

# Design of Theme Clothing Pattern

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**ABSTRACT.** *In the current era of rapid technological development, the production of fabrics and the customization of clothing have tended to the assembly line production, and designers design pattern generally only for different styles of fabrics or different application scenarios of fabrics, because the demand is different, few designers design unique for the theme of clothing fabrics. On the one hand is for saving costs, on the other hand is for efficient production. The designers lost the most essential beauty and connotation of clothing design. This paper mainly introduces the design methods and research ideas of the theme of clothing pattern design. It mainly explains the premise of thematic clothing pattern design, how to select materials, how to model, how to composition, color matching and performance techniques, etc. People who are interested in the theme of clothing design will have some inspiration and role.*

**KEYWORDS:** *Subject; Clothing Pattern; Design Method; Research Thought*

## 1. Introduction

Theme clothing pattern design, generally refers to the designers according to specific ideas, for customization or mass production of clothing fabrics design can be matched with each other with the internal connection of the pattern color. Matching design of clothing fabrics for the wearer to obtain the uniform aesthetic effect of coordinated dress style. In the design of clothing, there are many patterns, color patterns are different. From the personal point of view, the application of costume patterns also shows the personal cultural quality and aesthetic interest standards and standards, from the social sense, the diversity of costume patterns like a mirror, showing the economic level and civilization of a developed degree. At present, the world's major clothing luxury brands have a theme pattern in clothing.

Decorative design is a kind of very common humanities and art performance, is the form of beauty. Theme clothing pattern design is to improve the aesthetic trend of the existence of the display, but also shows a prosperous development of the country, the phenomenon of flowers. As the aesthete Sam Langer said, "decoration" does not refer to beauty as beauty alone, nor does it imply the addition of a separate ornament. So pattern design is not only a course in art, but also a valuable engineering practice[1].

The design of costume pattern is divided into abstraction and representation. According to different styles of costume styles, customize the design of different patterns, different styles of pattern design. As a whole, clothing patterns obey the needs of the overall clothing modeling, from the "pattern application", "image characteristics", "clothing application age and gender" three points to start design. The design method mainly takes the hand-drawn pattern as the main way, also can do some artistic texture effect, cooperate with the applicable clothing parts to carry on the unified design.

## **2. Creativity in the design of thematic clothing patterns**

The creativity of theme clothing pattern mainly revolves around the creation theme of the whole clothing, which needs to associate with all the motif themes. Different from the conventional pattern design, the design of the pattern, clothing style and color matching should be combined with the theme, all the patterns to serve the overall effect, in order to achieve the best results.

### ***2.1 Theme-oriented pattern design***

The central point of theme clothing pattern design is to take "theme" as the benchmark, and all pattern designs are created on the premise of "theme". Themes, then designs. For example, the central theme of my design is "Quantum Capsule", which is a set of technology-centric theme, which mainly shows the sense of the future, and at the same time wants to express the process of the death and development of time. Quantum is small but the convergence is more energy, "capsule" small, but the record of all the world's development and evolution. So I started from the "quantum capsule" as the basis of the central point of association, design and match the clothing pattern.

### ***2.2 Integral Design of Thematic Clothing Patterns***

Thematic pattern overall design considerations. Focus on pattern, color and arrangement of the composition of three aspects. Composition of the form, elements, size, density, contrast and other changes, color changes and unity, fabric varieties, texture selection and decorative parts of the selection of the set and different printing technology and color relations and so on. At the same time emphasize the fabric pattern design and clothing style design of the same theme and style, emphasizing the unity of the matching design. The unity of the design of clothing fabric pattern in the performance of the main form and the main elements, the smaller the change in the form of elements, the stronger the sense of the form, but the change is not rich enough, so the design should consider a degree. That is, form and element combination, to achieve unity in seeking change, change in seeking unity, dominated by the form, element composition, can be repeated, variation or use near

pseudo-elements and other means of design. With the skeleton of the basic phase as the core, based on the basic elements and graphics, the pattern of matching pattern is designed.



