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Dr. Mohini Gupta

H.O.D., PG Student, Lecturer,
Pushp Institute of Science &
Higher Studies, Pilibhit,
Uttar Pradesh, India

Priya

H.O.D., PG Student, Lecturer,
Pushp Institute of Science &
Higher Studies, Pilibhit,
Uttar Pradesh, India

Arti Kumari

H.O.D., PG Student, Lecturer,
Pushp Institute of Science &
Higher Studies, Pilibhit,
Uttar Pradesh, India

Adaptation and modification of different motifs for development of textile products using different techniques

Dr. Mohini Gupta, Priya and Arti Kumari

Abstract

India has always been known as the land that portrays cultural and traditional vibrancy through its conventional arts and crafts. The thirty five states and union territories sprawled across the country have their own distinct cultural and traditional identities and are displayed through various forms of art, which is known as folk art. The folk and tribal arts of India are very ethnic and simple, and yet colorful and vibrant enough to speak volumes about the country's rich heritage. Indian arts and crafts have a great Potential in international market because of its traditional aesthetic sensibility and authenticity. Thus, the present study was planned. The study was conducted in Pushp Institute of Sciences and Higher Studies, Pilibhit. Motifs were collected from various secondary sources. The collected motifs were used to develop design sheets products like clutch, file folder, table runner and wall hanging. After development of design sheets, evaluation was done by weighted mean score (WMS) and ranks were assigned to developed designs. The highest WMS points in each category of the designs were selected for development of final products. Finally, four products were developed by the investigator. All the products were appreciated by the consumer. Consumer also said that all the products made from different motifs using different technique were very innovative and unique.

Keywords: Motifs, techniques, WMS, ranks

Introduction

India's exquisite textiles, with their unforgettable colors, intricate designs, folk tradition and regional flavor become the stuff of legend. India fabric art constitutes a unique chapter in the history of human endeavor. The prominent techniques, which can be considered as traditional masterpieces of India, are resist dying, hand printing, brocade weaving and embroidery (Dua, 2014) [2].

A good art work, weather it is painting, sculpture and clothing, all starts from the design. The innovative use of design in art creates a masterpiece. The application of design in fashion industry can be done by various techniques like printing, weaving, dyeing, embroidery etc. The inspiration of designers can be anything from their surroundings like nature, material, object, thoughts, folk paintings, folk stories, tribal art and craft, etc. currently, lots of designers are focusing on the conservation and revival of fading folk art and craft (Arya A. *et al*, 2017) [1].

India arts and crafts encompass various forms as painting, pottery, home decoration, cloth making, needle craft, jeweler and so on with exquisite designs and patterns (Sodhi *et al*, 2016) [5].

Nature is the most frequent and often most beautiful inspiration of motifs. Most object from nature lend themselves to pattern use and most popular is flowers. A wide range of design may come from a variety of different sources. Different designer will have different methods for developing design work from initial ideas. A few design can be assembled around each theme or group. Themes can be used as a base for designs and color combination (Wilsosn, 2001) [6].

Objectives

- To collect and select the various motifs from different art of textile.
- To develop and evaluation of design sheets.

Corresponding Author:

Dr. Mohini Gupta

H.O.D., PG Student, Lecturer,
Pushp Institute of Science &
Higher Studies, Pilibhit,
Uttar Pradesh, India

- To develop textile products from selected motifs via application of different techniques.
- To assess the acceptance level of the prepared products with respect to various parameters of textile.

Material and Methods

The study was conducted in Pushp Institute of Sciences and Higher Studies, Pilibhit. Motifs were collected from various secondary sources like books, internet, research papers and magazines. The collected motifs were used to develop design sheets for different techniques without distorting the originality of the basic designs. After evaluation of design sheets, total four products were developed by the investigator. After development preferences of the respondents regarding developed products in terms of color combination, innovations, suitability to utility and overall appeal of developed products were taken. The designs were developed keeping in mind their suitability for products like clutch, file folder, table runner and wall hanging. After development of design sheets, ranking scale was constructed for taking the preferences from the respondents regarding developed design sheets. Design sheets were shown to the respondents which included faculty members of the Department of Home Science and Post-Graduation students for assessing the acceptability of the developed designs on the basis of

different attributes like placement of design and colour combinations. WMS were calculated and rank were assigned to developed designs. The highest WMS points in each category of the designs were selected for development of final products. Finally, four textile products were developed by the investigator. After development of the products, respondents regarding innovativeness, suitability of utility, overall impact, and cost effectiveness of the prepared products. Data were analyzed by using frequency, percentages and weighted mean score.

