

# EVIDENCE OF CREATIVITY

The following collages are of existing casual and smart clothing. Most are of recent trends with a few unique features and designs.

These images were found by looking in many magazines.

- Vogue
- Cosmopolitan
- Cleo
- Dolly
- Girlfriend
- B Magazine
- Womans Day
- New Idea

Many different clothes were discovered through websites on the internet.

- <http://www.firstview.com/designerlist.html>
- <http://www.guess.com/>
- <http://www.elle.com/>
- <http://www.seduce.com.au>

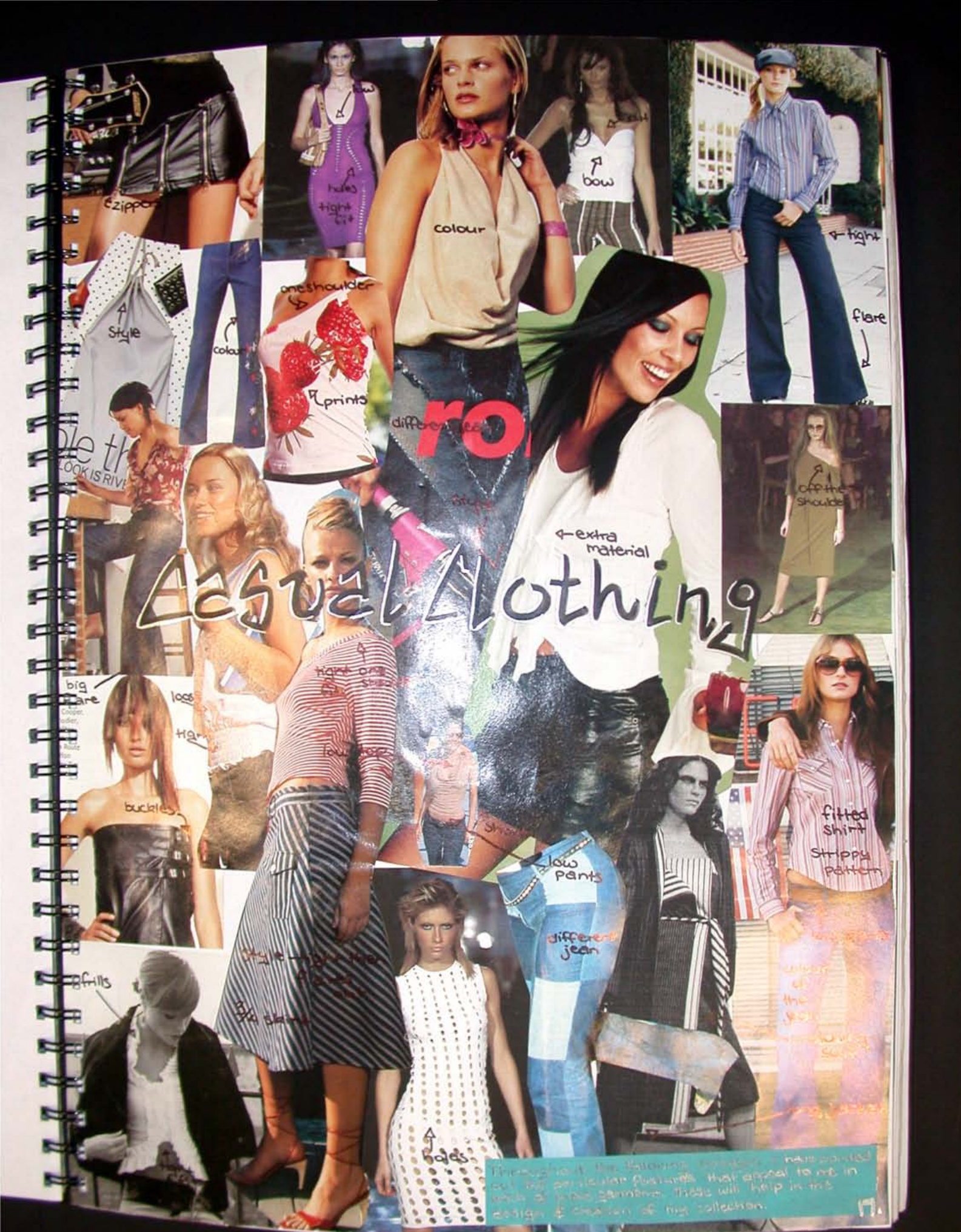
Different catalogues were also collected which were also successful.

- Grace Bros
- Industry
- Suburban Clothing

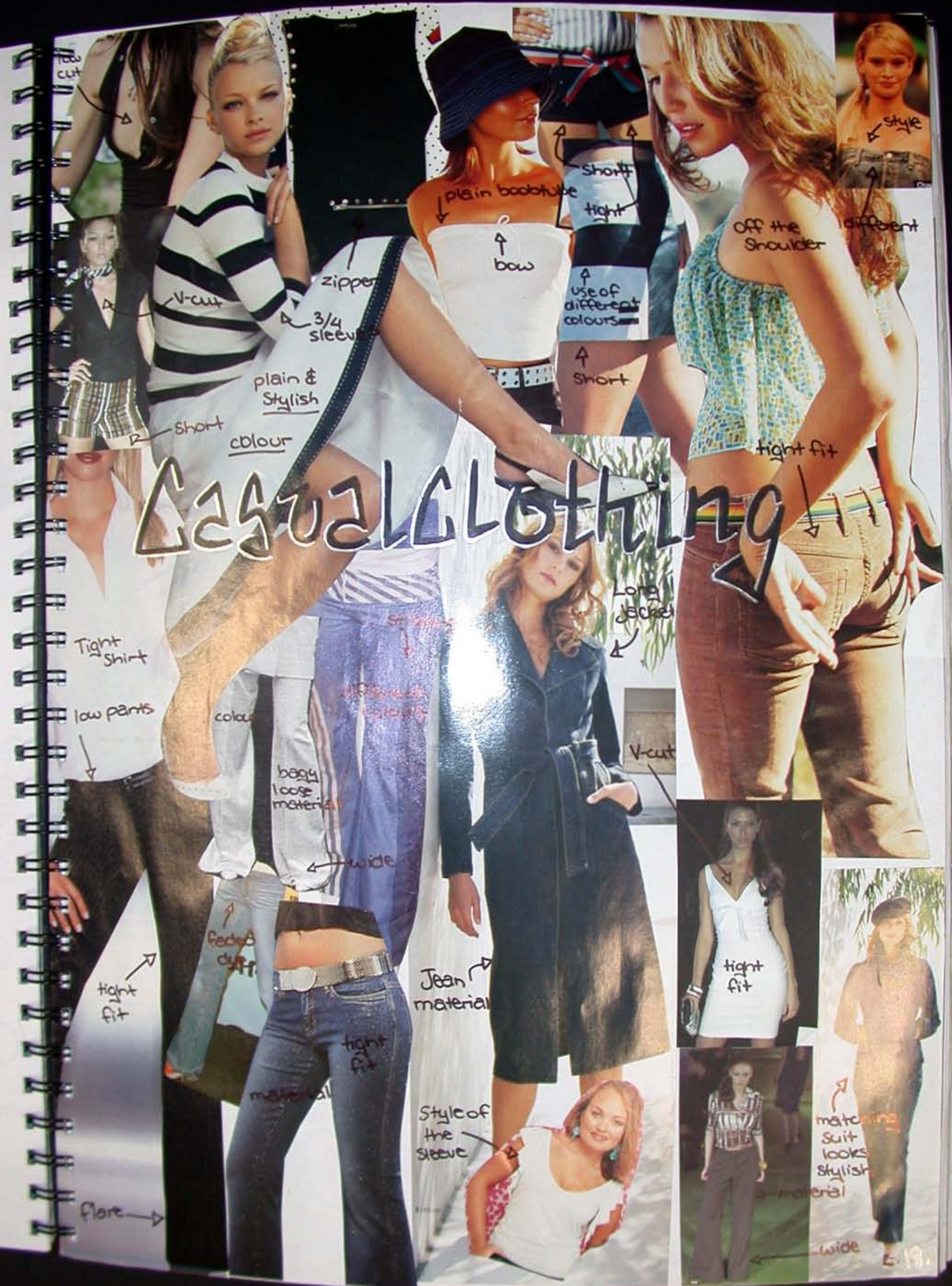
I chose these designs based on all or some of the following factors which appealed to me:-

