The buildup of design ideas in the early garment design progress: a case study

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Abstract:
In this study, the design process was examined from this practical, cognitive research perspective in the areas of product design, architectural and engineering designs. Much research in the field of clothing design has focused on observing end products: for example, how culture affects design, how historical clothing influenced their respective periods, fashion trends, size of issues, and the social meaning of clothing, as a few researchers discussed how The original creative design is shown and how creativity is enhanced during the actual design process.

The problem of this study revolves around the lack of information about the stages of the clothing design process that hinders the design process as the design education process currently depends on trial and error practice, and a simple repetition of a series of design problems. There is no doubt that the process of learning by doing is effective. However, it is extremely important to develop the concept of "methods of developing the knowledge of the designer” which can be applied to practical design exercises. Therefore, the study aimed to address the process of designing clothes by asking how the designer applies the observed information from visual sources and developing concepts through exploring the elements and foundations of design. A creative design experiment was conducted with a group of fashion design students to capture the actual design process as a case study. The gradual development of the initial visual units, called initial ideas, was observed during the early design stage. The importance of this process for the further development of the entire design idea, this research focuses primarily on the detailed observation of the early design process, in which students notice the visual elements of the image as an inspiration, and immediately transferred to the relevant clothing design elements, by applying the principles and foundations of design, And the development of initial ideas. These initial ideas become the basis for the accumulation of more complex design ideas later. Understanding this design knowledge and related strategies will lead to the creation of the creative idea and highlight the teaching stages of the design process for clothing design students.

Paper received 13th January 2018, accepted 2nd February 2018, published 1st of April 2018