Result and Discussion

Evaluation of design sheets

On the basis of placement of design

Data in Table 1 indicated that the design C2 with weighted mean score -5.7 was found the most preferred placement of design for the clutch and obtained first rank by the respondents. F1 with weighted mean score -4.2 was found the most preferred placement of design for the file folder and obtained first rank by the respondents. T1 with weighted mean score -6.9 was found the most preferred placement of design for the table runner and obtained first rank by the respondents. W1 with weighted mean score -5.1 was found the most preferred placement of design for the wall hanging and obtained first rank by the respondents.

Table 1: Preferences of the respondents for design sheets on the basis of placement of design

Design code's	Placement of design	
	WMS	Rank
Clutch		
C1	0.6	IV
C2	5.7	I
C3	0.9	III
C4	1.5	II
File folder		
F1	4.2	I
F2	2.1	II
F3	1.8	III
F4	0.9	IV
Table runner		
T1	6.9	I
T2	0	-
T3	2.4	II
T4	0	-
Wall hanging		
W1	5.1	I
W2	2.4	II
W3	0	-
W4	1.5	III

On the basis of color combination

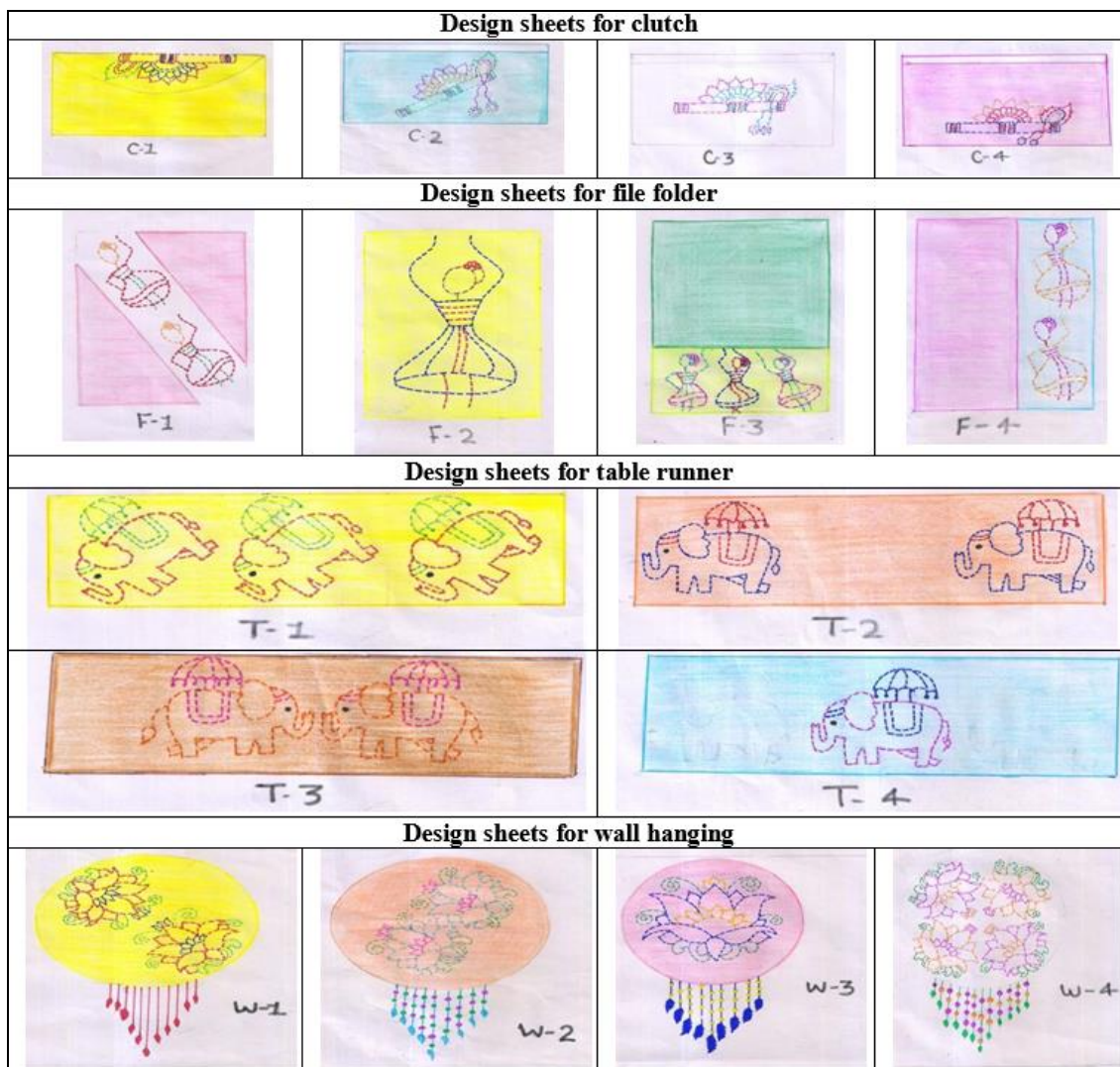
Data in Table 2 indicated that the design C1 was found most attractive color combination by the respondents with weighted score- 4.5. F1 was found most attractive color combination by

