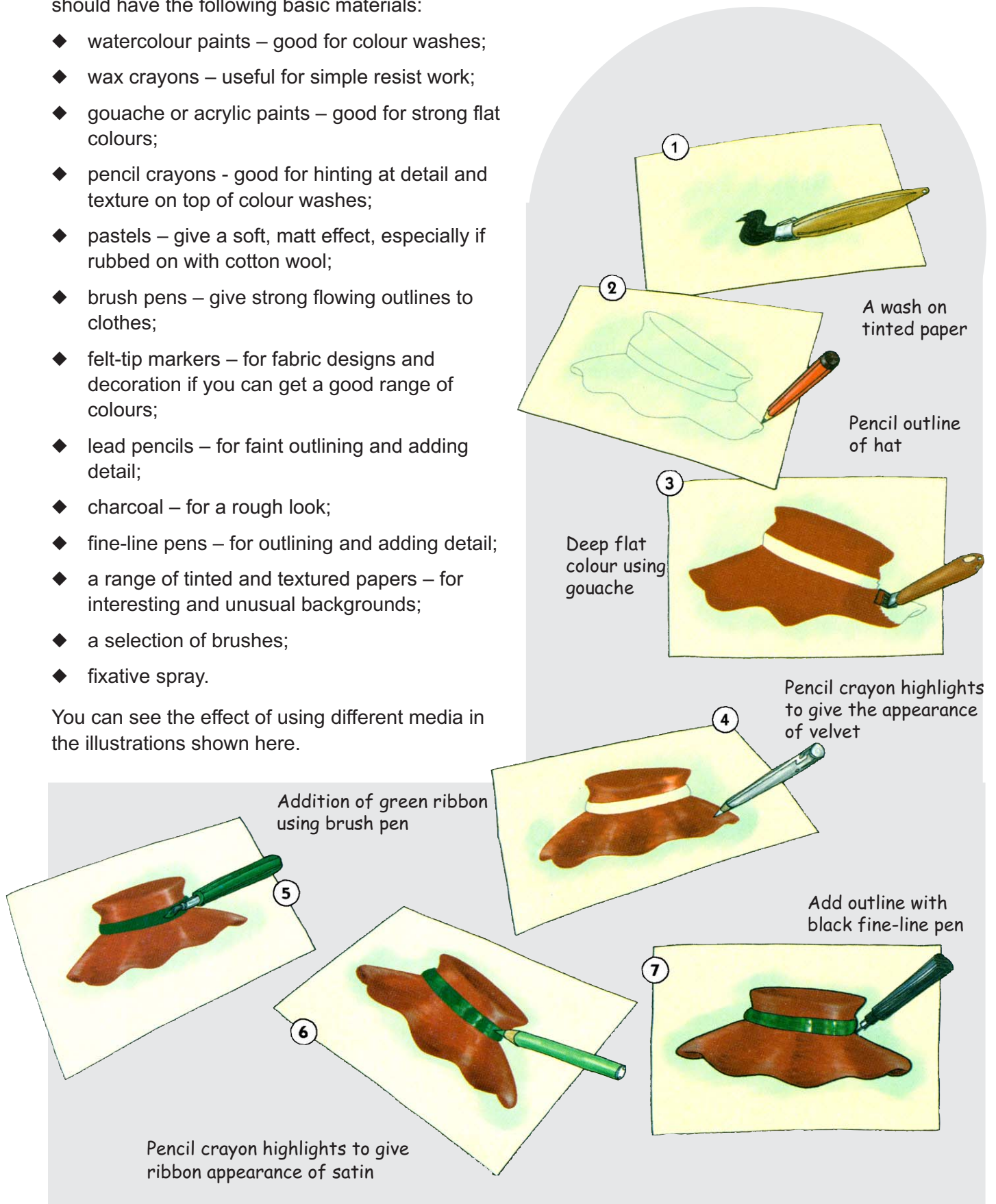
# Capturing fabric on paper

In drawing the product in use it is important to capture the nature of the fabric. There are many different graphic media and you need to use those that are most appropriate for your design. You should have the following basic materials:

- ◆ watercolour paints – good for colour washes;
- ◆ wax crayons – useful for simple resist work;
- ◆ gouache or acrylic paints – good for strong flat colours;
- ◆ pencil crayons - good for hinting at detail and texture on top of colour washes;
- ◆ pastels – give a soft, matt effect, especially if rubbed on with cotton wool;
- ◆ brush pens – give strong flowing outlines to clothes;
- ◆ felt-tip markers – for fabric designs and decoration if you can get a good range of colours;
- ◆ lead pencils – for faint outlining and adding detail;
- ◆ charcoal – for a rough look;
- ◆ fine-line pens – for outlining and adding detail;
- ◆ a range of tinted and textured papers – for interesting and unusual backgrounds;
- ◆ a selection of brushes;
- ◆ fixative spray.

You can see the effect of using different media in the illustrations shown here.

 *Capturing the look and feel of the fabric*





# Informing the user

We all use textile items: clothes, furnishings, fashion accessories, bed linen, cleaning materials. The list is long. Most manufacturers take steps to ensure that their customers get the best from their products. All clothing has labels sewn in which tell the user how to care for the item. Many furnishings carry similar information.

Recently manufacturers have begun to produce separate information which gives more details about the best way to look after garments and furnishings so that they retain their quality and last longer. Such items are usually expensive in the first place but the manufacturers argue that the higher price indicates the increased value of the product, and the extra information is a sign to consumers that here is a product that is worth paying more for. Examples of the information provided by some manufacturers are shown below.