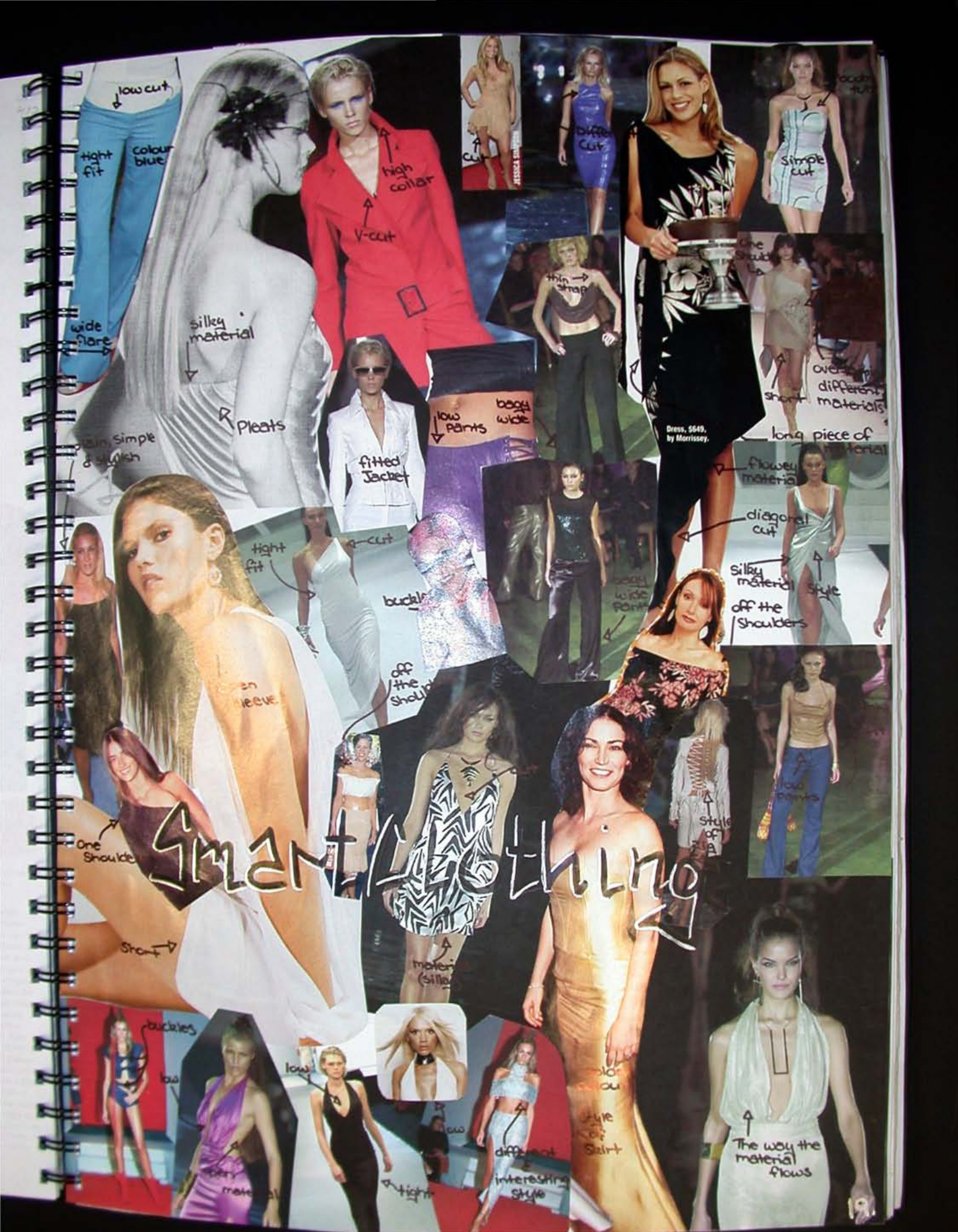
- colour
- material
- pattern
- cut
- shape
- style
- garment

These clothes are inspiring to me and will help me to improve upon my designs. They will help me to choose the colours and materials to be used for my collection.

