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 3rd 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.

Fashion illustrations has been used for nearly 500 years. In the late 1800s and early 1900s, figures were draped in the elaborate costumes of the time period's upper class amidst classical backdrops. High fashion magazines used these to create industry standard fashion plates until around 1924. By the 1920s, many prominent fashion magazines such as Vogue and Harper's Bazaar commissioned beautiful fashion illustrations to grace their covers. Fashion illustration is the platform for fashion communication through the medium of sketching, drawing and painting. It is usually commissioned work for reproduction in fashion magazines as part of an editorial feature or for the purpose of advertising and promoting.

With the fashion designing business as the major focus of fashion illustration, it can be considered to have a major role specifically in the presentation and in case of communication of the design and even marketing . These can be considered as the major roles of fashion illustration. Through the course of history and the development of technology the face of fashion illustration changes and develops (McKelevey and Munslow, 2007). In fashion illustration, there is certain basic concepts that are being given focus in the study of fashion illustration. One is the construction of the figure in the paper and other surfaces used. The design of the clothing along and the measurement of the figures are essential field. Rules govern both for the female and the male figures.

Croquis :

The word *Croquis* comes from French and means simply "sketch". In fashion, the term refers to a quick sketch of a figure (typically 9 heads tall as this is the accepted proportions for fashion illustration) with a loose drawing of the clothes that are being designed. Often a large number of croquis drawings will be created for one finished look, which is fully drawn and finished.

Colour medium :

The medium is the means by which ink, pigment or colour are delivered onto the drawing surface. Most drawing media are either dry (e.g. graphite, charcoal, pastels, silverpoint), or use a fluid solvent or carrier (marker, pen and ink). Watercolour

pencils can be used dry like ordinary pencils, then moistened with a wet brush to get various painterly effects. Very rarely, artists have drawn with (usually decoded) invisible ink. Metal point drawing usually employs either of two metals: silver or lead. More rarely used is gold, platinum, copper, brass, bronze and tin point.

Colour :

Property of light that depends on wavelengths. Apparent colour of object depends on the wavelength of light it reflects. Object that reflects all wavelengths appears white, one that reflects none black .

Sheet :

It is essential to understand the natural of paper to choose the correct one. Every medium work differently. Ivory sheets have a smooth surface and so they are best for pencil, water soluble pencils and charcoal. Cartidge sheets are used for poster colour, pearl colour. Cartidge sheets can absorb these water based colour medium and when used, leave no patch marks. Ivory sheet is super white in colour and thicker compared to cartridge sheet. The weight of ivory sheet is 210 g and the weight of cartidge sheet is 135-145 g. (Istituto di moda burgo, Milano).

The present study was undertaken with the aim to bring the knowledge about fashion illustrations in different colour mediums and time duration while making the illustrations. A particular illustration (formal and casual wear) would change its effect in different colour mediums and base paper and it would also affect the time duration that is why the study was undertaken with the following aims and objectives :

–To study the origin and history of fashion illustrations, sketching and evaluation of fashion illustrations in casual and formal wear, to find out various colour mediums available, Preparation of fashion illustrations in different colour mediums on different base paper(ivory and cartridge sheets) and to find out the best effect with respect to colour medium base paper and time consumed for making the illustrations.

■ RESEARCH METHODS

Methodology is the scientific way of conducting a research in order that the study may be reliable and conducted with accuracy. It describes the procedure which has been adopted for the work. So the study was undertaken to develop fashion illustration with different mediums.

To study the origin and history of fashion illustration :

Various books and websites were reviewed to study the origin and history of fashion illustration.

Sketching fashion illustration for casual and formal wear:

It was reviewed from the books and website that most of the designers use 10 head croquis for fashion illustrations, so

10 head figure proportion were used for the study (Fig. A).