the respondents with weighted score-6. T1 was found most color combination by the respondents with weighted score-4.8. W1 was found most attractive color combination by the respondents with weighted score- 5.4.

Table 2: Preferences of the respondents for design sheets on the basis of color combination

Design code's	Color combination	
	WMS	Rank
Clutch		
C1	4.5	I
C2	0.9	III
C3	0.6	IV
C4	3	II
File folder		
F1	6	I
F2	2.4	II

F3	0	IV
F4	0.6	III
Table runner		
T1	4.8	I
T2	3.8	II
T3	0.6	III
T4	0	IV
Wall hanging		
W1	5.4	I
W2	1.8	II
W3	1.2	III
W4	0.6	IV

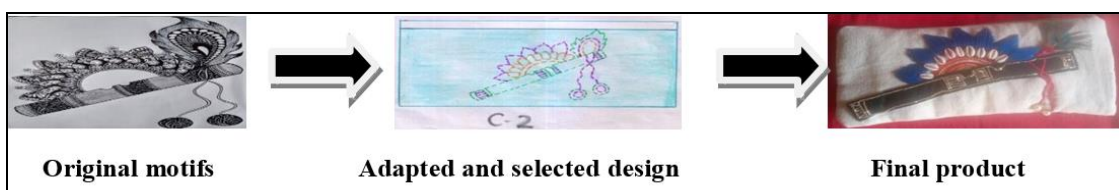


Details of developed products

Clutch

Clutch in rectangular shape with zip (11"x6") was prepared from khadi cotton fabric (Base fabric). Mandala art motif was

adapted. Green velvet fabric was used for making flute. This was decorated with Kauri shell, patch work, long and short stitch, couching stitch, golden chain, mor pankh and nalki.



File folder

File folder in rectangle shape (14"x10) was prepared from cotton fabric (red in color). On the file folder, white (khadi cotton fabric) stripe was used for embroidery purpose. Chain

stitch, long & short stitch and couching was used for making warli (dancing) motifs and mirror was also used in motif decoration. White pompoms was used for embellishment of file folder.

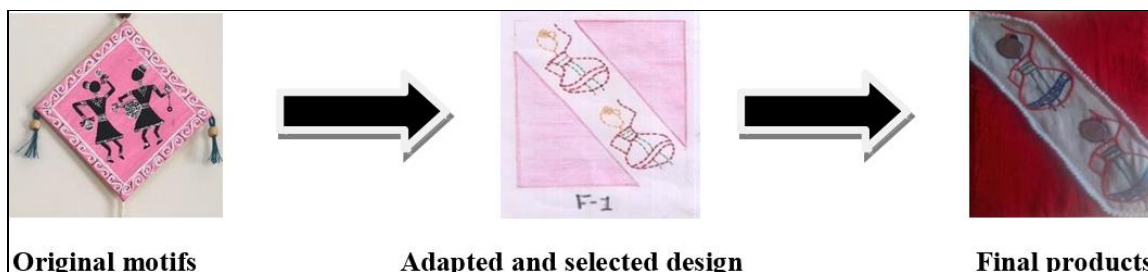
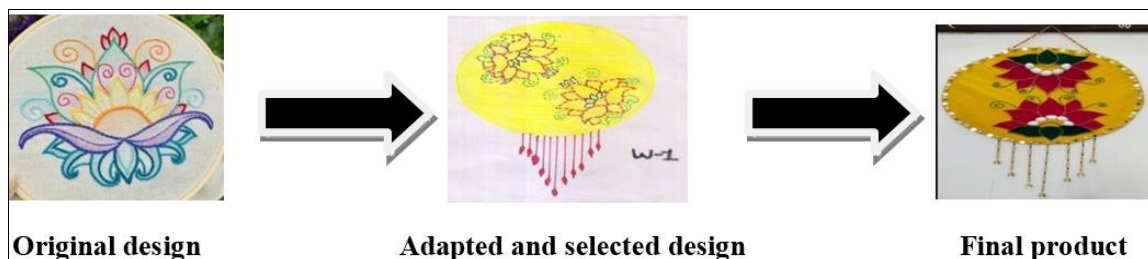
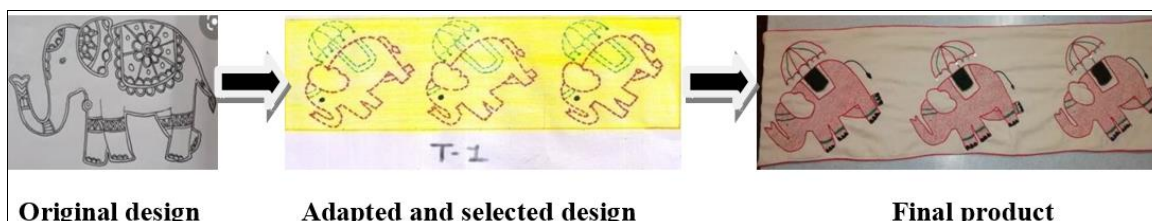