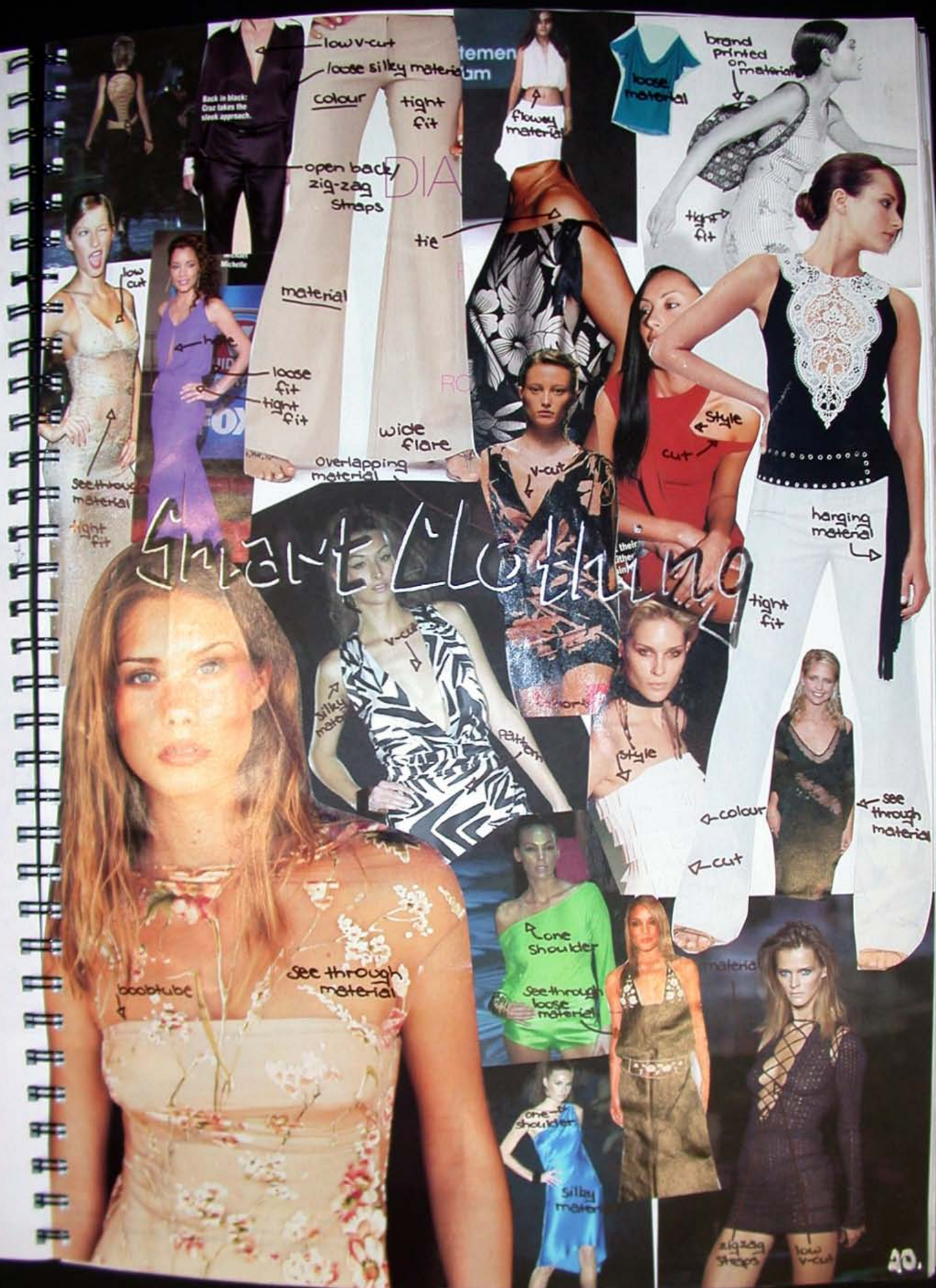


Through out the following period, I have pointed out the particular features that appeal to me in each of these garments. These will help in the selection of items for my collection.





# Smart Clothing



SEDUCE

Blue Juice

# My SKetches

My sketches are all drawn with the same model figure. I drew this figure standing in three different positions on A4 paper with a black felt tip pen. I then placed tracing paper on top of my models and drew my designs.

This idea came about from when I did work experience at Gloss Star Pty Ltd, where the design labels 'Seduce', 'Blue juice' and 'Katherine' are made. I was at Gloss Star for two weeks in my October holidays 2001. During the time I spent there, I learnt many things about the fashion industry and how designers work.

I observed and learnt that each designer had drawn up their own model on paper for their collection. They would then use A4 sheets of tracing paper and draw their designs using their models. I found this procedure extremely useful and effective as all the designs are shown in the same size and scale. The sketches look neat and tidy and are easier to apprehend.

This method makes my folio look more professional as it relates to what real designers do.



This photo was taken whilst I was on work experience at 'Seduce'. This is me (left) with (right) the secretary of Gloss Star.

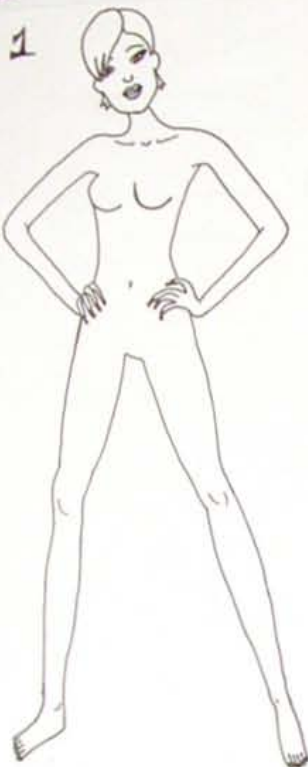


GLOSS STAR Pty Ltd

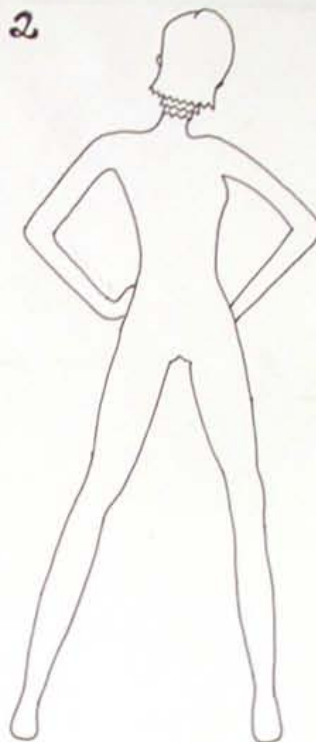
# SEDUCE

This is the model which I used - posing in 3 different positions:

Blue Tape



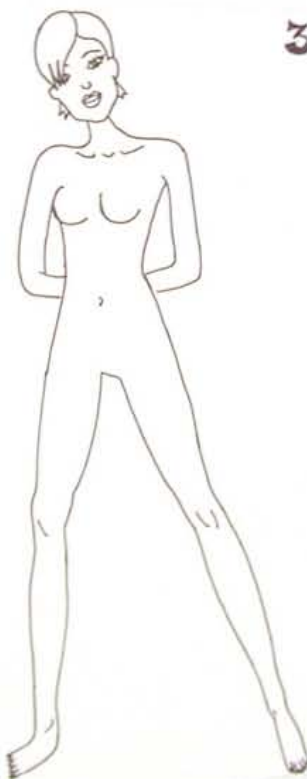
- Here the model is standing tall & straight.
- Her legs are apart.
- Her hands are placed on her hips.
- And her head is slightly tilted.
- This pose enables you to see how clothing fits & sits on the body.



3

- This model is in the exact same position as model 1.
- Although the model is shown from a back view.

Here the model is in a similar posing position as the previous models. She is standing tall & straight. Her legs are apart. Her head is slightly tilted. And the difference is shown in the position of her arms. Her arms are placed behind her back. This position you to see how clothing sits on the hips.