Measurement for 10 head croquis :

–The head is drawn from 1''
–The neck is from ½''-1/4''
–The shoulders at 1 ½''.
–High point of bust at 2'' and bust line at 2 ¼''.
–Waist and elbows at 3''.
–Hip at 4''.
–Crotch at 4 ¼''.
–Finger tips at 5''. (Generally mid thigh)
–Ankle at 9''-9 1/2''.
Toe at 10''

Source: Singhal and Bharali, 2010

Fig. A : 10 Head croquis
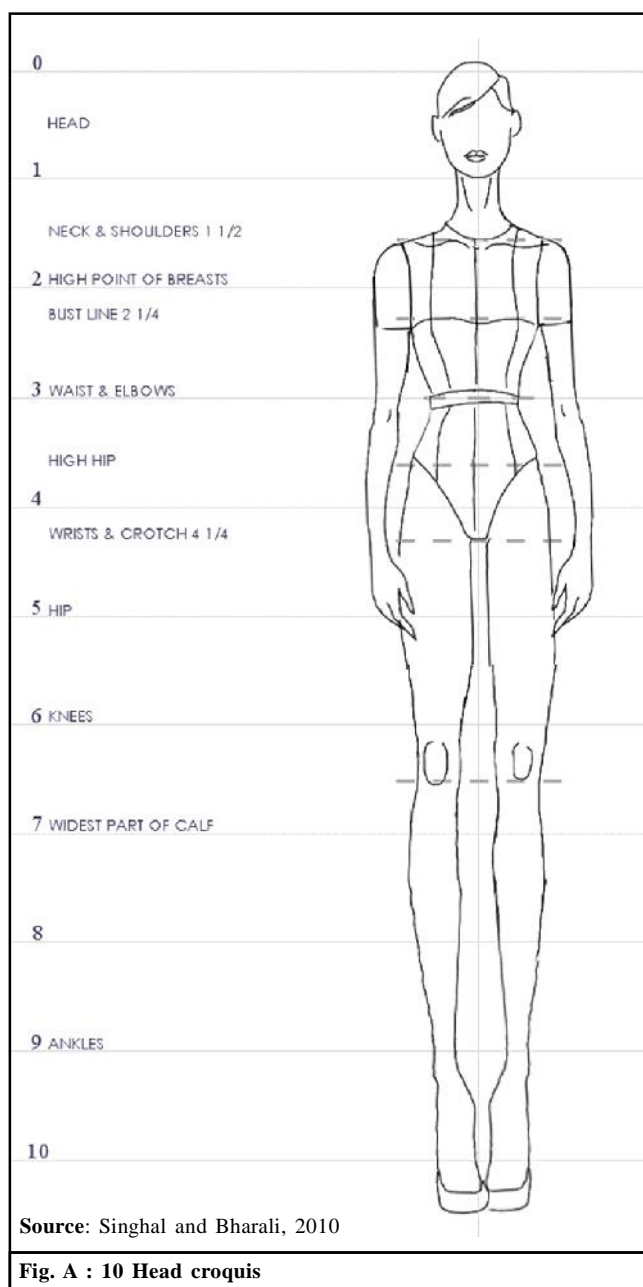
Three sketches with draping in each category *i.e.* casual and formal wear were prepared.

Evaluation of fashion illustration for casual and formal wear:

Three illustrations in each category of casual and formal wear were displayed for the evaluation. The illustrations were displayed on a wall. A panel of judges consisting of fifteen from the field of Fashion Designing evaluated the illustrations. These judges were asked to give the ranks in order of their preference for each illustration in each category in the given Proforma. The ranks were given by judges, for example rank one got three marks, rank two got two marks and rank three got one marks. The data were then coded and tabulated .The best illustration from each category with the maximum marks was selected for further study.

Survey of the market for the availability of various colour mediums :

Chandigarh market was surveyed for the availability of colour mediums. Some colour mediums available in the market were as follows :

Water colours, poster colour, pearl colours, water soluble pencils (Staedtler), prisma coloured pencils, marker(felt, highlighter marker), guache paint, acrylic color, crayons (wax and plastic), metallic colour, pastel (dry and oil), graphite pencil (HB, H, 2B- 9B etc.), soft charcoal, coloured pens(ball pen, nib pen), glitter pens, rapidograph pen, coloured inks, sketch pen, calligraphy pen.

All the colour mediums were divided into three main categories *i.e.* (1) Paints, (2) Pencils, pens and markers, (3) Crayons. Ten colour mediums used for rendering the fashion illustration were:

Paint :

Water, Poster, Pearl colours.

