USE OF CAD FOR APPAREL DESIGNING USING DECORATIVE MOTIFS OF APPLIQUÉ

Neetu Saini[*]
Radha Kashyap[**]

ABSTRACT

Appliqué is another form of fabric ornamentation. It is a delightful way to create decorative fabric. Applique is one of the traditional and finest craft of India Appliqué is a French term that signifies the process of attaching one fabric or motifs to a foundation fabric by means of stitches, to form a design or a pattern. The patches are stitched onto the foundation fabric to create different forms and patterns, unlike patchwork in which small pieces of cut fabric are joined at the edge to make a larger piece of cloth. These designs are limited in order to preserve the decorative appliqué motifs and the present study was planned with an objective to collect the motifs of the Barmer area developed a new design and apply them Men's garments s and to diversify the product as consumers are demanding for new designs in apparels. The motifs were collected from the site and were used for apparel designing using Corel Draw software. Collected motifs were classified into broad and narrow border design, central design, and buti designs. These were used for designing on kurta using Computer-aided designing.

Keywords: *Barmer, Motifs, CAD, Patch Work, Corel Draw.*

Introduction

India has always been known for its traditional arts and crafts, which reflect its cultural and traditional liveliness. Many crafts have evolved into new goods in modern times using the same craft process and are finding new expressions to meet current demands. In India, traditional artisan skills must be made relevant and marketable. Folk art and traditional ideas, which are the glitter of our culture, are gaining popularity when applied to textiles with commercial features. These existing art and craft's rich motifs and designs can easily be converted into contemporary shapes, making them suitable for a variety of textile products in line with current fashion trends.

Motifs and patterns are important elements in design since the frame and development of the design are dependent on the design when applied to the cloth. Any piece of art's themes and patterns reveal the rich cultural legacy that craftspeople have been pursuing since antiquity.

Appliqué

Appliqué is one of the ancient Indian crafts in which the decorative effect is obtained by superposing patches of coloured fabric on a base fabric, the edges of which are sewn on with some sort of stitching. It is defined by the term "appliqué" of French origin. In order to provide bold, brightly coloured, often three-dimensional designs for use in different contexts, people all over the world have adopted the appliqué technique. Generally, the work is done by hand.

Types of Appliqué

In **Gujarat,** the appliqué work is mostly done on articles for domestic use and is primarily used on festive occasions, when rituals are performed or as a trap for domestic animals. Appliquéd articles are used as banners, canopies, and bags for religious purposes in festivals, quilts, door fringes, and some traditional dresses. Colors are vibrant and ornamental motifs of peacock, parrot, horse, elephant, etc. are appliquéd (Shrikant 2009).

---

[*] Research Scholar, Department of Fashion and Textiles, IIS (Deemed to be University), Jaipur, Rajasthan, India.
[**] Head and Professor, Department of Fashion and Textiles, IIS (Deemed to be University), Jaipur, Rajasthan, India.

In **Bihar, appliqué** is known as "Khatwa," and men are skilled at pattern cutting while women are skilled at stitching. The art is often seen on religious tents and canopies, as well as garments like sarees, blouses, and sashes. Khatwa is also used to decorate household objects, including quilts and cushion covers. Since clothing is a personal object, the motifs that appear on it are abstract and stylized. The use of red, black, green, and orange motifs distinguishes the Bihar appliqué. These vibrant colours can be seen on appliqué textiles all over India, representing the vibrant lifestyle of everyday India and its diverse communities and cultures.

Pipli, a small town in **Orissa** near the great Jagganath temple, produces much-colured appliqué work. The craft involves embroidering and stitching small pieces of coloured cloth with flowers, animals, the village's scene, and traditional designs onto a large base cloth. Garden umbrellas, wallets, wall hangings, lampshades, pouches, and bags are made from the fabric used for appliqués and patchwork.

Phool patti ka kaam is a traditional craft that originated in Aligarh and is also practised in Rampur. *Phool* means flowers, and *Patti* means leaf. This textile decoration style consists of little bits of fine mulmul fabric which are cut by hand and deftly folded and shaped into tiny pieces of leaves and other geometrical shapes. These are then embroidered onto the fabric to create a variety of intricate patterns. The entire embroidery is done by hand, including the finishing of the edging and joining of the seams.

In Patna appliqué, both commercial and domestic use are of two types. One called *Khatwa* has patterns cut into a complete piece of cloth, which is then applied to a background cloth. The other method involves creating a pattern formed with single motifs of cloth or edging strips that are then individually appliquéd.

Reverse Appliqués

This was a method in which two or three layers of fabric were placed one over the other, and each layer was cut away to reveal the one below. Others could be placed again on top of these, with up to four of five layers being put together (Howard, 1978).