GLOSS STAR Pty Ltd

# GLOSS STAR Pty Ltd

Unit \_\_\_\_\_ Street \_\_\_\_\_ NSW \_\_\_\_\_ Ph: \_\_\_\_\_ Fax: \_\_\_\_\_  
GPO Box \_\_\_\_\_ NSW \_\_\_\_\_

Friday 12<sup>th</sup> October 2001

To Whom It May Concern,

This letter is to confirm that \_\_\_\_\_ gained work experience at Gloss Star Pty LTD from Monday 1<sup>st</sup> October- Friday 12<sup>th</sup> October 2001.

During that time she was able to demonstrate an outstanding work ethic. She had a high level of enthusiasm for all tasks and was able to complete them in a thorough and timely manner.

I'm sure that wherever \_\_\_\_\_ gains work in the Fashion Industry she will be a success, due to her positive nature.

Yours Sincerely

\_\_\_\_\_  
Assistant Designer/ Work Experience Coordinator

SEDUCE



This photo was taken whilst I was on workexperience at SEDUCE!  
This is me (left) with \_\_\_\_\_ (right) the assistant designer of BlueJuice.



# Ideas Generation

The following sketches are of different designs which I have created that will help me to choose garments for my collection. By close examination and evaluation I will choose the most suitable designs and styles in order to achieve the most successful collection.

I have decided to include both casual and smart clothing in my collection. This is due to various reasons:

- All women are different and like different styles
  - Women choose to dress different on certain occasions and at particular places
- By including both of these styles in my collection it provides woman with a wider variety of clothing for all styles and occasions. Therefore I will have a range of casual clothing and a range of smart clothing in my collection.

The design sketches were generated by using my creative imagination along with my taste in fashion. By using my knowledge in fashion and researching current trends I was able to design different yet suitable clothing for my target market. My inspiration for these designs came from existing styles. There were certain bits about clothing that I liked which I generated into my designs and together with my imagination created these styles.

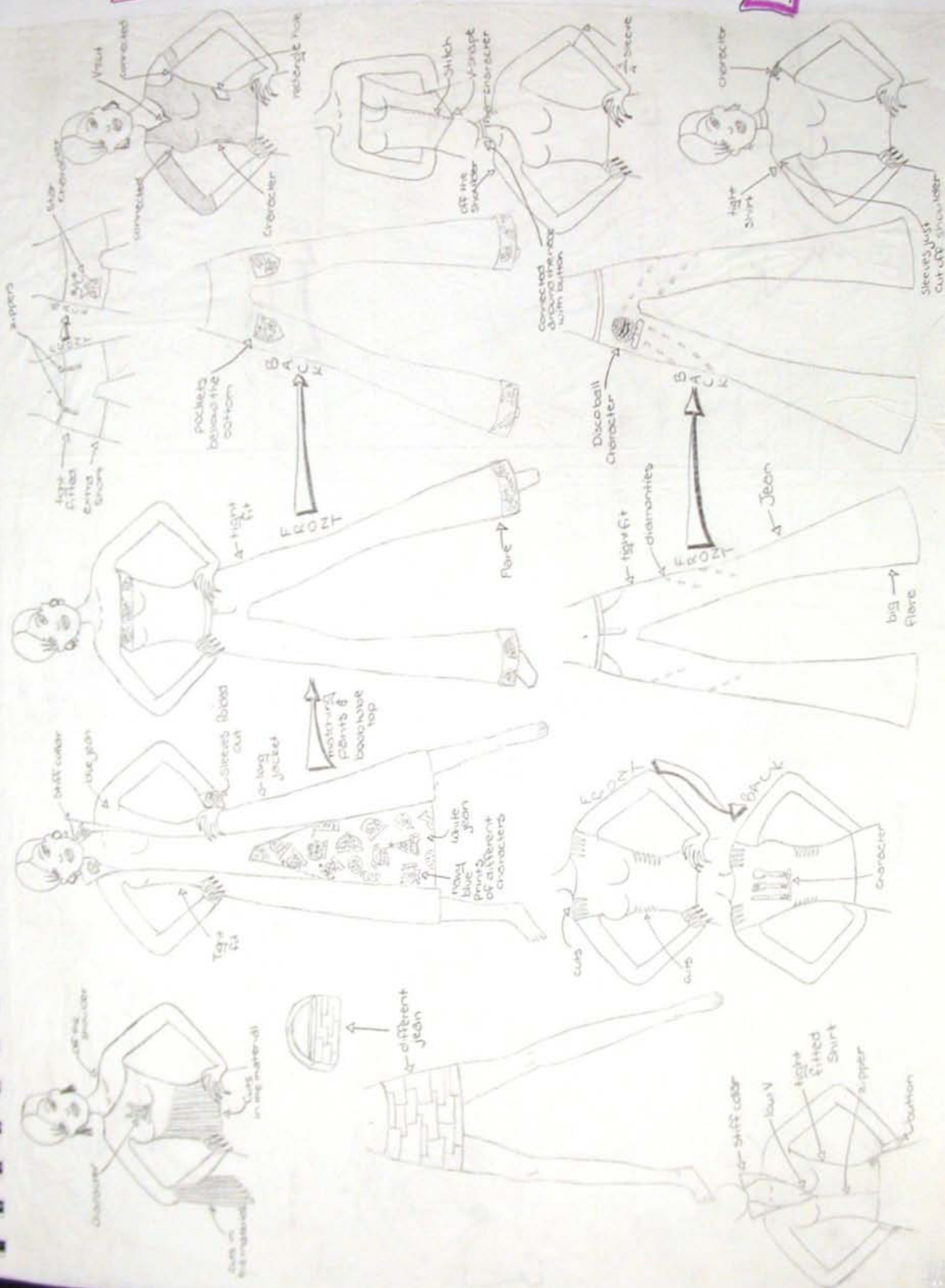
My designs and ideas are creative as I have used my imagination to make them different from other styles. My ideas are original and the styles and unique cuts show the creativity in these designs. I have transformed existing styles into my own creations by using them in different ways. Such as:

- Back pockets placed underneath the bottom
- zippers placed on thighs
- zig-zag seams
- Extra material attached to garments.
- Belt on thigh
- Triangular pockets
- Bows on pants
- Buckles on tops
- Strips of material hanging off garments

