Study on the Expression Techniques of Fashion Style Plan

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ABSTRACT: Fashion style plan is easily ignored by students and professionals in clothing. However, it is an extremely important area of fashion design and plays a very important connecting role in various industries of clothing. Discussing from the aspects of the categories, expression techniques and future development trends of fashion design plans, this paper elaborates the importance of fashion design plan through its study, to provide more practical and convenient expression techniques for students and practitioners in clothing.

Fashion design is the perfect combination of art and technology, and fashion style plan presents fashion style, structural features and design details, which is widely used in fashion design, distribution and other sectors, and is to facilitate the use of clothing manufacturing sectors. Today's fashion design has entered the large-scale industrial production stage of modern meticulous division of labor, for example, the form of brand clothes processed in foreign countries and places will become more and more common. And making samples according to fashion style plan is the expression of clothing’s quick response. Fashion design is the first step of clothing production process, and its ultimate realization is from the planning and thinking of design to the implementation of thought. Fashion style plan is an important intermediate link between the two steps, and also the basis of clothing plate-making work, directly determining whether the plate-making results can meet the design effect or not. As a teacher engaging in fashion teaching and design, to cultivate students’ ability to express design concept precisely from the perspective of cultivating fashion design practitioners has even more important practical significance under the historical background of severe employment pressure. Fashion style plan is divided into three categories. First category is plane expansion figure, having hanging style and flat style. Plane expansion figure can clearly express the details like the front and back of clothing, the molding line of outer contour, internal structure line and parting line, and the side molding or enlarged view of partial detail are drawn if necessary. (Bina Abling 2003) Sports and leisure clothing often uses this kind of expression technique. The plane expansion figure should be drawn in accordance with clothing structure and human body proportion, a center line can be first drawn, and then details variation can be drawn according to the specific requirements. The second category is body shrinking style, which is to draw style figure based on shrunk human body. Body shrinking style is drawn based on standard mannequin and according to the proportion characteristic of different genders and ages. It can reflect the overall dressing effect. Meanwhile, it should be noted that the model of shrunk human body must be first drawn, and then it can be applied to draw the figure by being enlarged or shrunk according to the specific requirements. The third category is dynamic style of human body, which is a figure between plane expansion figure and fashion design effect diagram. It is an expression form of plan with free and random lines and artistic expression. It can be applied in expressing clothing texture and shading relations and also can be applied when special effect in special parts of the body is produced under special actions. The expression techniques of all plans mentioned above generally apply freehand painting. Practitioners in clothing usually rapidly draw the new design ideas once they appear, and then move to the next step after sorting these thoughts. In order to improve the efficiency of future work, we make the expression techniques of fashion style plan more simplified.

1 CATEGORIES OF FASHION DESIGN PLANS

Above all, we should learn about the categories of fashion design plans, so as to figure out which aspect is suitable for starting learning. From the materials we often read, fashion design plans are
2 EXPRESSION TECHNIQUES OF FASHION DESIGN PLAN

The expression technique of fashion style plan or production diagram commonly used in the fashion design course of technical colleges in China is freehand drawing, for this method is practical and convenient. It is the basic skill of all clothing designers. (Guo Qinghong 2010) The skillful application of this technique requires students’ good basic drawing skill and long-term training process. In the painting process, tools like ruler can also be applied, but the ruler is generally only used as a central symmetrical line in freehand drawing, for large-scale use of tools will make the drawing dull and stiff. Those having drawing experience all share the same feeling. Furthermore, we often refer to some fashion manuscripts published in Europe, America, Japan and other countries before drawing, and style drawing effect of these materials is clean and smooth. Through years of teaching experience and research, I find that there are still some skills to master this method and students also can use some special tools to achieve a better drawing effect while learning this method. After taking some basic training and getting familiar with the most commonly used freehand method, the students can learn some other easy techniques of drawing style plan.

2.1 Copying Method

Copy paper is a simple tool to draw plan, and it can be used to draw all the details of the outline and structure of a plan. For its transparent characteristic, we can draw the first half of the style plan, then draw the other half through copying, and merge the two into a complete diagram, and the specific approach is shown as follows. First, draw a central straight line on the copy paper, and then draw the style and detail design of the left or right half of the style plan based on the straight line; second, flip the copy paper according to the reference line of the central symmetrical line, and copy the symmetrical half of the style plan to the drawing paper; finally, make the two parts into a complete style plan, modify the details, and erase the surplus lines and dirty parts on the drawing with a rubber. This method is very convenient and also has an obvious effect.