Pencils, pens and markers:

Water soluble pencils (Staedtler), coloured pens (ball pen), prisma coloured pencils, marker (felt, highlighter marker).

Crayons :

Acrylic colour, crayons (wax), pastel (dry).

Preparation of fashion illustration in different colour mediums on different base paper :

Cartridge sheet absorbs colour easily and gives a magnificent effect. Ivory sheet has a smooth texture and was chosen for rendering in fashion illustration. Ten different colour mediums from all the three colour categories were used on ivory and cartridge sheets. The selected sketch and colour combination in casual and formal wear were rendered in different colour mediums.

Category	Ivory sheets	Cartridge sheets
Casual wear	No. 10 illustrations	No. 10 illustrations
Formal wear	No. 10 illustrations	No. 10 illustrations

Preparation time of each illustration was noted. Total forty illustrations were made in casual and formal wear on ivory and cartridge sheets.

Evaluation of the best effects given by the colour medium, base paper and time consumed for fashion illustration (casual and formal wear) :

Twenty illustrations each of casual and formal wear were displayed for the evaluation. The illustrations were displayed on a wall. A panel of judges consisting of thirty from the field of Fashion Designing evaluated the illustrations. These judges were asked to give the ranks in order of their preference for the color mediums that gave the best effect in minimum time for every illustration in both of the categories in the given Proforma. Marks were allotted according to the rank one gets twenty marks, rank two gets nineteen marks, rank three gets eighteen marks and so on. Score of each illustration was calculated by multiplying the marks allotted by the frequency and final ranks were then given to each illustration in each category. The data were coded and tabulated. The final result of the research was inferred from the analysis of the data collected.

■ RESEARCH FINDINGS AND DISCUSSION

The results of the study are presented as follows:

Table1 and 2 indicate the ranks and marks allotted to the sketches. Table 1 reveals that sketch no. 2 was the most preferred sketch with a score of 31 and got the top rank in

Table 1 : Selection of the most preferred fashion illustration for casual wear category			
Sr. No.	Sketch no.	Marks given	Rank allotted
1.	Sketch no.1	29	III
2.	Sketch no.2	31	I
3.	Sketch no.3	30	II

Table 2 : Selection of the most preferred fashion illustration for formal wear category			
Sr. No.	Sketch no.	Marks given	Rank
1.	Sketch no.1	35	I
2.	Sketch no.2	27	III
3.	Sketch no.3	28	II
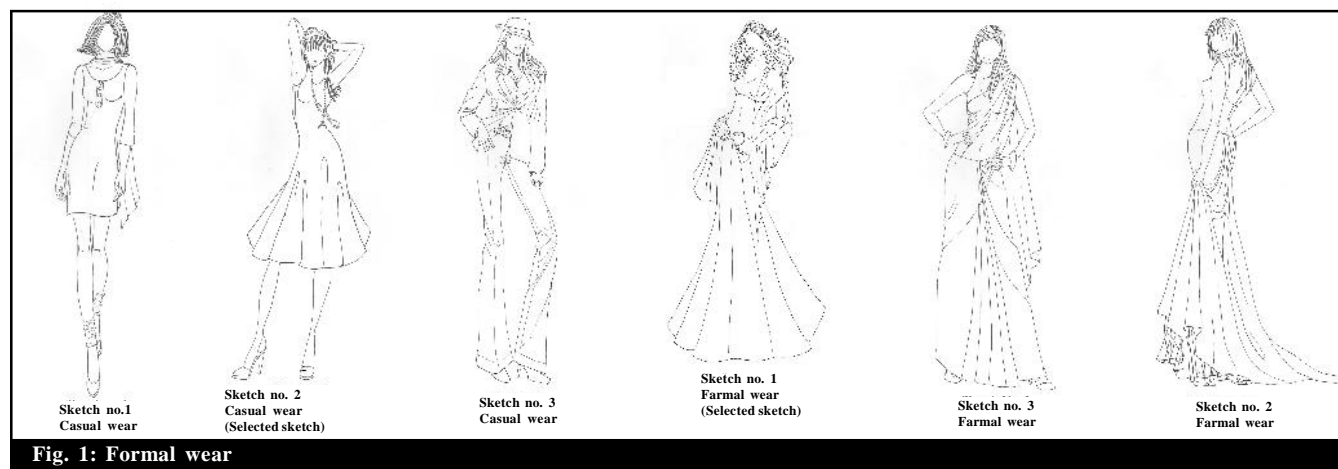
Fig. 1: Formal wear

casual wear. Table 2 reveals that sketch (Fig. 1) was the most preferred sketch with a score of 35 and got the top rank in formal wear.