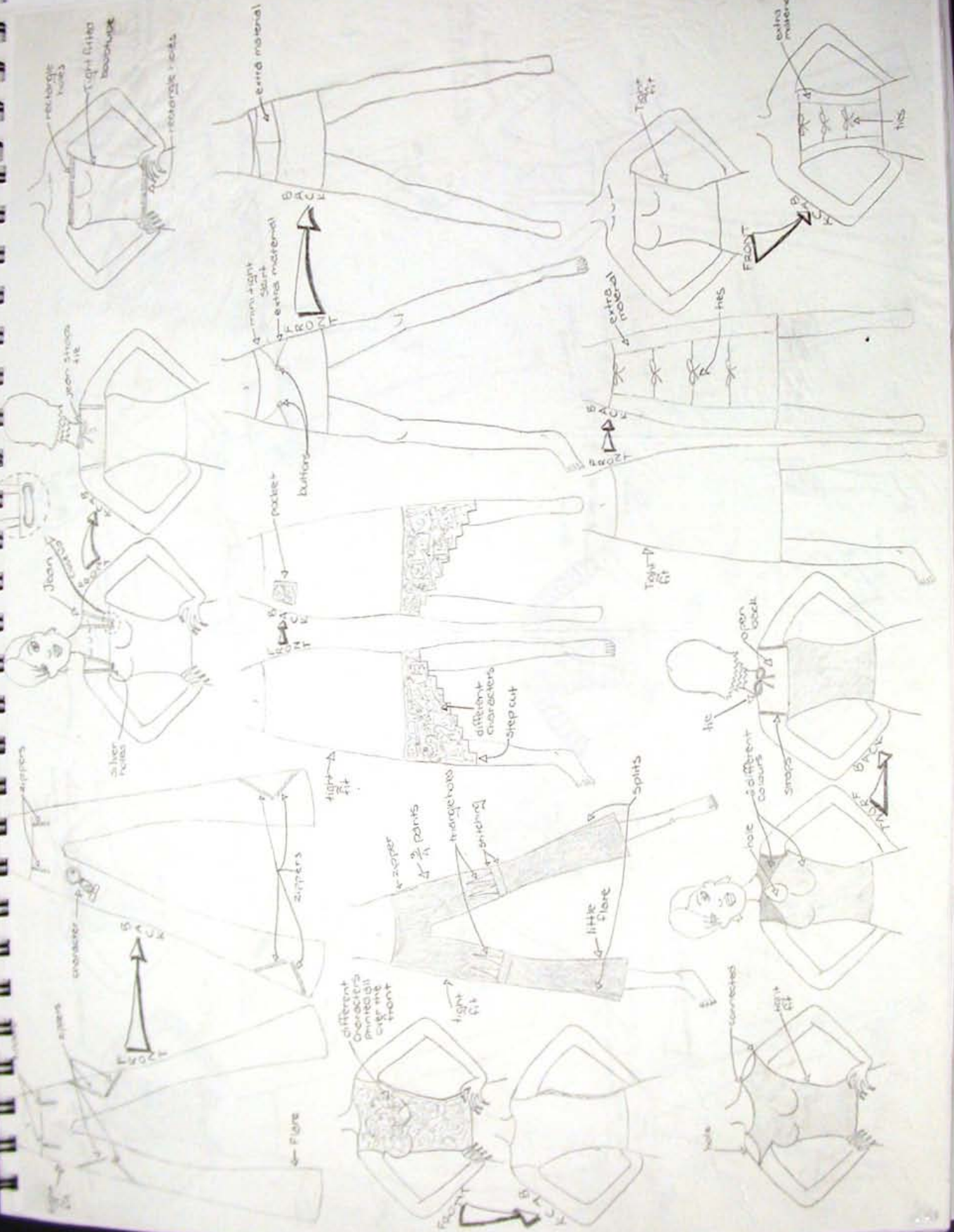
The main creative idea used in my collection are the different characters which I have created. These characters are attached to the garments on both the casual clothing range and the smart clothing range. They are a unique part of my collection.



