

Weaving Cartoon Designs in Children's Wear using Jacquard Loom

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Abstract -Children have a big say in family decision to purchase many products. Marketers are trying to cash on the children's ability to nag their parents to induce purchase. Now-a-days there is awareness in children with regard to their clothing and they actively participate in the selection of their clothes. The children are the most important faction of the society which is being affected by the television content and cartoons that is why children like dresses and accessories of their favorite cartoon characters. It was observed that 78 percent of the children are attracted by the dresses of cartoon character. Cartoons have been a part of cinema history from the time the first motion pictures were made in the late 1800s. A cartoon is a movie made by using animation instead of live actors, especially a humorous film intended for children. Children's get very much attracted by the cartoon design on their dresses. In this study the investigator has made an attempt to weave cartoon designs in children's traditional wear using jacquard loom.

Key words: children's garment, dhoti, pattupavadai, cartoon designs, jacquard weaving.

1. INTRODUCTION

Designing can be defined as relating and visually arranging components or elements to create effects(1). Fabric, color, texture plays an important role in designing. For each design many roughs have to be sketched, discussed, selected, modified, finalized and drawn up (2). While designing clothing a lot to do with creation of designs, suitability of color combination, clarity of the design and the designer must have inspiration or a theme to build ideas around (3). Mind mapping is a highly effective way of getting information in and out of your brain (4).

A mind map is often created around a single word or text, placed in the centre, to which associated ideas, words and concepts are added (5). Cartoons have been a part of cinema history from the time the first motion pictures were made in the late 1800s. A cartoon is a movie made by using animation instead of live actors, especially a humorous film intended for children (6). Cartoons were initially so short because people would be watching these shorts in the movie theatres before their feature film (9). When cartoonists could put their shows on TV, they began to get longer, creating the half hour block shows that are on Nickelodeon, Cartoon Network, and the Disney Channel today (10). It is a great stepping stone for designers to begin their journey into computer aided design.

In the Southern lands of India, the traditional wear that distinguishes a girl before her marriage is the PattuPaavadai or Langadavani or Langavoni. One kind of lehenga, this attire is generally worn by all girl kids and teen girls who have reached the early years of their youth. This is a dress that girls generally wear till the time they get married, hence symbolizing their singlehood. It is a two piece dress consisting of a top and a lehenga (skirt). It is generally made of silk and elevates the look of South Indian girls. In all four states of the southern land, this attire is called by various names. It is referred as LangaDavani in Karnataka, PattuPavadai in Tamil Nadu and Langavoni in Andhra Pradesh (19).

Dhoti is known to be a traditional wear for men all over the country especially in Bihar. Even today men love to wear this ethnic wear occasionally. It is called by different names and worn differently in different states of India. Over the past century or more, the western clothing's have taken the place of traditional Indian wear like dhoti. Children's get very much attracted by the cartoon design on their dresses (20).

There are several studies carried out by printing cartoon design on children's wear. But so far no attempt has been made to weave cartoon design in traditional wear. So the investigator has made an attempt to weave cartoon designs in children's traditional wear using jacquard loom.

The specific objectives of the study are

- ❖ To study the different types of cartoon stories
- ❖ To develop the questionnaire about cartoon stories.
- ❖ To evaluate the questions among the respondents by survey method.
- ❖ To select cartoon designs from the survey.
- ❖ To create selected cartoon designs using designing software.
- ❖ To weave the fabric using the created cartoon designs.
- ❖ To construct and evaluate the children's traditional wear.

2. Methodology

2.1. SELECTION OF STORIES

After undergoing survey of school children below 10 years, the investigator has selected cartoon pictures from Pogo, Chutty T V, Cartoon Network and Nick channel for the study.

2.2. DEVELOPING THE QUESTIONNAIRE

Based on the survey, the investigator has developed a questionnaire in order to elicit information from the school going children.

2.3. SURVEY BY QUESTIONNAIRE METHOD

The questionnaire was distributed randomly to the school children (121Nos) of St. John’s National Academy, Holy flower Matriculation school and Vinayaka Vidhyalaya Matriculation School, Salem below 10 years and the filled in questionnaire was collected.

2.4. EVALUATING THE QUESTIONNAIRE

The collected data was consolidated and analyzed systematically. Based on the ranking, top five cartoon designs (I, III II, IV, V) were selected for the study and shown in (Plate – I).