Table 3 shows the ranks in relation to the base paper, time consumption and colour mediums used for making the illustrations.

Table 3 reveals that illustration no. 17 rendered on cartridge sheet Water colour was the most preferred illustration with a score of 374 and was ranked first in casual wear and took 20 minutes for rendering. Illustration no. 7 rendered on ivory sheet water colour got 367 marks and ranked second

and took 19 minutes for rendering followed by illustration no. 13 rendered on cartridge sheet pearl colour at third position with 347 marks and took 15 minutes for rendering. illustration no. 1 prisma coloured pencils rendered on ivory sheet and illustration no.6 staedtler coloured pencils rendered on ivory sheet were at fourth and fifth rank with 346 and 344 marks and took 15 and 39 minutes, respectively. Illustration no.8, poster colour rendered on ivory sheet got sixth position with 339 marks and took 12 minutes for rendering (Fig. 2).

Table 4 shows the ranks in relation to the base paper, time consumption and colour mediums used for making the

Table 3 : Selection of best illustration with respect to color medium, base paper and time duration in casual wear category						
Sr. No.	F.I. no.	Sheet	Time duration	Marks	Rank	Colour media
1.	F.I no.1	Ivory	15 min	346	IV	Prisma pencils
2.	F.I no.2	Ivory	20 min	127	XVII	Marker
3.	F.I no.3	Ivory	13 min	280	X	Pearl colour
4.	F.I no.4	Ivory	28 min	255	XII	Coloured pens
5.	F.I no.5	Ivory	18 min	237	XIII	Wax crayons
6.	F.I no.6	Ivory	39 min	344	V	Staedtler pencils
7.	F.I no.7	Ivory	19 min	367	II	Water colour
8.	F.I no.8	Ivory	12 min	339	VI	Poster colour
9.	F.I no.9	Ivory	14 min	325	VII	Acrylic colour
10.	F.I no.10	Ivory	18 min	230	XIV	Dry pastel
11.	F.I no.11	Cartridge	15 min	286	VIII	Prisma pencils
12.	F.I no.12	Cartridge	24 min	107	XIX	Marker
13.	F.I no.13	Cartridge	15 min	347	III	Pearl colour
14.	F.I no.14	Cartridge	28 min	141	XVIII	Coloured pens
15.	F.I no.15	Cartridge	14 min	182	XVI	Wax crayons
16.	F.I no.16	Cartridge	33 min	263	XI	Staedtler pencils
17.	F.I no.17	Cartridge	20 min	374	I	Water colour
18.	F.I no.18	Cartridge	15 min	255	XII	Poster colour
19.	F.I no.19	Cartridge	19 min	285	IX	Acrylic colour
20.	F.I no.20	Cartridge	21 min	216	XV	Dry pastel

Note: - F.I. is fashion illustration

F.I.no.1
15 minutes
prisma colour
pencils
ivory sheet

F.I.no.2
20 minutes
colored marker
ivory sheet

F.I.no.3
13 minutes
pearl colour
ivory sheet

F.I.no.4
28 minutes
coloured pens
ivory sheet

F.I. no. 5
18 minutes
Wax Crayons
Ivory Sheet

F.I.no.6
39 minutes
steadtler coloured pen
ivory sheet

F.I.no.7
19 minutes
water colour
ivory sheet

F.I.no.8
12 minutes
poster colour
ivory sheet

F.I.no.9
14 minutes
Acrylic colour
ivory sheet

F.I.no.10
18 minutes
dry pastel
ivory sheet

F.I.no.11
15 minutes
prisma colour pencils
ivory sheet

F.I.no.12
24 minutes
coloured marker
cartridge sheet

F.I.no.13
15 minutes
pearl colour
cartridge sheet

F.I.no.14
28 minutes
coloured pens
cartridge sheet

F.I.no.15
14 minutes
wax crayons
cartridge sheet

Plate no. 34

F.I.no.16
33 minutes
staedtler colour pencils
cartridge sheet

F.I.no.17
20 minutes
water colour
cartridge sheet

F.I.no.18
15 minutes
poster colour
cartridge sheet

F.I.no.19
14 minutes
acrylic colour
cartridge sheet

F.I.no.20
21 minutes
dry pastel
cartridge sheet

Fig. 2 : Illustration with respect to colour medium, base paper and time duration in casual wear

