

# Research on Incorporating Creative Design into Teaching Process -Taking Casual Clothing Creation as an Example

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## 【Abstract】

In the modern era, people pay attention to the quality of leisure life in addition to busy work, individuality and fashion style leisure activities also led to a display of self-style casual clothing the best performance. Based on the principles of this exquisite casual clothing pleasure and creative design.the characteristic trait of casual clothing design is that more exquisite materials and finer workmanship. Moreover, more elements of high-class fashion clothing and fashion trends are integrated into design of details and the style of the designs is minimalism and practicality.

Pure silk fabrics, which boast a good quality, are adopted to present the quality of the garments. Printed fabrics are used as the prime design pattern. As for the use of colors, the purplish blue and white dominant colors are embellished by a sprinkle of the light gold color to make the products exude an elegant, neat and chic, low-key luxury, and carefree aura. The design is simple yet elegant.

Therefore, uphold the "less is more" principle of the pursuit of simple but refined design, complete four creative casual wear design cases include: "Calm", "Elegant", "Energetic", "Neat" to let leisure time Creative costumes, not only is designed for specific groups tailored and combined leisure and entertainment and youthful characteristics, so casual clothing show the fashion appearance and life aesthetics.

**Keywords:** Creative Design, Teaching Process, Casual Clothing Creation

## **I. Introduction**

### **(1) Research Motives**

Along with modern people's improving living conditions and stronger purchase power, people grow more fastidious about their clothes. Despite a dazzling array of clothing brands on the market, which provide people with clothes with various styles to choose from, there has always been a huge difference in the price and quality of clothes. Driven by contemporary people's hedonism, much greater importance has been attached to the quality of recreation after a busy day at work. On a holiday or non-work hours, recreational activities are meticulously planned to reward themselves. Along with changes in people's life style, afternoon tea is becoming increasingly popular in Taiwan and has become a recreational activity which urban dwellers all look forward to. Against the backdrop of modern consumers' pursuit of individuality and fashion yet the impossibility of wearing whatever they feel like wearing at work, clothes for casual wear become the best way to show their personal style on their days-off or at a party. In an era of fast food, a large quantity of ready-made clothes, which are mostly identical with others, is no longer favored by consumers aiming for uniqueness and bringing out their personality. People nowadays are more demanding about the quality of clothes and are more willing to spend additional money on relatively pricy yet exquisite items with unique a design.

### **(2) Research Purposes**

Along with consumers' mounting needs, recreational activities on holidays become a new indicator and trend of people's pursuit of a better quality of life. Customized designs for a particular group have become increasingly popular nowadays. Casual wear which always stays the same becomes unable to satisfy consumers' needs. A noted contemporary design idea is that design should focus on reflecting the quality of life as well as demonstrating apparel's personality, avoiding similarities in clothing, targeting high-end consumers, tailoring clothing for particular customers, and satisfying customers' pressing need to be different.

## **2. A general analysis of clothing products and the fashion merchandising market**

### **(1) The general situation of clothing products**

The main characteristics of casual wear include relaxing, recreational, emotion-expressive, spontaneous, and creative. Young and personalization are the highest appeal of casual wear. Casual wear has the strengths of being convenient, practical, comfortable, and recreational. The characteristic trait of casual wear designs is that more exquisite materials and finer workmanship are adopted on the basis of original clothing. Moreover, more elements of high-class fashion clothing and fashion trends are integrated into design details. Along with increasing varieties of casual wear nowadays, product seriation becomes a trend, clothing is designed with various styles, and "tailor-made" has gradually become casual wear's signage.

**(2) The general situation of the fashion merchandising market**

In a world with a plethora of designer clothing labels and fashion brands, modern people’s pursuit of fashionable clothing is growing more intense along with modern people’s improving quality of life. As a result, clothing has become an important item which we spend money on among other numerous items. In the extremely competitive fashion merchandising market, the style of clothing becomes more cosmopolitan and clothing choices grow more diverse whereas brand and distinctiveness influence people’s purchase decisions. Many fashion brands originated in different countries nowadays and budget fashionable clothing is especially popular in recent years. All clothing lines are eager to push their brand onto the international platform. Take ZARA and H&M, two leading budget fashion brands for example, their clothing products are designed with various styles and there are almost new clothing items each day to give consumers a great variety to choose from. To satisfy different consumers’ taste, ZARA and H&M also release clothing items in individual series or collaborate with fashion designers to design clothing items. This is very attractive for fashion lovers as it means designer clothing could be purchased with less money spent. As casual fashion also receives people’s attention together with people’s pursuit of a quality life, consumers’ demand for casual wear is also escalating. Complying with this trend, ZARA, H&M and other fast fashion brands also release clothing items in different recreational and holiday series each season to satisfy consumers’ lifestyle needs.



