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## A Proposed Program for Ancient and Modern techniques in Fashion design

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### Abstract:

This researched is aimed to find solutions through preparing a proposed program in order to simplify color techniques in the subject of fashion designing also through principals of coloring and painting of some modern and old color techniques.

### Introduction and Research Problem:

In the last few years there were enormous scientific developments in fashion designing field because of the scientific developments in producing raw material and their verities. This helps fashion designers to create, innovate and make things in accordance with the needs of the age. Therefore a specialist in designing field needs to learn and gain much knowledge of the elements of designing and its principals and rules in addition to experience the skills and learning many elements of designing which will of course be made up and assembled with each other to give a whole and complete design a point, line, shape, area and volume, light and shadow texture and space. Whatever these elements are, but the realization of the designer in an excellent way will of course help him or her in the planning process and make his work simple, smooth and easy. It also, helps them in evaluating and developing their designing or designs. (Shawgi 2000, 167).

One of the most important elements in the designing process is the color and coloring since they have a real role in showing the idea of designing itself, and achieving its aims and purposes. A successful designer is the one who able to deal with color and

coloring and their meaning, sense and significance in order to increase the value of the designing and giving it much activity, liveliness and beauty that go or keep agreement with the style and methods of doing the design itself. (Solyman, 2001,106)

In addition to the importance of coloring in fashion designing field especially in the visibility and clearness of the touch and feel of the material used in designing a cloth or costume. Also it helps in whatever ideas and innovations that the designer has in mind. A fashion designer needs to know the correct methods of coloring and the ability of color controlling and its phases

and scales through the fixed scientific color rules and principals. Al Mofti, 1991)

Despite the importance of this art and its going with technological developments and the possibility of using computer technologies in its learning and teaching it. However, the present reality shows the limitless of female student's abilities in following a traditional methods and styles in coloring and painting their designs. Also and their disabilities in giving a feeling of touch that is suitable for the material used is evident which will of course make the

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designing miss its purposes and aims.(Al Gahtani, 2008)

From this point of view we identify the problem of current research as the decrease in the level of good coloring among the female students in fashion and textiles section especially in coloring and painting their designs. In addition to that they lack the ability to give the sense and touch that needed for the material. This may of course lead to missing the message or the benefits that the design aims to give in the future. In the meantime these students find it difficult to have good control over coloring and painting in addition to giving the shades and shadows required in such a field. Therefore they lack the ability to reach the needed color or colors which have already been in their minds. This also makes the design miss its charm and beauty. That is why we try to propose and suggest a program that helps female students to learn the scientific methods both old and modern for coloring and painting in order to achieve our goals especially in fashion designing field.

**The importance of research:**

This research will lead to increase the ability of a student of fashions and textile section in coloring her own fashion designs and giving them the needed sense and touch. This helps her to communicate her ideas and fancies to others through her paint brush and colors. Also the flexibility of modern technologies can contribute in increasing a student's professional or career ability.

Moreover this research will enrich the educational and practical process in teaching and learning fashion designing and identifying colors to increase student's abilities to better levels.

**Research objectives:**

1. Learning color and painting principals related to old and modern color and painting techniques.
2. Designing a proposed program for color stages related to some techniques of modern and old coloring.
3. Employing modern color techniques in the prosperity of fashion designing.

**Research Hypotheses:**

1. There are no significant and real differences among average degrees of student's skills of the experimental and control groups before applying the computer program.
2. There are significant differences among average degrees of both experimental and control students, groups, after applying the computer program for the benefit of the experimental group.

**Research methods:**

This research follows the experimental methods.

**Research sample:**

The sample intended is about 40 students of the fourth division-fashion and textile section. Home economic college in Riyadh-Saudi Arabia, those who have studied designing principals in recent years.

**Research limits:**

**Geographical boundaries:** Home economy college in Riyadh city.

**Human boundaries:** Students of Third division. Clothing and textiles section .Home Economy College.

**Time boundaries:** The program was applied during the second semester of the academic year 2010-2011 in accordance with six meetings for each branch and each meeting is about one and a half hours (90 mints)

**Research tools:**

1. Identifying both before and after tests.
2. Multimedia program.
3. A computer

**Experiment design:**

In order to perform the experiment we use the designing of both experimental and control groups with before and after tests for both of them to identify the efficiency of the multimedia program in showing color techniques in increasing and developing creative thinking skills.

**Research terminology:**

**Program:** It is a group of ranked materials in successive unit groups named frameworks, in order for education and keeping in mind be completed with fewer

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number of mistakes. The program is taken as one of the most important elements in learning through computer and computer programs. (Al-Ajmi, Maha, 2005, 64)

**Design Elements:**

As Abdeen and others (2002-95) put it, design elements are lines, shapes, colors and materials which are the components of any design. Also they have the abilities to shaping and designing. The beauty and importance of any of these elements is based on its link with the other elements in order to reach the innovative artistically image.