illustrations. It reveals that illustration no. 6 staedtler coloured pencils rendered on ivory sheet was the most preferred illustration with a score of 390, and was ranked first in formal wear and took 41 minutes for rendering. illustration no. 1 prisma coloured pencils rendered on ivory sheet got 389 marks took 20 minutes for rendering and ranked second followed by illustration no. 3 pearl colour rendered on ivory sheet at third position with 382 marks and took 20 minutes for rendering. illustration no. 16 staedtler coloured pencils rendered on cartridge sheet and 13 pearl colour rendered on cartridge sheet were at fourth and fifth rank with 346 and 344 marks and took 39 and 22 minutes, respectively. Illustration no.10 dry pastel rendered on ivory sheet got 315 marks and took 16 minutes and ranked sixth for rendering.

Empirical verification of the result :

In order to find out the impact of color medium on fashion illustrations with respect to both casual wear and formal wear, t-test was applied to find out the significant ratio of their difference in means. To compare the means of different colour mediums, we divided them into three categories and found out the mean of each colour medium and then appled t-test and post- HOC test to find the significant impact of specific colour medium on fashion illustration with respect to casual wear and formal wear.

For the purpose of study, categories of different colour medium were :

– C_1:-Paint:-Water colours, poster color, pearl colours.
– C_2:-Pencils, pens and markers:Water soluble pencils (staedtler), coloured pens (ball pen), prisma coloured pencils, marker (felt, highlighter marker).
– C_3:- Crayons:- acrylic colour, crayons (wax), pastel (dry).

Table 5 and 6 show the mean scores obtained by three categories C_1, C_2, C_3.

Table 4: Selection of best illustration with respect to color medium, base paper and time duration in formal wear category						
Sr. No.	F.I no.	Sheet	Time duration	Marks	Rank	Colour media
1.	F.I no.1	Ivory	20 min	389	II	Prisma pencils
2.	F.I no.2	Ivory	20 min	217	XV	Marker
3.	F.I no.3	Ivory	20 min	382	III	Pearl colour
4.	F.I no.4	Ivory	57 min	303	VII	Coloured pens
5.	F.I no.5	Ivory	20 min	139	XIX	Wax crayons
6.	F.I no.6	Ivory	41 min	390	I	Staedtler pencils
7.	F.I no.7	Ivory	44 min	232	XIII	Water colour
8.	F.I no.8	Ivory	53 min	242	XII	Poster colour
9.	F.I no.9	Ivory	24 min	280	VIII	Acrylic colour
10.	F.I no.10	Ivory	16 min	315	VI	Dry pastel
11.	F.I no.11	Cartridge	20 min	267	IX	Prisma pencils
12.	F.I no.12	Cartridge	25 min	188	XVIII	Marker
13.	F.I no.13	Cartridge	22 min	326	V	Pearl colour
14.	F.I no.14	Cartridge	50 min	216	XVI	Coloured pens
15.	F.I no.15	Cartridge	22 min	106	XX	Wax crayons
16.	F.I no.16	Cartridge	39 min	341	IV	Staedtler pencils
17.	F.I no.17	Cartridge	43 min	220	XIV	Water colour
18.	F.I no.18	Cartridge	59 min	264	X	Poster colour
19.	F.I no.19	Cartridge	26 min	212	XVII	Acrylic colour
20.	F.I no.20	Cartridge	17 min	241	XI	Dry pastel