*Figure.1 The overall design of thematic clothing pattern design, the application of pattern in clothing style*

### **3. The Method of Designing Thematic Clothing Patterns**

There are many ways to design costume patterns, but consider the psychological activities of the model, as well as the overall effect of the application and matching clothing. A good pattern is not necessarily an accumulation of complex and dense patterns, nor is it necessarily a sparse arrangement of patterns. Excellent matching pattern design should be combined with the overall costume style, showing the adaptive effect in an appropriate position, and showing the unique charm of the matching pattern under the large effect of not robbing the costume style. A good costume pattern has an eye-catching effect on the overall effect. It should be uniformly designed with the costume style in an integrated manner, focusing on the coordination of proportions, the symmetry and balance of pattern distribution and style design, so as to achieve the effect of the pattern itself, and the best state of the overall design.

#### **3.1 Selection of relevant materials for pattern design**

There are four ways to choose the relevant pattern material: first, sketch; second, image, abstract source; third, from other forms of artistic creation; fourth, network source. General habitual commonly used fourth method of material collection and sorting.

After the "Thematic Brainstorming" association, the web search material can be performed one by one according to the mind map. At present, there are many websites for collecting materials in China, such as "Nitu Network" and "Petals Network", which can be consulted. However, the "Pinterest" website in the United

States is relatively recommended. In comparison, the pictures are more global and rich in varieties. For example, under the big theme of "Quantum Capsule", the matching pattern I designed extends the keywords of "the form of the universe", "the form of quantum and molecule", "the image figure separated from the chemical form", "time", "time capsule", "future", "science and technology", and searches one by one according to the mind map. At the same time, it is also necessary to retrieve the classical design of clothing patterns of international brands and study the application methods and design concepts of clothing patterns for different directions and different purposes. The key point of theme pattern design is to choose relevant material which matches the theme.

### *3.2 Using the corresponding pattern modeling, composition and color*

(1) Pattern modeling. After the end of the material search, you can organize the collection as needed, or re-create for a second time, or create independently based on the relevant sensory modalities. According to the basic principles of clothing pattern design, the design is generally divided into separate pattern design and continuous pattern design. The expression forms include jacquard, printing, weaving, direct hand drawing, embroidery and other methods. According to the requirements of different varieties and patterns, the pattern arrangement and reorganization can be divided into the following three types: clear ground layout, mixed ground layout, and full ground layout. The layout of clear land is mainly the separation of the main flower pattern and the ground color, the proportion of the flower pattern is small, and it is in the state of "flower clear and Ground Bright" ; the pattern of mixed land layout accounts for half of each other's proportion, and the arrangement is all called; the pattern of full land pattern is interwoven with the ground Play the state of mutual contact, there can be overlapping pressure relations. Because this group of graduation design mainly embroidery and fabric rebuilding as the main process, so I chose to design a separate pattern of scattered arrangement, that is clear layout.



*Figure.2 Design pattern and physical effect of finished product*

(2) Pattern composition. The composition of decorative patterns can be divided into four types: head-up composition, vertical composition, overlapping composition and free composition. The design of this group adopts the scattered point arrangement of head-up composition. Considering the application in clothing, the scattered point arrangement pattern can be applied to the large area that needs continuous pattern, such as the position of Siamese clothes and trousers, etc., while the individual pattern can be used as a small decoration, decorated in the position of accessory, and can also be applied to the effect of logo subject pattern in the important position of clothing.

(3) Pattern color. General pattern design needs to take into account the color matching problem, pattern color matching according to clothing fabrics color matching, color matching appears fashion cute, color matching appears mature and stable. As the graduation design of clothing design using the way of line, so there is no too much attention to color matching, but in the daily design, to consider the wearer to adapt to the occasion, time, location, according to different needs and scene changes. The fabric used in this design is 2018 popular purple 3M reflective fabrics, so the pattern to a little darker 1-2 color code lines to display.

### ***3.3 Adopting the representation method reflecting the subject***

In pattern design, attention should be paid to the size, use and position of patterns applied to clothing to determine the degree of complexity. In the preparation work before the design to do enough preparation, in the design has a clear purpose, through the material collocation, and then create, integrate the required pattern.