**Fashion design:**

Both confirmed Suliman and shokry (1997-7) stated that fashion design is intended to mean the method or the process of innovation, creation and introducing new ideas through formulating and organizing the designing relation which include the formation of the person themselves, any organization of prettiness relations that are needed by using cloth decoration and adornments of the body we need to design for.

**Skill :**

Eisawi (1996-74) identified the skill as the ability of a complete and organized performance for complex and motivate works easily and accurately according to the changeable circumstances that affect any act or deed.

**Review of literature :**

1. Moawad's study: Yosri 1989 entitled preparation of a proposed method for fashion designing – Fashion and textile department.

This study aims to preparation of a proposed method for the subject of fashion designing which is taught to third year fashion and textile department in the light of what is known as the theory of plans and systems in order to help in increasing the female students skills and abilities in fashion designing field. The study shows that there are differences with statistical meaning for the experimental group. In the meantime it finds differences at a similar same level for the benefit of applying tests after the study of the program.

2. Mahmoud's Study :Rihab Rajab 2001 entitled. The effectiveness of a program for the subject of expressive fashion materials in increasing and developing the knowledge, skills and attitudes of the students of cloth and textiles. One of this study's aims and purposes is to build a method which includes the designing of an educational program in the subject of expressive fashion materials. Also in and learning how much it has efficiency in knowledge, skills and attitudes. The research sample consists of thirty (30) students whom they have been chosen randomly. Then one of lessons of the method has been done and completed. The one that related to the designing of expressive fashion and taken as a measurement of the method as a whole. The tools for this study consist of two collective tests; the first is knowledgeable the other is skillful. Measurements of values, noticing card and scales for measuring attitudes and directions. The study finds out that there are differences with statically meaning and sense among the average degrees of the students of the sample especially both before and after collective knowledgeable and skillful teststhey have come for the benefit of the after test, in other words it gives many advantages for the after test.

3. Zaghoul's Study: Sahur Ali (2002) entitled: the Effectiveness of a proposed program in women's fashion designing and measuring its effect on the basic ideas and skills of the students of readymade clothes. This study aims to build an educational program for the subject of women or female fashion designing for the third year fashion and textile department .It also test a unit that related to the proposed program as an example for the measurement of how can it achieve its knowledgeable and skillful purposes and aims. The results lead to much increase in the levels of collection and learning and a skillful performance among the experimental group after learning by means of the proposed program. This really confirms and assures the efficiency of the

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proposed program in teaching the subject of fashion designing.

4. Marghalani's Study :Naima Faidallah (2002) entitled: The effectiveness of using computer and computer programs in developing and increasing the basic drawing skills in fashion designing of the students of home economics King Abdul-Aziz University in Jeddah.

This research aims to using computer and computer programs in preparing and making an educational program for one of the units of the course of fashion designing-Cloth and textile department. This will be completed through identifying the effect of using computer and computer programs in developing and enriching the basic drawing skills in fashion designing using computer and computer programs.

The researcher finds out that there is a real effectiveness in using computer and computer programs in developing the basic drawing skills in fashion designing among her students. Also she notices that there are statistical differences in the average degrees of attitudes and tendencies towards using computer and computer programs in studying fashion designing among students who major in cloth and textile, and those who major in home economics for the benefit of the former group over the latter.

#### **The theoretical Framework:**

As (Al Gahtani, 2008, 13) Color is a sense and it has no existence outside the nervous system of almost all living creatures. Scientific realities assure and confirm that light is the origin of colors and if there is no light there will of course be no colors at all. We see colors only because of the sunlight or any other rays that fall down on objects. These object will absorb some of these rays and reflect the rest on our eyes retinas which lead directly to seeing different colors.

#### **Color Properties:**

1. Wave length: The rays that make and form sunlight for example can be broken up, by using a prism into colors of the rainbow (spectrum), which can be distinct, noted or identified in accordance with its wave lengths. Each color has its own

different wave length. Some rays cannot be identified with bare eyes such as ultraviolet and infra-red.

Purity: It is the ratio between any color and the amount of white that is available.

#### **Brightness element:**

As (Al Gahtani, 2008, 13) This the amount of light which transfers or reflect out of any color. For this reason our eyes can identify, record and perceive the following seven colors (violet, indigo, blue, green, yellow, orange and red) in addition to their derivatives, components and different degrees.

**Color characteristics :**As . (Tallo, 2006,53)

**What sort of color :**The feature we use to call or identify a color.

**Value or degrees :**Light or deep.

**Intensity or purity (brightness):** the strength of any color and its brightness.

**Basic colors :**Basic colors are taken as the origin of all other colors and these are blue, red and yellow. They named as thus because they cannot be created or made of other colors.