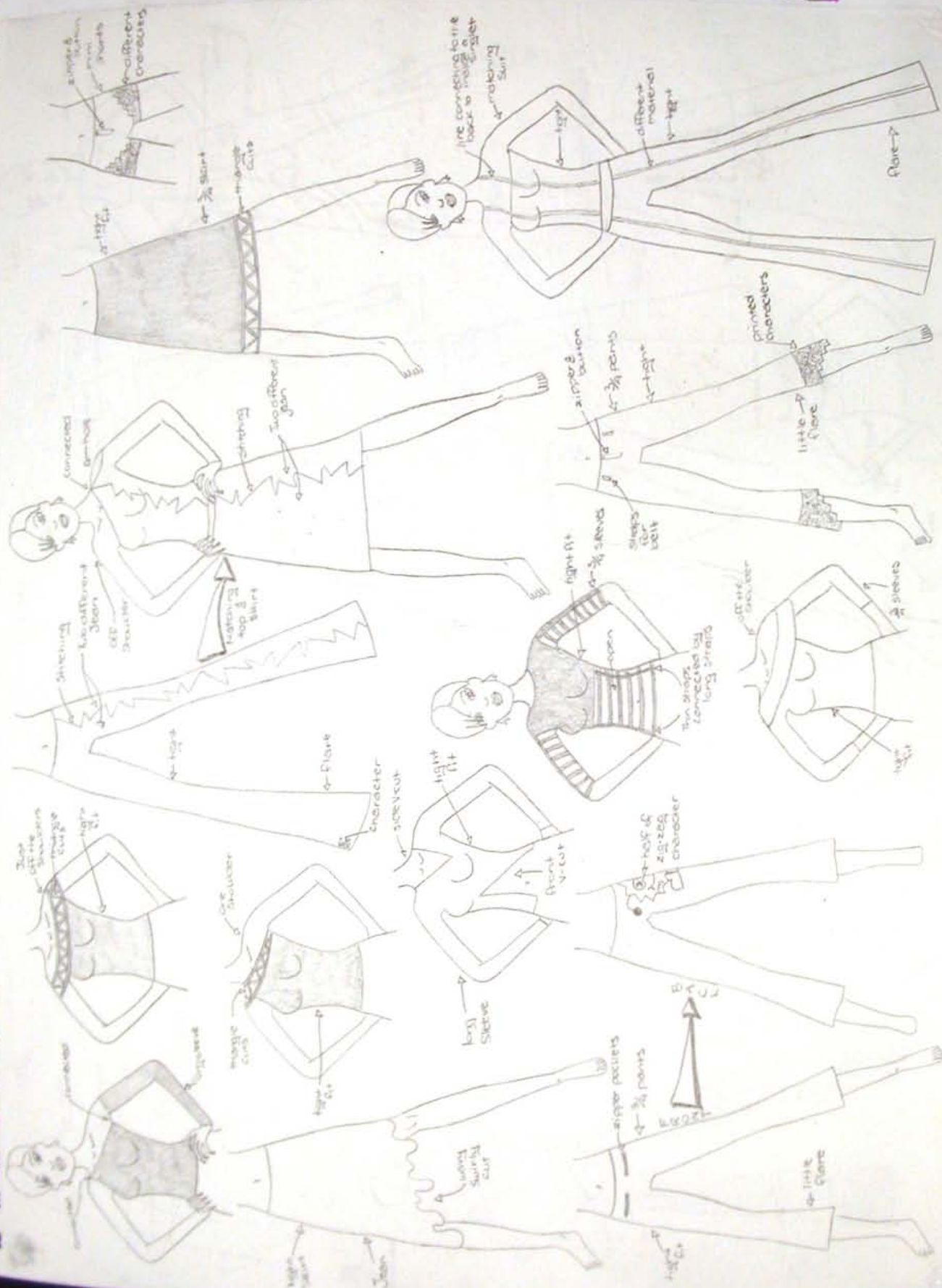
# Casual Clothing



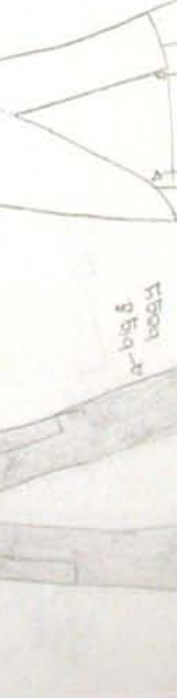
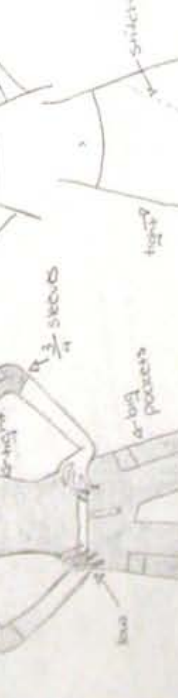
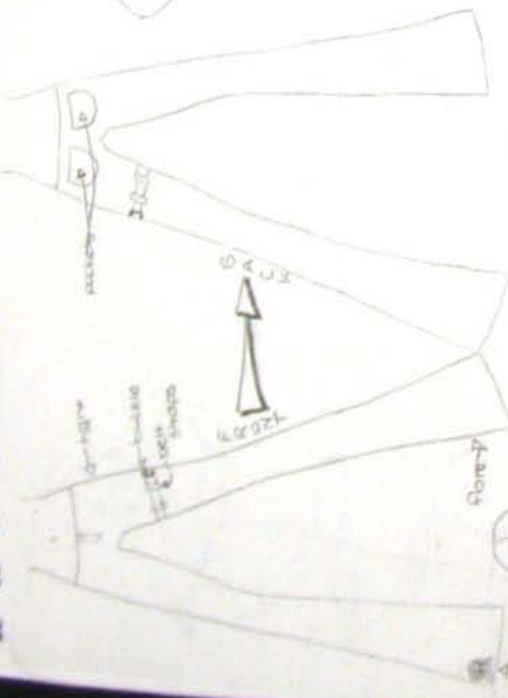
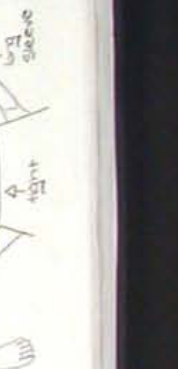
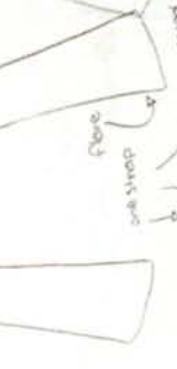
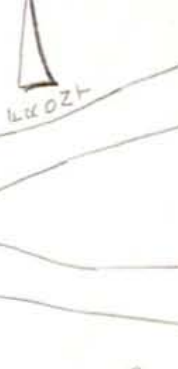
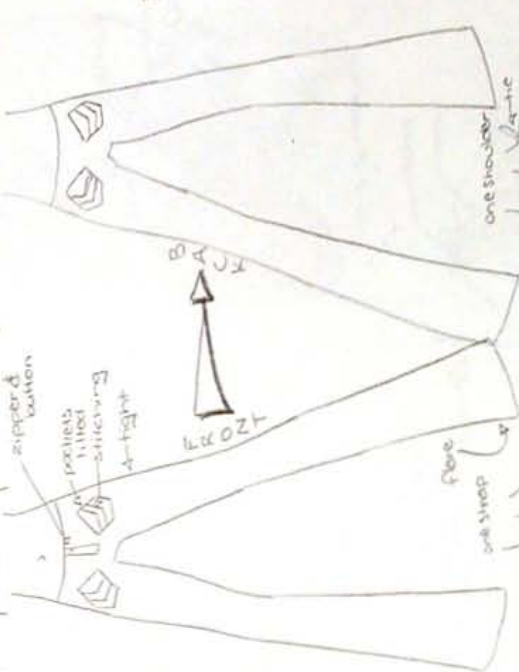
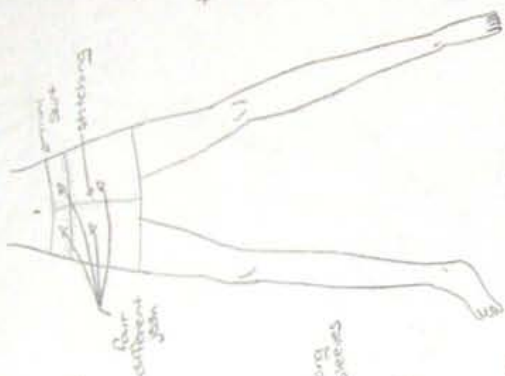
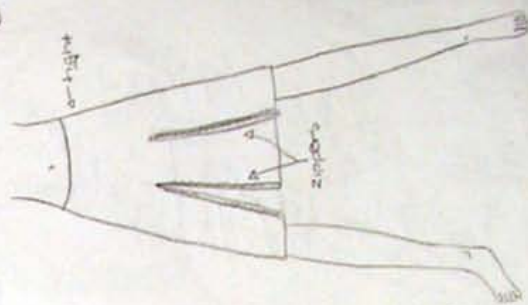
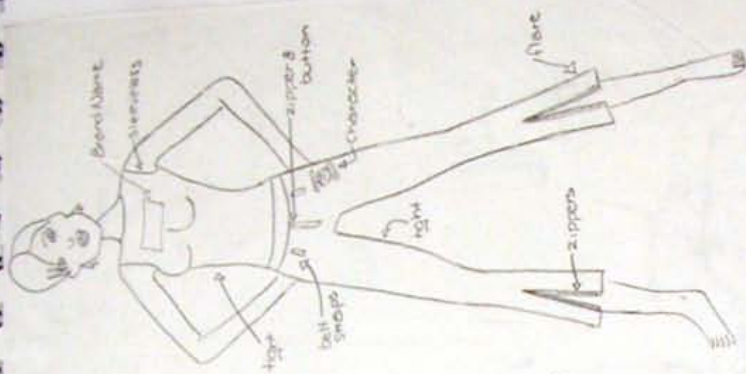
# Casual Clothing