**Figure 1 a sample of ZARA casual wear (source : Zara holiday collection)**



**Figure 2 a sample of H&M casual wear (source : H&M collection)**

### **3. Creative design concept**

#### **(1) Product attribute**

The style of the designs is minimalism and practicality. Pure silk fabrics, which boast a good quality, are adopted to present the quality of the garments. Printed fabrics are used as the prime design pattern. As for the use of colors, the purplish blue and white dominant colors are embellished by a sprinkle of the light gold color to make the product exude an elegant, neat and chic, low-key luxury, and carefree aura. The design is simple yet elegant.

#### **(2) Innovative appeal**

Innovative clothing for recreational time, which is no longer simply casual wear, is specially planned and designed for a particular group. It becomes exquisite and integrates elements of leisure and recreation to give clothing a new look and satisfy clothing wearers' physical, psychological, and spiritual needs at a higher level. The garments are designed with adherence to the "less is more" principle. The aim is to create simple yet exquisite designs which make not only comfortable but attention-grabbing clothing.

#### **(3) Improving the quality of fabrics for clothes**

Being different from fabrics used for making general casual wear on the market, more pricy pure silk fabrics are adopted for clothing design in this study. A 33mm white heavy-weight crepe de chine pure silk fabric, which contains 100% mulberry silk, is used. The matte fabric without a satin finish is soft and elastic. The light golden fabric is a thickened and elastic composite fabric which creates a sense of weight. The color looks like the golden color and the silver color at the same time and turns to the light golden color under warm-color light. The purplish blue printed fabric is made of pure silk, and the fluffy floral fabric on the top is made of cotton.

#### **(4) A design which gallantly uses a printed fabric as the main fabric**

As an inapt use of a printed fabric may give people the impression of being old-fashioned, the size of floral patterns on a fabric and fabric selection become very important. When looked from a distance, the special floral fabric used for garments in this study looks like a collection of numerous twinkling stars, which give the fabric a strong three-dimensional impression. The filmy and diaphanous fabric for the lining makes it hazy and indistinct to the sight under the light and creates a subtle aesthetic appeal of partially hidden and partially visible.

#### **(5) The target market and customers**

The target market consists of women at a social hierarchy's upper levels or women with strong financial capacity. These women value personalized consumption and pursue unique enjoyments in life, attach great importance to recreational fashion particularity, be willing to spend money on high-end fashion accessories, and are more likely to purchase exquisite, rare, and specially-designed clothes. The target customers are fashion-loving women aged between 18 and 35 years old. The reason is that most customers in this group have a certain level of purchasing power and strong desire to make purchases. They are fashion seekers and followers with a strong personality, the nerve to try new things, and are more willingness to accept various styles of clothes.



## 4. Teaching context and design inspiration

### (1) The inspiration behind the designs

The combination of flower images and floral totems are the inspiration and concept behind designs in this study. Some images which these designs draw on are presented below:



**Figure 3 Reference printing totem**

### (2) Scenario of Design

#### A. Scenario 1: a picnic under a tree

A picnic under a tree in a leisure afternoon with warm sunlight, gentle breeze, birds' twitter, and the fragrance of flowers by the side.



**Figure 4 a picnic under a tree**

#### Ideas for innovation:

After a busy work day in a relaxing afternoon, being away from the hustle and bustle of a city and plunging into an idyllic scene in the nature with some girl friends to have afternoon tea together, blithely exchange funny stories in life, and enjoy the carefree, cheerful, and wonderful time.

#### B. Scenario 2: a beach holiday



**Figure 5 a beach holiday**

**Ideas for innovation:**

Lying on the beach, looking at the sea, listening to the sounds of the sea, watching the sky, and feeling the vastness of the sky and the sea.

**C. Scenario 3: appreciating the beauty of lakeside scenery**



**Figure 6 appreciating the beauty of lakeside scenery**

**Ideas for innovation:**

Sitting by the lakeside to sip coffee and have a bite of snacks while enjoying a panorama view of the lake and surrounding hills

**5. Teaching process and creative steps**

This step involves planning the style of garments and commencing the production, working on effects of fashion sketches, choosing and coordinating colors, and handling details such as deciding on the comprehensiveness of available styles and cloth-making techniques.