Table runner:

Table runner in rectangular shape (53"x15") was prepared from cotton fabric. Chain stitch, running stitch and

herringbone was used in table runner. Table runner was embellished with the help of patch work, pipin (red colour), tassels (green color) mirror and golden chain.



Wall hanging

Wall hanging (24"x24") in circular shape was prepared from khadi cotton fabric (dyed with yellow color). Patch work was used for making flowers. Golden chain was used on borders flowers for finishing purpose. Leafs was embroidery with seep, kauri shell, bells and mirrors was used for the embellishment of wall hanging.

Evaluation of final products

Data in Table 3 indicated that on the basis of the innovativeness, wall hanging was found as the most innovative products with weighted mean score 4.5 and has got first rank by the respondents. Clutch has got second rank with weighted mean score 2.4 and table runner has obtained third rank with weighted mean score 1.5. File folder has got last

rank with weighted mean score 0.6 for its innovativeness by the respondents. Preferences of the respondents for the prepared products on the basis of utility have been presented. Majority of the respondents preferred table runner as best with weighted mean score 3.6 and got first rank by the respondents followed by clutch as second rank with weighted mean score 3 and third rank obtained by file folder with weighted mean score 1.5. Last rank has obtained by wall hanging with weighted mean score 0.6 for its utility by the respondents. wall hanging was found the most appealing product by the respondents and obtained first rank with weighted mean score 3.9 followed by clutch got second rank (WMS 2.4), file folder has obtained third rank (WMS 1.5) and table runner has obtained last rank (WMS 1.2) by the respondents for its overall appeal.

Table 3: Evaluation of final products on the basis of different parameters

Parameters	Evaluation of final products		
	Innovativeness		
	Total score	WMS	Rank
Clutch	2	0.6	IV
File folder	5	1.5	III
Table runner	8	2.4	II
Wall hanging	15	4.5	I
Utility of the products			
Clutch	5	1.5	III
File folder	12	3.6	I
Table runner	10	3	II
Wall hanging	2	0.6	IV
Over all appeal			
Clutch	5	1.5	III
File folder	4	1.2	IV
Table runner	8	2.4	II
Wall hanging	13	3.9	I

Majority of the respondents found the quoted price of the prepared products as 'adequate' (Table 4). Besides this, 13.33Per cent (table runner) of respondents found the quoted

price as 'high' and only 10 per cent (table runner), 56 per cent (clutch) of respondents was found price of the product as 'low'.

Table 4: Opinion of the respondents regarding suitability of quoted price

Name of the product	Quoted price	High	Adequate	Low
		Frequency (%)	Frequency (%)	Frequency (%)
File folder	175	-	30 (100)	-
Table runner	308	4 (1.2)	23 (76.6)	3 (10)
Clutch	150	-	12 (40)	17 (56)
Wall hanging	600	-	30 (100)	-

Conclusion

Different motifs show a blend of ethnic and natural yet stylized designs. Each and every motif has a particular meaning attached to it and is drawn with a specific purpose in mind. The designs are intricate through simple to create and adapt. In fashion world, there is always a demand of something novel and artistic. The blend of different motifs with different techniques is providing an imaginative and fresh collection to the people who want to adopt their tradition with minute modernization. Adapting and improving the designs refers to modify it such that it will be easier to produce, easier to use, easier to fix, or easier to maintain and so on. With the changing world of fashion the field of textile demands for unique, different and fresh designs which gives us the opportunity to use the adapted traditional motifs. All the designs and the products prepared by us are preferred by the immediate consumers. Thus, in the textile sector the adapted designs can be used through the surface enrichment for product diversification and value addition. This will help in the preservation of folk.

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