PLATE – I CARTOON STORIES



2.5. SELECTION OF THE CARTOON DESIGN

Among the five cartoon stories, three designs were evaluated by the school going children suitable for the garment (Plate II). Based on these cartoon stories, chottabheem, Tom and Jerry and dora designs are selected and shown in (Plate III, IV, and V)

PLATE – II FINAL CARTOON STORIES



PLATE – III SELECTED CHOTTABHEEM DESIGNS



PLATE – IV SELECTED DORA DESIGNS



PLATE – V SELECTED TOM AND JERRY DESIGNS



2.6 CREATING THE DESIGNS IN FABRIC USING ADOBE SOFTWARE

Photoshop makes the process of creating or editing a photo or image, designing a page with its different types of tools. The investigator has created the designs in fabric using adobe photoshop software and the fabric is woven using jacquard loom which is shown in Plate VI, VII, VIII, IX, X, XI .

PLATE – VI, VII & VIII- WOVEN FABRIC WITH CHOTA BHEEM, DORA & TOM AND JERRY DESIGN (PAAVADAISATTAI)

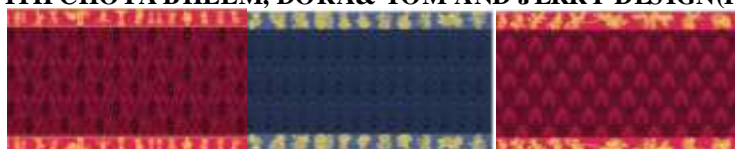


PLATE – IX, X & XI- WOVEN FABRIC WITH CHOTA BHEEM, DORA & TOM AND JERRY DESIGN (DHOTI)



2.8 SELECTION OF THE GARMENT

The investigator has chosen paavadaisattai and dhoti construction for the study. The constructed garments are shown below:

PLATE – XIII, XIV & XV-PAAVADAI SATTAI WITH CHOTA BHEEM DESIGN, DORA DESIGN & TOM AND JERRY DESIGN

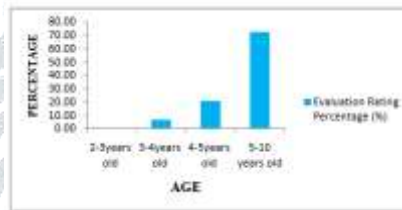


PLATE – XVI, XVII & XVIII-DHOTI WITH CHOTA BHEEM, DORA & TOM AND JERRY DESIGN



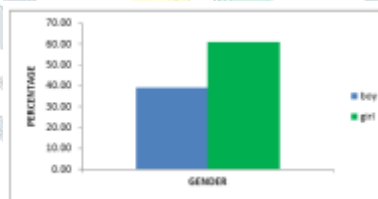
3. RESULTS AND DISCUSSION

3.1. Age of respondents



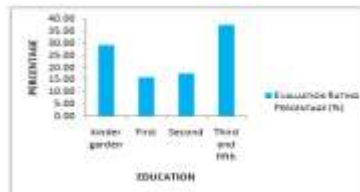
It is concluded from the analysis that the majority (72.73 %) of the respondents belong to the age group of 5-10 years.

3.2 Gender of the respondents



It is concluded from the analysis that the majority (60.83%) of the respondents are girls.

3.3 Level of education



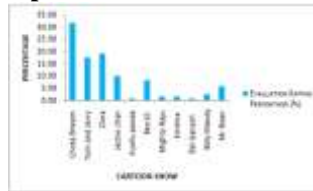
It is concluded from the analysis that the most (37.50%) of the respondents were in between third and fifth standard.

3.4 Preference of favorite cartoon channel by the respondents



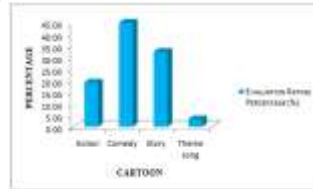
It is concluded from the analysis that the most (37.50%) of the respondents prefers pogo channel.

3.5 Preference of favorite cartoon show by the respondents



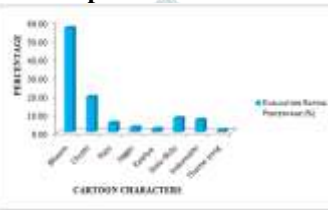
It is concluded from the analysis that the most (31.67%) of the respondent prefers favorite cartoon show of ChotaBheem.

3.6 Preference of watching cartoons by the respondents



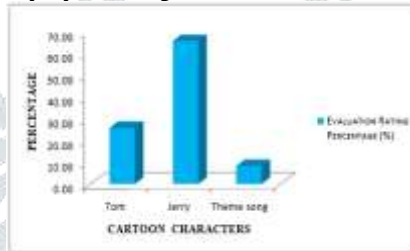
It is concluded from the analysis that the most (32.50%) of the respondent prefers comedy.

3.7 Preference of characters in chottabheem by the respondents



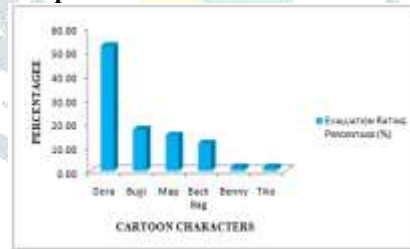
It is concluded from the analysis that the majority (56.67%) of the respondent prefers cartoon character of Bheem.