**Sub colors :**These can be made of mixing two basic colors so we can obtain three sub colors which are green, orange and indigo

**Neutral colors (neutrals) :** These are white, black and gray which can be obtained by their mixing with each other .This can help to solve many of the technical problems that encounter fashion designers because they can match any other group of colors

**Hot colors :**These are red , yellow and orange and they gained their name because they remind us of warmness as in fire, sunlight and blood

**Cold colors :** These are blue, violet and green and they get their name because they match with the colors of sky, sea and plantation and they are the origin of coldness.

#### **Harmony and contract among colors:**

As (Al Mofti, 1991 , 67) If we concentrate on the perception of variation we notice that without this variation we cannot identify the differences among shapes, lines, colors and degrees. Therefore variation means the clear differences among things and objects in

contrast to harmony and matching which mean the opposite.

Harmony is the state in which colors link with each other through scaling method. If harmony is the movement between white and black through which they have of different gray degrees, therefore whenever the speed of movement increases from white to black this will be nearer to the state of variation.

**First Harmony :**As(Al Mofti, 1991 , 70). Harmonious colors known as the group of colors that effect the eye and soul cheerfully and interestingly. They a unity among them however they are clearly different . This harmony can be likened with fitness and solidarity.

Harmonious colors consist of the following groups :

- Single color grades.
- Colors that approach color circle.
- Colors that far from color circle but similar in their brightness.
- Colors that are light and near to white.
- Colors that are dark and dim and near to black.
- Neutral colors.

**1. Second, contrast and variation :**It is the clear and distinctive variation among colors if they are put adjacent or near each other. This variation may be among the grade of one color or among more than one.

The feature of variation are as follows:

- Light and dim or dark
- Color and its supplementary since the supplementary of a basic color is the result of mixing the other two basic colors.

**Reliability :**

Measuring the reliability of judges .the measure of form reliability is completed through the method of displaying it among a group of judges who grant that the question really cover the content of the program and it also achieve the goals of which it proposed and planned. The percentage of the agreement among the judges reaches 90% and it is an agreeable ration.

**Stability and establishment :**

The measurement of stability is done through retail halftone and correlation coefficient between the two halves equals 846. The value of stability and establishment coefficient using spearman Brown’s formula when division is not the same then value equals 787. It is evident in accordance to the methods above that measurement has an acceptable and agreeable degree of stability using retail of halves, tat move coefficient.

**Result and Discussion:**

In order to study the difference in performance between the control and experimental groups before and after the program (T-test). The first hypothesis indicates that there are no significant statistically differences among the average. Degrees of skills of the control and experimental groups before and after applying and using computer and computer programs.

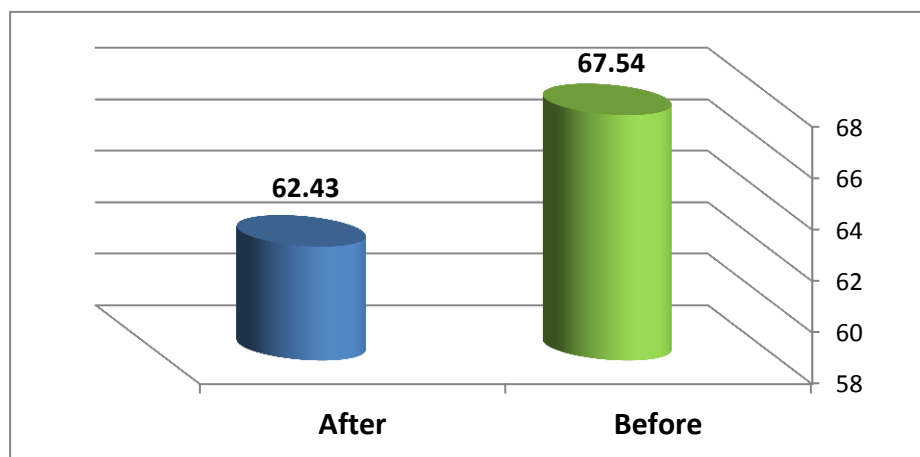
Table No. 1 shows the findings of test (T) the differences among the averages of the control and experimental groups in their skills before applying the program

Measurements	The number	Average	Criterion deviation	Value (T)	indication
Before	20	67.54	17.84		
After	20	62.43	19.62	401	No indication

**Table no. 1** shows that the value T = 401 and it gives no indication which means that both the contract and experimental groups are the same before applying and using computer and computer program.

The second hypothesis states that there are differences with statistical sense and meaning among the averring degrees of the control and experimental groups in their skills and

abilities especially after applying and using computer and computer programs. An advantage gained by the students of the experimental groups.



**Table no (2)** show that results of test T of the differences among the average degrees of the control and experimental groups in skills and abilities after applying and using computer and computer programs.

