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Dr. Shristi Purwar
Faculty, Centre of Fashion
Design & Technology, University
of Allahabad, Prayagraj,
Uttar Pradesh, India

Uses of blue pottery motifs in garment designing

Dr. Shristi Purwar

Abstract

Motifs and colors are very important for Textile and Apparel Designing. Both are plays an important role in beautification of product making. Designs can be inspired by variety of sources. We live in a color-full world, a world that acts as the perfect inspirational trigger for design. Many studies show that, red and blue colors are “maintain high preference throughout life. Blue color provides peace, confidence, aloofness, relaxation, calmness, serenity, cooling, intelligence, intuition, soothing, reflection order and trust. In nature, we attract to enormous blue sky, blue waves of ocean, shiny blue sapphire, holy blue bird, and crazy blue eyes and from many more things. Fashion plays an important role in everyone’s life. In today’s world fashion is accepted by people of all class and culture, so designers are always searches new ideas from different sources. Present research paper, is based on design collection on shrug inspired to blue pottery motifs.

Keywords: Design, color, blue pottery, motifs

1. Introduction

We live in a color-full world, a world that acts as the perfect inspirational trigger for design. Design can be inspired by variety of sources. Fashion plays an important role in everyone’s life. In today’s world, fashion is accepted by people of all class and culture, so designers are always searches new ideas from different sources. India has always been known as the land that portrayed cultural and traditional vibrancy through its conventional arts and crafts. Every region in India has its own style and pattern of art and craft. The rich motifs, designs and colors of the various arts and crafts can be readily adapted into contemporary forms. Motifs and colors are very important for “Textile and Apparel” Designing. Both are plays an important role in beautification of product making. Color has always fascinated man and has played a dominant role in adding beauty to the world. It expresses emotions and ideas ^[1]. Many researchers are engaged in using the craft as sources of inspiration and adapting traditional motifs and colors of craft. Blue Pottery is one of the well known crafts of Jaipur, has also a good inspirational source of designing. This art declined during the period of king Aurangzeb’s time. Later on it was revived by the royal rulers of Jaipur in the mid eighteenth century ^[2]. The name blue pottery comes from the eye catching blue dye that is used to color the pottery ^[3]. Blue color derived from cobalt oxide. The traditional patterns and motifs in blue pottery are Persian origin. The craftsmen have developed contemporary patterns too including floral, geometrical, animals, birds and sometime deities like goddess ‘Durga’ and Lord Ganesha. Blue Pottery is made mixing quartz stone powder, powdered glass, Fuller's Earth, borax, gum and water it is garlanded by with animal and bird motifs ^[4]. Present research paper, is based on design collection on shrug inspired to blue pottery motifs.

2. Objectives

The main objectives of the paper are

1. To study on blue pottery motifs and designs.
2. To highlight various surface ornamentation techniques of the fabric.
3. To develop designs for shrugs.

3. Methodology

For achieving of the objectives, secondary and primary both type of data were used. Secondary data collected from published journal, articles, books, magazine and e-source. For collection of

Correspondence

Dr. Shristi Purwar
Faculty, Centre of Fashion
Design & Technology, University
of Allahabad, Prayagraj,
Uttar Pradesh, India

primary data convenience method were used. Research work has completed in three different phases:

3.1 Phase A: There were 3 steps in phase A

1. Concept writing: the concept of this study, mainly described the concept of the theme and inspiration source of the range collection.
2. Preparation of the different boards: For development of design sheet, prepared different boards with the help of brain storming such as inspiration board, theme board, mood board, color board, client board etc.
3. Selection of the client profile: Client profile was selected on segment area such as gender, age, social class, working profile etc.
4. Sample size of the respondents: Total sample size of the respondent was 50. Sample size was chosen through random and convenience method according to client board.

3.2 Phase B: There were 4 steps

1. Collection of motifs: for preparation of designs, motifs were selected from secondary and primary sources both.
2. Design development: Total 20 designs were prepared through flat sketching on drawing sheets
3. Evaluation of sketches: On the basis of aesthetic appeal, total eight designs were selected by the 50 respondents

through 3 point rating scale system:- Excellent, Good and Normal.

4. Selection of surface ornamentation techniques: for transformation of the motifs on the surface of the fabric, different adornment techniques were used such as block printing, Aari work, Appliqué work, Patch work and Sequence work.
5. Material selection : indigo dyed Sangneri block printed fabrics and indigo dyed denim fabric were used
6. Making of prototype: Total 6 prototypes were prepared from the selected designs. Standard drafting was used for construction of shrugs.

3.3 Phase C: Assessment and analysis of designs

Prepared prototype was analyzed by the potential consumer on the basis of aesthetic appeal, uniqueness of design and overall appearance.

4. Results and Discussion

After assessment of the prototype, results can be discussed under following sub sections-

4.1 Sub Section-one

Assessment of consumer acceptability for design sheets – table 1, 2, 3, 4, 5 and 6 showing results according to ranking acceptability

Table 1: Showing design no. 11 is inspired by blue pottery geometrical (brick) design

| Rank | Design Sheet | Inspiration source of motif | Score |
|------|---|--|-------|
| One | D – 11  |  | 362 |

Table 2: Showing design no. 9 is inspired by blue pottery persian design

| Rank | Design Sheet | Inspiration source of motif | Score |
|------|--|--|-------|
| Two | D – 9  |  | 361 |

Table 3: Showing design no. 14 is inspired by blue pottery paisley design

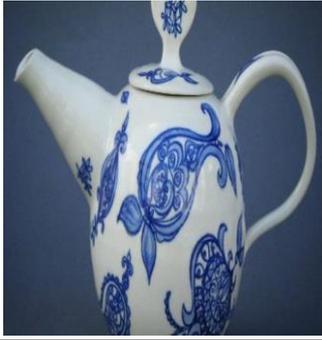
| Rank | Design Sheet | Inspiration source of motif | Score |
|-------|---|--|-------|
| Three | D - 14  |  | 360 |

Table 4: Showing design no. 19 is inspired by colours of blue pottery

| Rank | Design Sheet | Inspiration source of motif | Score |
|------|---|--|-------|
| Four | D - 19  |  | 357 |

Table 5: Showing design no. 13 is inspired by blue pottery geometrical design

| Rank | Design Sheet | Inspiration source of motif | Score |
|------|---|--|-------|
| Five | D - 13  |  | 353 |

Table 6: Showing design no. 7 is inspired by blue pottery floral design

| Rank | Design Sheet | Inspiration source of motif | Score |
|------|--|--|-------|
| Six | D - 7  |  | 351 |

4.2 Sub Section-one

Assessment of consumer acceptability for developed product:

table 7 and 8 are showing all images of prepared designs and acceptance rank according to selected criteria.

Table 7: Showing collection of prepared shrugs**Table 8:** Showing ranking score of the accepted designs

| S. No. | Accepted design | Score (in %) | Rank |
|--------|-----------------|--------------|------|
| 1 | D – 9 | 86 | 1 |
| 2 | D – 11 | 82 | 2 |
| 3 | D – 14 | 77 | 3 |
| 4 | D – 19 | 70 | 4 |
| 5 | D – 7 | 65 | 5 |
| 6 | D - 13 | 60 | 6 |

5. Conclusion

In fashion world, there is always a demand of something novel and artistic. Experiment of blue pottery motifs with various surface ornamentation techniques in apparel designing is providing an imaginative collection to the people who want to adopt their tradition with minute modernization. It was concluded in this research that, blue pottery motifs theme became popular and liked by all respondents.

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