3.8 Preference of characters in Tom and Jerry by the respondents



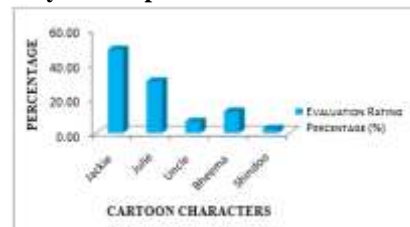
It is concluded from the analysis that the majority (65.83%) of the respondent prefers cartoon character of Jerry.

3.9 Preference of characters in Dora by the respondents



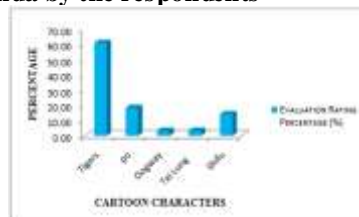
It is concluded from the analysis that the most (52.50%) of the respondent of Dora.

3.10 Preference of characters in Jackie Chan by the respondents



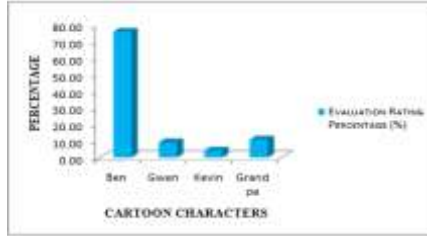
It is concluded from the analysis that the most (48.33%) of the respondent prefers cartoon character of Jackie.

3.11 Preference of characters in Kung Fu Panda by the respondents



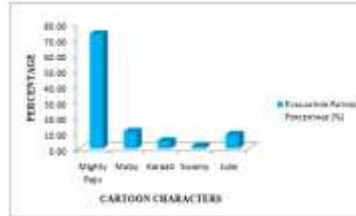
It is concluded from the analysis that the majority (60.83%) of the respondent prefers cartoon character of Tigress.

3.12 Preference of characters in Ben 10 by the respondents



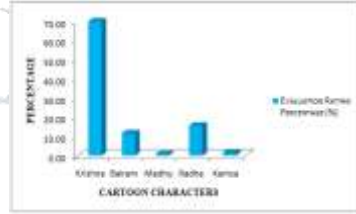
It is concluded from the analysis that the majority (75.21%) of the respondent prefers cartoon character of Ben.

3.13 Preference of characters in Mighty Raju by the respondents



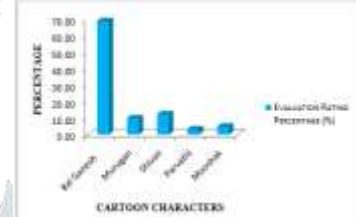
It is concluded from the analysis that the majority (73.33%) of the respondent prefers cartoon character Mighty Raju.

3.14 Preference of characters in Krishna and Balram by the respondents



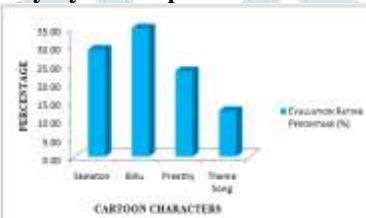
It is concluded from the analysis that that majority (70%) of the respondent prefers cartoon character of Krishna.

3.15 Preference of characters in Bal Ganesh by the respondents



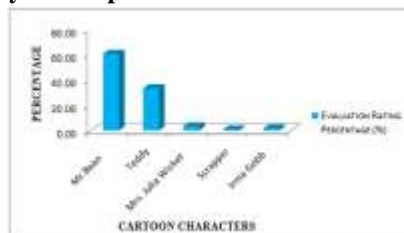
It is concluded from the analysis that that majority (67.77%) of the respondent prefers cartoon character of Bal Ganesh.

3.16 Preference of characters in Billy and Mandy by the respondents



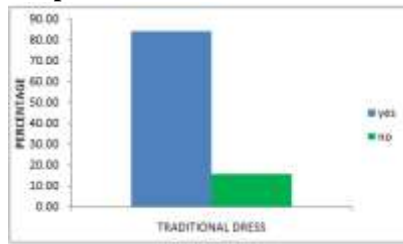
It is concluded from the analysis that the most (29.17%) of the respondent prefers cartoon character of Skeleton

3.17 Preference of characters in Mr. Bean by the respondents



It is concluded from the analysis that the majority (60.33%) of the respondent prefers cartoon character of Mr. Bean.