2.2 Standard Mannequin Method

Standard mannequin is another tool to draw style plan, and this auxiliary tool can improve the drawing speed and also make the drawing convenient and precise. (Zhang Fuliang et al.2008) And the specific approach is shown below. First, make a card template of standard mannequin according to the body proportions of different genders and ages, and then paint this card template into black or use black hook line to highlight the body contour, so that we can clearly identify the mannequin while drawing. Put the template under the drawing paper in the drawing, and draw the specific clothing style based on the dark model below the drawing paper. Pay attention to the fitness of the key parts of the body and the space constraint of the other parts of the body after the clothing is worn. Imagine the effect that a piece of clothing is on a mannequin while drawing, which helps to draw a style plan with reasonable proportion and three-dimensional dressing effect. After years of teaching experience, I think this approach is the most suitable one, which is both convenient and effective.

2.3 Grid Proportion Method

First, prepare a grid paper or a coordinate paper in construction, place it below the paper to be drawn, and draw the center line and key points of fashion style plan and the identified shoulder line, underarm line, waist line, rung line and knee line on the grid paper with a pencil, to conduct point selection, point defining and bilateral symmetry of the grid. Second, take the normal proportion of the clothing as the principle, and draw the painting with the scaling method based on the original scale of the material object. Based on the actual clothing size, conduct the scaling with 1: 5 measuring scale of industry from top to bottom, left to right and the front to the back, which are all conducted on the basis of grid, and then conduct overall drawing. Finally, draw the clothing styles and the space between each style. The space can be used to determine the layout of the whole set, whole group or whole series of clothing, and the grid paper can be used to draw style plan based on a grid table. This method offers a good reference tool for beginners in style plan drawing. This method is convenient and accurate with the help of the drawing tools like measuring scale. As this method has high accuracy, it is perfectly suitable for actual industrial production. Its deficiency lies in that the entire style plan would not be flexible enough.

3 FUTURE DEVELOPMENT TRENDS OF FASHION DESIGN PLAN

3.1 Constant Updating of Software

Currently, drawing style plan with computers has become popular, and the application of this modern digital tool is the inevitable result of this age. Using professional software that can be used for drawing, such as CorelDraw, Photoshop, Illustrator, Painter, etc., makes the drawing more convenient. CorelDraw drawing, Photoshop coloring and fabric filling drawing are commonly used in style plan, so students in clothing design should master these
software skillfully. The style plans drawn with the help of these software are more standardized, and the picture effect is more clean and beautiful. With the rapid development of high-tech electronics, more convenient and better software would be developed to meet our professional needs. But remember that the application of these computer software is inseparable from our usual professional practice exercises, and we cannot utilize these computer software skillfully without our daily accumulation.

3.2 Popularity of Computer Freehand Tool

The second future trend of style plan drawing is to use computers and hand-painted plate tool. Hand-painted plate is also known as digital panel, and it is a modern electronic painting tool and a computer input device. Furthermore, it can replace any real hand-painted tools with the pen of the hand-painted plate if it is connected to the computer by installing corresponding software like painter. And its painting effect is more realistic and vivid, and also has many advantages compared with ordinary hand tool. Many American animated films are created and handled with these tools, thus creating lifelike images. Hand-painted plate generally consists of a plate and a pressure-sensitive pen, like the palette and pencil of a painter, which can achieve the comprehensive painting effect of both hand painting and computer painting. It should be noted that the premises of perfectly using hand-painted plate to draw are skilled painting skills and rich experience in using pen to draw in the hand-painted plate, for only by getting familiar with this new drawing tool can we use it flexibly and can we draw an elegant fashion style plan.

3.3 Unified Diagram Standard

Standardized clothing design artwork comes into being with the advent of networking and digitalization, and it can help fashion designer to accurately express style design. With the networking development of current clothing industry, the design department and production department of most clothing companies contact with each other via network communication. Standardized clothing design artwork can realize the mode of working in different places, and allow the standardized collaboration among different departments in clothing companies, thus reducing the identification errors caused by design expression and improving work efficiency. (Li Jun et al. 2007) As clothing industry is an informationalized and rapidly changing industry, it requires the combination of clothing and high technology and the standardized form of fashion style plan. It can accurately express the designer's design intent through a unified and standardized visual language, and it is also qualified with strong recognizability and industrial applicability. Therefore, we look forward to the emergence of a unified standard of fashion style plan.

3.4 Integration with Clothing Industrial Chain

From fashion design, production to the final completion of the clothing, a coherent clothing industry chain is required. And fashion style plan is a small but indispensable part. In the digital, networked and informatization era, various software in clothing emerge one after another, for example, clothing CAD is widely used in the plating, plate pushing, typesetting and clothing cutting of large-scale clothing companies; fashion design effect picture and style plan also widely apply corresponding software systems to conduct computer drawing. However, these aspects in the clothing industry have not been developed into an integrated link currently, and if this integration link is formed, the work efficiency of enterprises would be greatly improved.

REFERENCES