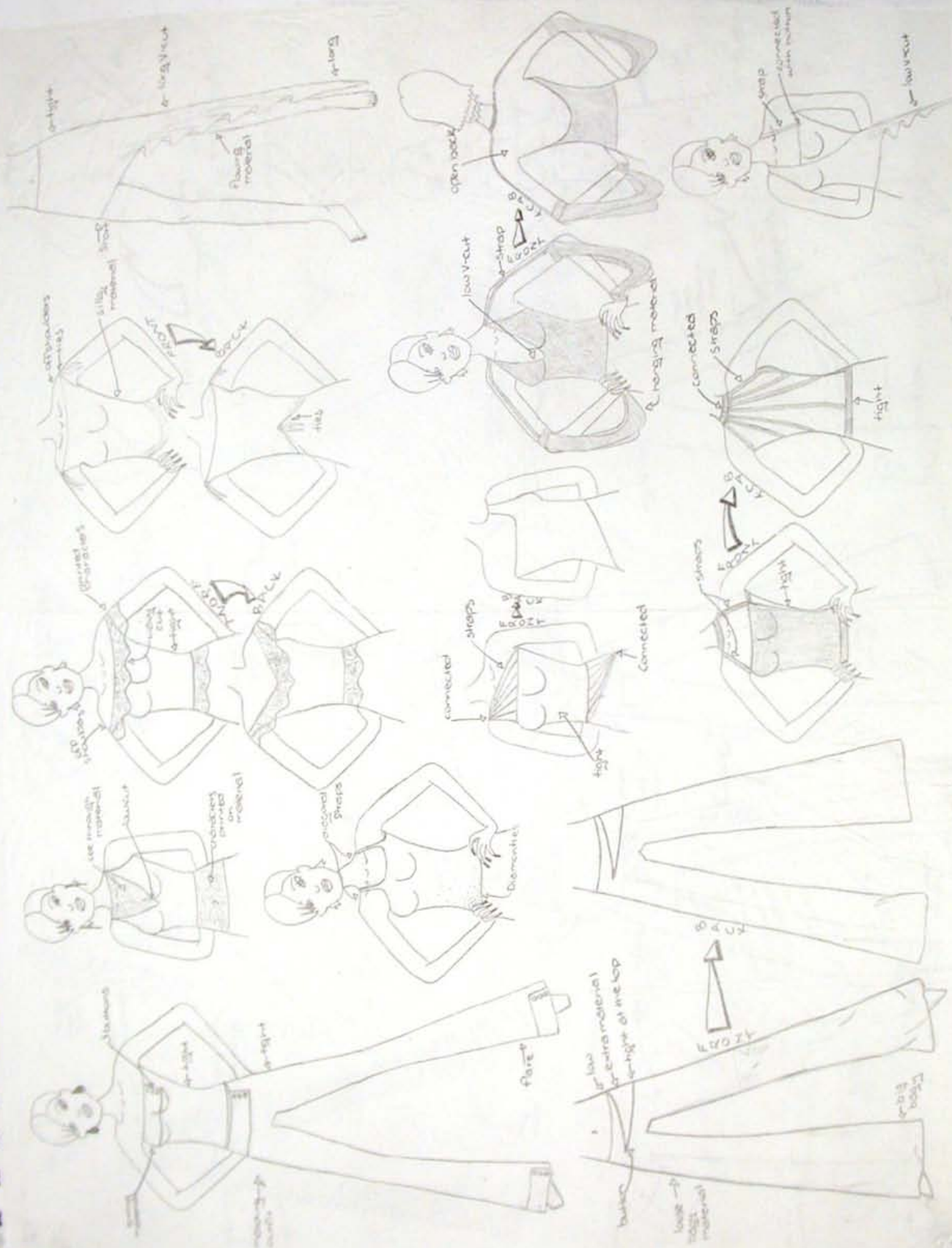
# Casual Clothing



# Casual Clothing



# Smart Clothing

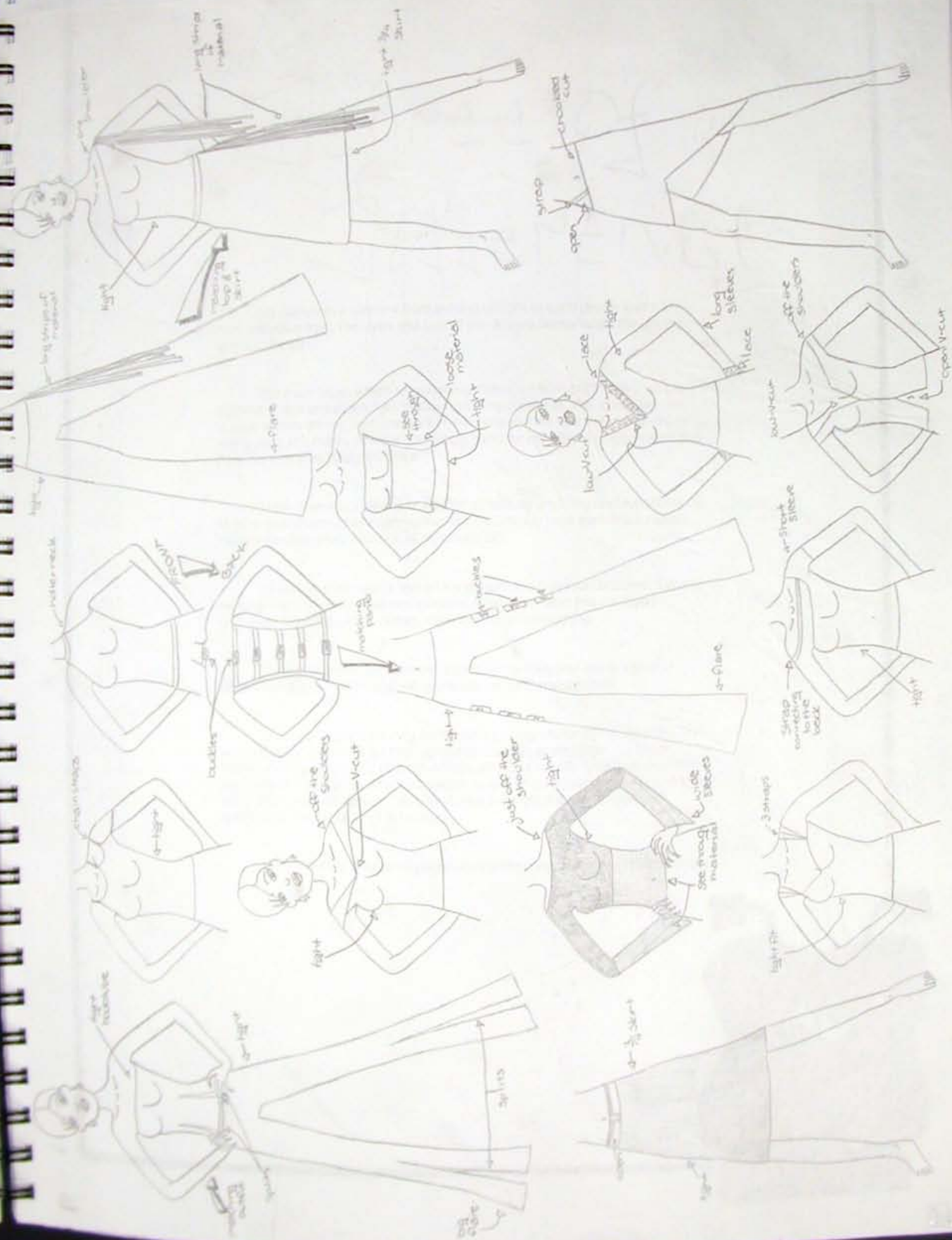


# Smart Clothing



# Smart Clothing

# Smart Clothing



# Degree of Difference

My collection is different from existing designs as each design itself has it's own individual style. The styles and cuts of the designs demonstrate the uniqueness of the collection.