There are many kinds of performance techniques of pattern design, such as flat coating, scraping method, halo dye method, line drawing, washing method, painting method, topographic method and so on. Painting method is mainly to paint the manuscript after drawing, apply water powder, or print and fill in the AI software; scraping method is mainly to paint organic pigments on the surface or on the background color done in advance, perform the effect of needle engraving, so as to play a stereoscopic line drawing effect, or the effect of bright and dark contrast; halo method is mainly used for watercolor painting, which can be directly painted on silk, and can also be directly painted on the paper in printing jacquard and other processes, suitable for landscape, freehand painting and other methods; line drawing method is mainly to draw the draft, according to the needs of different parts of the line processing; water washing method is generally created in advance on special paper, and then wait for the picture to dry, and generally wash with water wash slowly, and rub in water slowly, and use the tool to create a random spray effect; spray method needs to create a second spray effect, and so on the second painting effect, and so on [2].

The design is mainly to use the method of line drawing to create, and then the use of computer embroidery, embroidery directly in the required parts, can be arranged embroidery, or embroidery alone, in the required parts, can be double-layer fabric embroidery, and then washed with water to sand the edge of the upper layer of

cloth, play a multi-level effect.

#### **4. The Combination of Thematic Clothing Case Design and Clothing Design**

##### ***4.1 The Unity of Pattern and Clothing Design Style***

Clothing patterns in the printing made of clothing fabrics, the next step is organic integration in the clothing style. According to the prior consideration of good clothing style, add the fabric design for collocation, and then adjust. Such as obvious parts, can show a separate or continuous pattern, shoulder and elbow parts can be used for separate patterns and the use of special reconstruction techniques to arrange, so that not only the overall style level rich and detailed, but also easy to wear and tear shoulder and elbow parts, can greatly reduce this consideration. And accessories, the use of a separate pattern computer embroidery method, the creation of a separate pattern, can be applied to the bag, as a logo use, while in the headpiece design, also adopted a laser engraving method, the main body of a separate pattern as a decorative pattern. The overall effect is unified and coordinated, the pattern has the different function and division of labor on the different position, also has the size difference, also has the rich level effect.

##### ***4.2 Application of Thematic Clothing Pattern Design Technology***

There are many kinds of production processes of clothing fabrics, which are usually designed through different topics, purposes and applications. For example, the production processes of conventional fabrics include jacquard technology, dyeing and weaving technology, printing technology, embroidery technology and other methods, and there are also some relatively new 3D printing technology, digital printing technology, cut and carve technology, hollow computer embroidery and other technologies. However, different applications are suitable for different manufacturing processes. It is suggested that one or two or three processes can be used in the design of clothing fabrics, and multiple processes should not be used for mixed production. In this way, the whole design appears to be disorganized and there is no central expression of ideas.

For example, in this design I mainly use the computer embroidery as the main process of creation, the use of pre-drawn good line drawing, with AI software first typesetting, and then regular arrangement and combination, and then input into the computer embroidery machine for drawing, so that the production of the fabric can be a large area of application, but also can be used in small areas. Unit pattern size of about 7 cm, up and down around the plate, so that the production of the cloth, in the overall clothing style (men's style typesetting height of 190 cm), the pattern is just right. The rest of the special part for the use of a double-layer fabric computer embroidery after the sand tassel way, so that there are layers of beauty, but also play a protective, wear-resistant role.

## 5. Conclusion

In the design of the theme clothing pattern, the designer should master the unity of the theme with the clothing style in advance, secondly, the design should focus on the pattern matching with the style of the clothing. Designers should master the organic combination of pattern and clothing style position, design different size patterns and different processing methods in different positions, which can play a rich layer and the effect of expressing the theme. In the design of patterns, we should master the composition of patterns and color requirements, designers should be designed according to different application occasions, wearer's age, so that the design of the pattern, not only close to the theme, but also closely related to the clothing style and show the skillful design of pattern designers, fully reflect the active thinking and design level in the current era. In this paper, some viewpoints for the author are from personal views and design experience and hope that this paper can give professional or cross-border professional clothing designers some inspiration.

## Reference

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