3.18 Preference of traditional dresses by the respondents



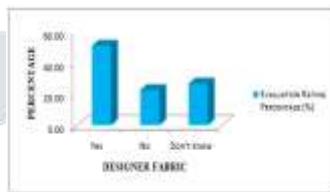
It is concluded from the analysis that the majority (84.17%) of the respondent prefers traditional dresses.

3.19 Preference of price range on traditional clothing by the respondents



It is concluded from the analysis that the most (19.17%) of the respondent prefers price range of 200-500Rs.

3.20 Preference of designer fabrics by the respondents



It is concluded from the analysis that the most (50.83) of the respondent prefers designer fabrics.

3.21 Preference of reason for purchasing traditional garments by the respondents



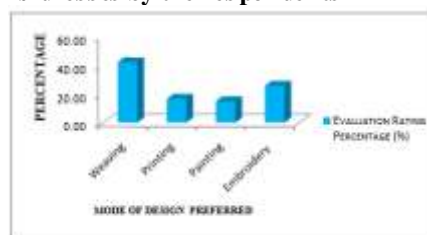
It is concluded from the analysis that the most (25.83%) of the respondent prefers that they purchase traditional garments for the special occasion.

3.22 Factors considered while selecting children's dress



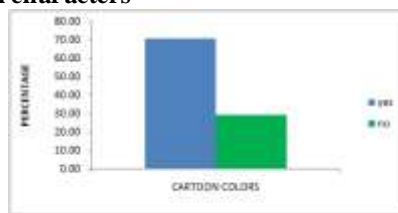
It is concluded from the analysis that the most (43.33%) of the respondent prefers design factor while selecting children's dresses.

3.23 Mode of design preferred for children's dresses by the respondents



It is concluded from the analysis that the most (42.50%) of the respondent prefers the mode of design preferred is weaving.

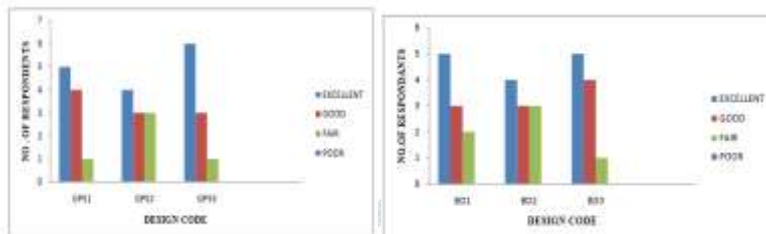
4.1 Preference of cartoon colors for cartoon characters



It is concluded from the analysis that the majority 70.83% of the respondent prefers colors for cartoon characters.

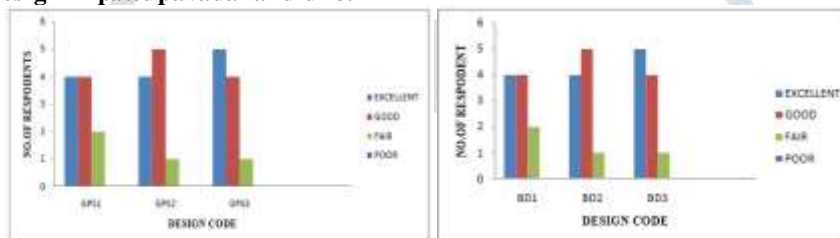
4.2 Visual Evaluation of the Constructed Garment

4.2.1. Clarity of design in pattupavada and dhoti



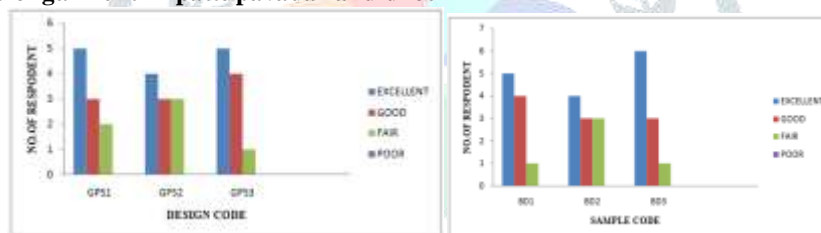
The Tom and Jerry and ChotaBheem cartoon were ranked excellent by more number of respondents.

4.2.2. Suitability of the design in pattupavada and dhoti



The Tom and Jerry cartoon were ranked excellent by more number of respondents.

4.2.3. Overall appearance of garment in pattupavada and dhoti



The Tom and Jerry cartoon design were ranked excellent by more number of respondents.

5. CONCLUSION

In this modern world, increased level of dress consciousness of individuals has contributed to the development of innovative design. Cartoon is the best way of decorating children garment. The popularity of cartoons has greatly influenced the school going children. They attract the children attention and provide them with new stuff, to wear the same garment repeatedly and also to take care of their clothing, when they among peers. This study will enable the fabric weavers to adopt better designs suitable for the school going children.

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