Measurements	The number	Average	Criterion deviation	Value (T)	indication
Before	20	106.94	14.38		Indicates
After	20	123.50	8.88	706	

**Table no (2)** shows that the value of T equals 7.06 and it indicates at the level 0.01 for the benefit of the experimental group after applying and using computer and computer programs. This indicates that the second hypothesis is fulfilled.

### Discussions of Result :

This study aims to achieve similarity and analogy among the members of the control and experimental groups in measuring their skills and abilities in order to achieve one of the most important circumstances for testing. It is the similarity and analogy's circumstance among the member of the sample before starting the experiment in accordance to finding in table no. 2 that the value of T indicates that the level 0.01 for the benefit of the experimental group after finishing the application and using of the program. This indicates and show that the program succeeds in developing the performance skills among the members of the experimental group.

### Recommendations;

1. The principals of coloring and painting should be taught in schools especially I upper grades of elementary schools and this is for most of kinds of coloring and painting.

2. The techniques of the computer and its programs of intermediate schools especially the Photoshop programs.
3. The translation of foreign and text books that are in the field of fashion designing into Arabic language.

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- Supplement ,the first**
- Program Procedure Steps:**
- The program includes the following procedural and behavioral purposes:
- Cognitive purposes :** A Female student can after much learning and experience.
- Compare between borrowing and innovating concepts in fashion designing.
  - Apply the stages of the innovative and creating methods in fashion designing.
  - Evaluate the employment and elegance reasons of fashion painting elements.
- Skill purposes:** A female student can after much training and experience.
- Draw designs and innovative lines for designing out of different colors.
  - Form Arts and beauty values unfamiliar in designing of colors .
  - Paint her designs with clearing the materials available in the design itself.
  - Concentrate on the cleanness of drawing lines and the appearance of the design as a whole.
  - Know how to make color scaling which are used whether they are acrylic, wooden color or gouache.
  - Provide different innovative designs by using different color theories.
  - Learn much about the possibility of doing and using innovative designs and designing.
- Emotional purposes:** A female student can after a lot of learning and training experience
- Be aware of the importance of innovative thinking.
  - Hold the beauty of her designs and ideas and avoid imitation.
  - Be excite to make innovative designs which help her to reach the level of innovation and distinction.
  - Be aware of how colors have excited and sensational effects over human beings.
- The content of the program has been chosen in order to fulfill the identified purposes of the proposed program. The

organization of the content has been completed in sessions of a reasonable succession.

**It includes five sessions:**

1. The first session: the method of complex coloring.
2. The second session: the method of hair coloring.

3. The third session: the method of feather coloring.

4. The fourth session: the method of adornment, decoration and pattern coloring.

5. The fifth session: the study of coloring and painting.

**Supplement, the Second  
Knowledgeable performance assessment**

No.	Items	Level of performance degree				
		1	2	3	4	5
1	Identify color and value					
2	Identify the meaning of harmonious colors					
3	Identify the meaning of contrast colors					
4	Identify the mechanism of a color and its psychological effects.					
5	Identify the meaning of complementary colors.					
6	Identify the different effects of each color and its features and characteristics.					
7	Identify the meaning of color area and room.					
8	Identify the nature of each of the warmest and cold colors.					
9	Identify the nature of neutral color and their features.					
10	Identify the meaning of ratio and agreement in color distribution.					
11	Identify the different degrees for each color and their usages.					

**Supplement, the third  
Measure of estimating the level of skill performance.**

No.	Items	Level of performance degree				
		1	2	3	4	5
1	Draw the design mannequin.					
2	Draw the design on the mannequin.(many times)					
3	Draw different effects on the design.					
4	Draw hair, features, shoes and accessories					
5	Color the design with shades and light					
6	Color the design with wooden colors					
7	Color the design with gouache colors					
8	Color the design with water colors					
9	Color the design with Pastel colors.					
10	Add new touches to the design					
11	Master the work of Jeans effects					
12	Master the work of denim effects					
13	Master the work of silk effects					
14	Master the work of Qatifa effects					
15	Master the work of different wool effects					
16	Master the work of shifoon effects					
17	Master the work of Tafta effects					



### Supplement, the Fourth

No.	Items	Level of performance degree				
		1	2	3	4	5
1	Feel confident when drawing a design					
2	Appreciate the importance of manual work and be self sufficient					
3	Show a care of place cleaning and maintaining the work tools					
4	Urge her colleague to team working.					
5	Accept all guidance and views she receives					
6	Practice enthusiastically all works she appointed for					
7	Adhere to follow guidance's she receives					
8	Appreciate the works she appointed for.					
9	Cooperator with her fellows in team workings					
10	Commit to follow all instructions she receives.					
11	Have much care of cleanness of drawing.					
12	Take care of accuracy and proficiency in her works					