**(1) Finishing the fashion sketches**

Based on creative ideas and design program, four costume sketches were completed as follows:



**Figure 7**

leisurely



**Figure 8**

elegant



**Figure 9**

vitality



**Figure 10**

neat and chic

## **(2) Choosing fabrics and colors**

The selection of fabrics comes after the main colors of the garments are confirmed. Fabrics which are in sync with the design of the garments as well as other supplementary fabrics are chosen.

Main colors: purplish blue, milky white, and golden-silver.

### **A. Fabric 1: a purplish blue printed fabric**

Properties and characteristics of the fabric: a surface which creates a three-dimensional impression, flimsy, and translucent.



**Figure 11 Dark blue of cloth material**

### **B. Fabric 2: a golden-silver composite fabric**

Properties and characteristics of the fabric: soft and elastic.



**Figure 12 Gold and silver composite fabric**

### **C. Fabric 3: milky white satin (pure silk)**

Properties and characteristics of the fabric: soft, elastic, collage, and semitransparent.



**Figure 13 Milky white silk (silk) cloth**

## D. The base fabric: blue and white pure silk and cotton lining



Figure 14 Blue, white silk, cotton cloth lining

### (3) Pattern drawing

Based on fashion sketches, patternmaking or fashion draping are employed to present the designs. Meanwhile, size, style, and components of the designs are confirmed to proceed with making a sample of the embryonic clothing. After the confirmation of no errors, real fabrics are used to complete the apparel making process.

## 6. Research results

Through the process of creative design and teaching, this research has completed four sets of creative work of women's casual clothing. The creative ideas and creative characteristics of each set of casual clothing are described as follows:

### (1) A description of concepts behind garment designs

#### A. Garment No. 1: Leisurely

A minimalist one-piece with a white collar can better bring out the printed fabric's aura of being calm and graceful.

#### B. Garment No. 2: Elegant

A sleeveless dress is made of a milky white fabric with embellishing floral patterns. The pleated flare makes the dress more stereoscopic and fashionable.

#### C. Garment No. 3: vitality

The sleeveless top's front is made of two fabric pieces. The wavy design underneath the waistline corresponds to the garment's asymmetrical hem. The golden fabric at the side makes it flattering for any body type. The sleeveless top along with a floral print short together create a casual and lively look.



#### **D. Garment No. 4: neat and chic**

Draping of different sections is used at the top's chest area to reinforce a stereoscopic contour. The top is matched by a pair of neat and chic ankle pants with squared patches on its pockets to give off a neat, comfortable, and leisure look.

#### **(2) An exhibition of the finished garments**



### **7. Conclusion**

This research integrates creative design concepts into the curriculum teaching and practical exercises, guides students in material experiments and design creation, and finally completes a series of "female casual clothing" works, which have both practical functions and fashion aesthetics, as part of the creative design and innovation teaching for teachers and students reference. The research results and recommendations are summarized as follows:

#### **(1) In teaching planning**

Based on the principles of this exquisite casual clothing pleasure and creative design, characteristic trait of casual clothing design is that more exquisite materials and finer workmanship. Moreover, more elements of high-class fashion clothing and fashion trends are integrated into design of details and the style of the designs is minimalism and practicality.

## **(2) Creative design**

In the process of garment design and making, we found that choosing fabrics is a very important step as properties and characteristics of a fabric would affect the quality of final products. Those with less meticulous sewing workmanship may find it hard to control softer or more elastic fabrics. As a result, the quality of finished garments would be largely compromised. In terms of the selection of colors, more bright and colorful elements are recommended to add color varieties, reflect a recreational time's diversity and colorfulness, and integrate casual wear into life aesthetics.

## **(3) Design style and principles**

Uphold the "less is more" principle of the pursuit of simple but refined design. Pure silk fabrics, which boast a good quality, are adopted to present the quality of the garments. Printed fabrics are used as the prime design pattern. As for the use of colors, the purplish blue and white dominant colors are embellished by a sprinkle of the light gold color to make the products exude an elegant, neat and chic, low-key luxury, and carefree aura. The design is simple yet elegant.

## **(4) In terms of work results**

This research completed four sets of creative casual wear design works include: "Calm", "Elegant", "Energetic", "Neat" to let leisure time creative costumes, not only is designed for specific groups tailored and combined leisure and entertainment and youthful characteristics, so casual clothing show the fashion appearance. let the clothing show different styles and tend to be refined, so that the wearer's body and soul reach a higher level of satisfaction.

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