Table 5 : Casual wear (Oneway) (Data set 1)								
Marks category				Descriptive				
	N	Mean	Std. deviation	Std. error	95% Confidence interval for mean		Minimum	Maximum
					Lower bound	Upper bound		
C_1	6	327.00	48.469	19.787	276.14	377.86	255	374
C_2	8	233.62	96.256	34.031	153.15	314.10	107	346
C_3	6	245.83	51.176	20.892	192.13	299.54	182	325
Total	20	265.30	80.406	17.979	227.67	302.93	107	374

F.I.no.1
20 minutes
prisma colour
pencils
ivory sheet

F.I.no.2
20 minutes
coloured marker
ivory sheet

F.I.no.3
20 minutes
pearl colour
ivory sheet

F.I.no.4
57 minutes
coloured pens
ivory sheet

F.I.no.5
20 minutes
wax crayons
ivory sheet

F.I.no.6
41 minutes
staedtler colour
ivory sheet

F.I.no.7
44 minutes
water colour
ivory sheet

F.I.no.8
53 minutes
poster colour
ivory sheet

F.I.no.9
24 minutes
acrylic colour
ivory sheet

F.I.no.10
16 minutes
dry pastel colour
ivory sheet

F.I.no.11
20 minutes
prisma colour pencil
cartridge sheet

F.I.no.12
25 minutes
coloured markers
cartridge sheet

F.I.no.13
22 minutes
pearl colour
cartridge sheet

F.I.no.14
50 minutes
coloured pens
cartridge sheet

F.I.no.15
22 minutes
wax crayons
cartridge sheet

F.I.no.16
39 minutes
staedtler pencils
cartridge sheet

F.I.no.17
43 minutes
water colour
cartridge sheet

F.I.no.18
59 minutes
poster colour
cartridge sheet

F.I.no.19
26 minutes
acrylic colours
cartridge sheet

F.I.no. 20
17 minutes
dry pastel
cartridge sheet

Fig. 3 : Illustration with respect to colour medium, base paper and time duration in formal wear

Table 6 : Formal wear (Oneway) (Data

Marks category					Descriptives			
	N	Mean	Std. deviation	Std. error	95% Confidence interval for mean		Minimum	Maximum
					Lower bound	Upper bound		
C^1	6	277.67	63.390	25.879	211.14	344.19	220	382
C_2	8	288.88	79.551	28.126	222.37	355.38	188	390
C_3	6	215.50	80.704	32.947	130.81	300.19	106	315
Total	20	263.50	78.518	17.557	226.75	300.25	106	390

Table 7 : Post- HOC Test

Marks category LSD					Multiple comparisons	
(I) Cate	(J) Cate	Mean difference (I-J)	Std. error	Sig.	95% Confidence interval	
					Lower bound	upper Bound
C_1	C_2	93.375*	39.229	.029	10.61	176.14
	C_3	81.167	41.938	.070	-7.31	169.65
C_2	C_1	-93.375*	39.229	.029	-176.14	-10.61
	C_3	-12.208	39.229	.759	-94.97	70.56
C_3	C_1	-81.167	41.938	.070	-169.65	7.31
	C_2	12.208	39.229	.759	-70.56	94.97

* Indicate significance of value at P=0.05

Table 5 indicates that category 1 has highest mean (327) among the three categories with respect to casual wear showing that the water colour was evaluated as best in giving the effect on fashion illustrations, whereas, in case of formal wear (Table 6), both C_1 and C_2 had a negligible difference between their means showing that staedtler and water colour both were evaluated as best in giving their effects on fashion illustrations.

On statistical testing the above results by applying T-test as shown in Table 7 the following results were obtained. P values in case of C_1 (paint color medium) was significant at 5 per cent level (0.29< 0.5). This depicts that paint colours are having significant impact on fashion illustrations.

Conclusion :

Fashion illustrations bring about the imaginative ideas of fashion designers into visual picture. In simple term "Sketching expresses the design ideas onto paper". They are scholastically sound and beneficial to fashion designer and product development in terms of style interpretation, costing and manufacturing and provide greater aesthetic value for appreciation. They have commercial potential in editorial use, promotion and advertisement. In this study, various colour mediums were used and evaluated. The study, revealed that the staedtler colour medium was the best medium although it took more time in rendering. Water colour medium also gave excellent result and took lesser time in rendering. It may be concluded that the designers have the flexibility of using various colour mediums keeping in mind the time duration.

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