Material and Method

Design Documentation

The conventional method of design is tedious, time-consuming, and laborious. In the appliqué craft, we will focus on the documentation of the designs by creating them in Corel Draw software. Designs that are made by hand are difficult to recreate and store for a long period of time. It is essential to preserve the designs in Corel software. The designs can thus be saved for a longer period of time. A print out can be taken out at any time, provided a computer and printer are available. The motifs can be altered, their sizes increased or decreased as per the requirements.

Collection of Motifs

The traditional Indian appliqué motifs were collected for the present study of chota and Dhanu village. The various primary and secondary sources, i.e., books, journals, encyclopaedias, and websites, were available. A total of 30 collected motifs were scrutinised by the researcher, who, on the basis of their suitability, developed 30 designs of appliqué work. Design Selection (Six): Creation of Design Placements for Textiles: Corel DRAW is used to refine products on a computer.

Selection of Motifs

A preferential choice index was developed in order to know the preferences of experts regarding 30 appliqué motifs. In this, the collected motifs were assessed and ranked according to the panel of ten experts' preferences. Mean scores were calculated for all the motifs according to preferences obtained and ranks were assigned. Six top-preference motifs were selected to develop designs.

Simulation of Motifs into Designs

Design interventions

Designs in appliqué craft are mostly inspired by nature, the colours of flora and fauna, animals, etc., which inveigle consumers to buy. Over the past few years, the craft sector has faced many challenges, such as the obsolete traditional textile techniques and the high price of raw materials. The major fundamental challenges facing the craft are a lack of innovative designs and inadequate fashion marketing strategies. Customers have begun to follow the latest fashion trends in the age of globalization. Thus, there is a need to collaborate on appliqué craft with the latest fashion to produce an innovative design to meet the needs of the consumer.

Selection of Design

The six motifs chosen were simulated for the design of cutting-edge contemporary designs for a man's kurta, keeping in mind that the fundamentals of the designs in art were created from the chosen materials. There are six motifs. Motif simulation was performed. This was accomplished with the assistance of Corel DRAW.

Selection of Motif

Design selection the preferential choice index was created to learn about the preferences of experts regarding the creation of appliqué designs. Experts evaluated all six created designs in order to select the top preferred designs for the application of men's kurta. All of the designs were ranked based on the preferences obtained, and the top six preferred designs were chosen for further work.

Result and Discussion

In today's fast-paced world, designs created with the help of CAD not only broadened the horizons of design but also allowed for the creation of an unlimited number of designs that could be saved in a library and used as and when needed. Speed, pattern creation, editing, repeating, flexibility, variety, colour ways, and cost-effectiveness are all advantages of CAD systems. In the hands of a designer, a computer can be a tool of limitless creativity, with the system working as simply as an artist's sketchbook. Increased productivity, reduced product development time, increased creativity to improve conceptual design, high product design capacity, and lower sample and prototype costs were all demonstrated benefits of CAD. Design development enables artisans to improve their skills and contributes to the socioeconomic profile of a rural community. A new garment line for men's kurtas was developed, which aided in the marketing of artisans.

References

1.   Boone, L., Kurtz, D. (1992). Contemporary Marketing, Fort Worth, TX: Dryden Press.

2.   Dash,M. and Mishra, Bhusan. Problems of Handicraft Artisans: An Overview. *International Journal of Managerial Studies and Research (IJMSR),* vol 9, no. 5, 2021, pp. 29-38.Retrieved from *https://doi.org/10.20431/2349-0349.0905004.*

3.   Ghosh, A. (2012). Triggering innovation and creativity in traditional handicraft sctors : An Indian perspective (ISSN 0973-936X). *Management Insight, VIII* (1), 2-5.

4.   Lawther, G. (1991) Practical Patch Work & Appliqué Techniques, Quinet Publishing Limited, London

5.   Mohapatra S. (2011) Problems Associated with Artisans in Making of Handicrafts in Orissa, India. International journal of Managerial Studies and Research (UMSR),vol 6,pp.29-38. Retrieved from https://doi.org/10.20431/2349-0349.0905004 www.arcjournals.org

6.   Mohanty,B.(1980).Applique craft of Orissa. Calcio Museum of Textile , Ahmedabad: General editiors Alfred,Buhler

7.   Morrell,Anne.(1992). Indian Embroidery. B.T. Batsford Ltd. 4Fitz harding Street, London

8.   Olutunla GT , Obamuyi T M (2008). An empirical analysis of factors associated with the profitability of Small and medium - enterprises in Nigeria. Afr. J. Bus. Manag. 2(11): 195-200.

Websites

9.   http://www.dsource.in/resource/applique-and-patchwork-kutch-gujarat/introduction

10.   https://gaatha.com/applique-rajkot-ahmedabad/

11.   https://www.indianetzone.com/22/applique_rajasthan.htm

12.   http://www.publishingindia.com

13.   https://www.researchgate.net/publication/340307031_Simulation_of_Applique_Designs

14.   https://www.utsavpedia.com/motifs-embroideries/the-adorable-art-of-applique-embroidery/.

❖◆❖