The main factor which separates my collection from existing designs are the different characters which I am displaying on my garments. The characters are unique as they are my own creation. I have created most of these characters over many years as a hobby of mine. I am using them for my Major Design Project and have now recently designed more.

These characters are made up from practically anything and everything. All objects, food shapes and anything that doesn't already have eyes and a mouth inspires me and results into one of my characters.

By adding these characters on my designs the collection becomes fun and exciting. This makes my collection different as no other label has displayed characters like this on their clothes, especially on smart clothing.

These characters are the main theme of my collection along with the unique styles and designs and will eventually become my signature.

I have conducted a survey asking which of my characters women like and which they would prefer on their garments. (See Appendix page ). Most responded that they loved them all and couldn't pick specific favourites. Therefore the method of choosing which characters to put on particular garments is simple. I am going to choose which characters I think are most suitable for particular garments or simply just pick at random.

The following checkered pages display the collection of my 140 characters:



Jar



Pizza



Cassette



Ruler



Spades



Stereo



Holly Leaf



Question Mark



Rug



Shape



Carrot



Glue Stick



Banana



Oval



Lamp



Fridge



Castle



Microphone



Bag



Exclamation Mark



Basket



Shape



Clubs



Coat Hanger



Key



Thread



Dollar Sign



Hat



Teapot



Markers



Shape



Disco Ball



Scissors



Sticky Tape



Octagon



Printer



Computer



Baseball Bat



Tennis Racket



Baseball



Baseball Mit



Bone



Heart



Shape



Window



Door



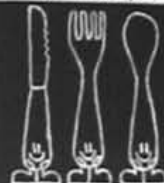
Balloon



Cross



Knife/Fork/Spoon



Clock



Music Note



Shape



Moon



Pencil



Television



Donut



20cent coin



Suit Case



Tissue Box



Fire Cracker



Lips



Drink



Pentagon



Party Hat



Burger



Fries



Music Note



Cap



Pot with Rose



Book



Cloud



Triangle



Picture Frame



Sun



Top Hat



Toaster



drop



Birthday Cake



Present



Christmas Tree



Vase &amp; Flowers



Soccer Ball



Flower



die



hot cup



Watering Can



Star



Leaf



Blob of Paint



Mobile Phone



Cup of Softdrink



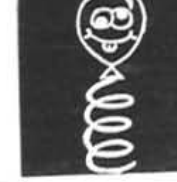
Bowling Pin



Space Ship



Balloon



Pot of Honey



Telephone



Football



Square



Umbrella



Circle



Light bulb



Champagne Glasses



Bowling Ball



Pillow



Mushroom



Cherries



Brick Wall



Kettle



No. 1. Trophy



Planet Saturn



Frying Pan



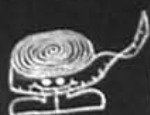
Cup &amp; Saucer



Mail Box



Tape Measure



Pattern



Magnifying Glass



Graduation Hat



Shape



Toilet Paper



Roll of Fabric



Tree



Container of Pins



Button



Lollie



Roll of Elastic



Pineapple



Lamp



Bucket



Lollie-Pop



Apple



Scroll



Magazine



Film



Eye



Diamond



Lollipop



Strawberry



Champagne Bottle



zipper



Pie



# CONSIDERATION OF DESIGN FACTORS

The following table displays 'Design Factors' and their relevance to my MDP.

Design Factor	Relevance in my MDP
Functional aspects of the design	All of the clothes in my collection must be able to be worn by women. The clothes must be comfortable and easy to move in.
Aesthetic aspects of the design	All of the clothes in my collection must suit the interest of the target market-young women aged 15-25. They must also be of new, unique, stylish designs and sewn to a high standard.
Ergonomics	I must consider the fact that all women are of different shapes and sizes. Therefore theoretically the clothes must come in a range of different sizes.
Use of energy	Different forms of energy will be used to create, produce and market the collection. Such as: Human thinking, human motivation, and human drive. Also electrical energy.
Safety	I have to be careful when using the sewing machine, overlocking machine or any other sewing tools. And I also have to make sure to use everything correctly.
Costs	I should consider all costs including 'Financial Costs'- the costs of all materials and fabrics. And 'Environmental Costs'- the impact on the environment whilst producing my clothes.
Comparison with existing products	My collection must be different to existing designs. The style must be unique and at the same time be suitable for the interest to the target market.
Quality	The collection must be made of good quality material. The clothes must be sewn of a high standard in order for them to be of good quality. The clothes made should be overall of good quality to be able to last long.
Durability	The clothes must be of good quality in order for them to be durable. The garments have to last for a suitable time period.



# HSC 2002 – Design and Technology

## Major Design Project

Band 5/6

Sample 1



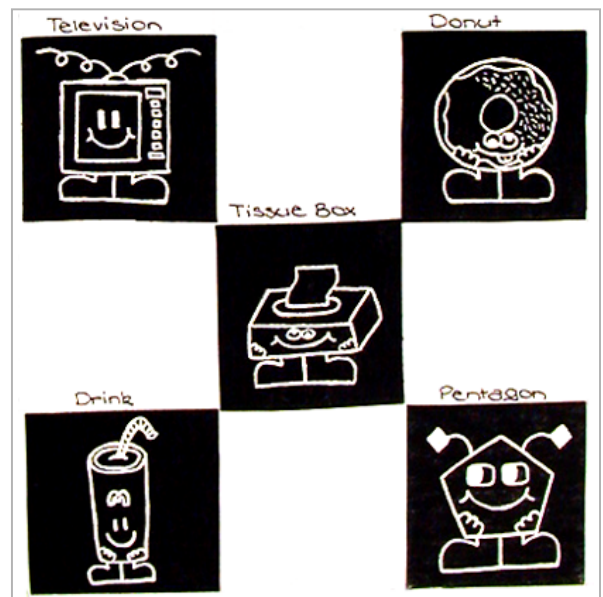
PRODUCT



DETAIL 1



DETAIL 2



DETAIL 3

- clear relation between exploration of ideas and finished product.
- investigation directed by research.
- creativity.