

## Fashion illustration-a study through different colour mediums

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■ **ABSTRACT** : Fashion illustration is usually, closely associated with the reproduction of fashion in the magazines, for the promotion and advertisement of the fashion designers, stores and boutiques. Fashion illustration not only deals with the sketches of the outfit, but also uses them to forecast trends and moods of society. The purpose of the study was to bring out the best colour medium for rendering the fashion illustrations in minimum time. Selected sketches of casual and formal wear fashion illustrations were rendered in ten different colour mediums on ivory and cartridge sheet. Time was noted in the preparation of every illustration. The results revealed that staedtler pencil colours and water colours gave the excellent effect on both ivory and cartridge sheets followed by prisma pencil colours on both sheets. They gave very good effect. Pearl colour gave good effect on both sheets and ranked on 3<sup>rd</sup> position by the judges. Dry pastel colours and poster colours gave a fair effect on ivory sheets. Rests of colour mediums were adjudged average in this study. It may be concluded that the designer's have the flexibility of using various colour mediums keeping in mind the time duration.

■ **KEY WORDS** : Fashion illustration, Colour, Colour mediums, Ivory, Cartidge sheets

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