



Brief

- Action Hub on Modern Fashion, People buy 60% more clothes than 15 years ago and keep them for half as long. In the 70s, many fashion enthusiasts outgrew their obsession with cheap, short-lived clothing as they matured and spent money on other material items like houses and cars.
- However, this trend seems inappropriate considering the urgent climate crisis. For fashion companies and designers, looking “uncool” in this way is their worst nightmare. Companies like Shein and Temu, now popular for their trends, highlight issues like unchecked materialism, carbon emissions, body shaming, and abuse of workers’ rights, shaking the industry deeply. The fashion industry is starting to address these concerns and emphasize sustainability in clothing production. It takes 10,000-20,000 liters of water to grow just one kilogram of raw cotton, depending on where it’s grown.



TARGET AUDIENCE

Their originations visitors range from young children to elders.

So, when it comes to the up-cycling fashion show, the garments must be age appropriate for all ages in the fashion show - family friendly, But on my garments, I plan my garments to take an interest in young adults, the main age demographic who are participating in the large rise of clothes wastage.





blue
morphos.





PRIMARY MOOD BOARD

- For my mood board I decided to choose my favourite outlets that ties to what I want to the type of style I want to see in my designs, feminine baggy clothing, ranging from casual, streetwear to casual formal wear. All with distinct colours to pop from the outfits.

SECONDARY MOOD BOARD



complimentary to bodysize



easy colour palette



oversized clothing



Baggy overlay

SWEATER SHIRT



Replace
arms



open
for the
front



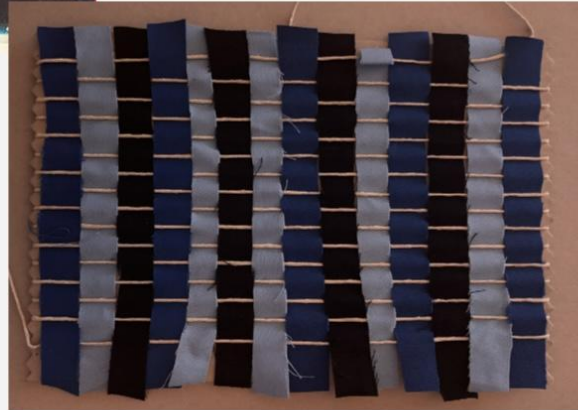
JORTS



Opening for the
pockets



SAMPLING



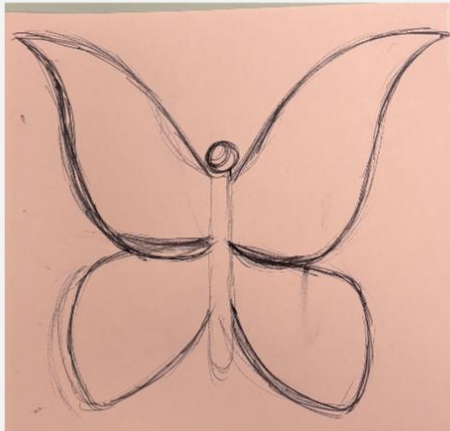
DESIGNS



FINAL DESIGN



PROCESS



Cut out the butterflies



- Cut out template to use minimum fabric from the hoodie



HEAT PRESS



before heat press

After heat press

Bright blue.

navy blue.

royal blue

Bright blue.

navy blue.

royal blue





Colour washed
out

edges
ruffled after
washing







Zip at the back to keep the size





- Ruffled edges like jeans for the authenticity

- Piping was too tight starting to bend in weird directions



Butter Blue

1. Bright blue crocheted sweater, cut into a halter sweater, pull over top.

Corset



Casual fit



Navy Blue

black

Sky blue

Blue morpho
2. Hoodie and a dress up-cycled into a corset.

3. low waisted jeans with patched up, shredded butterflies.

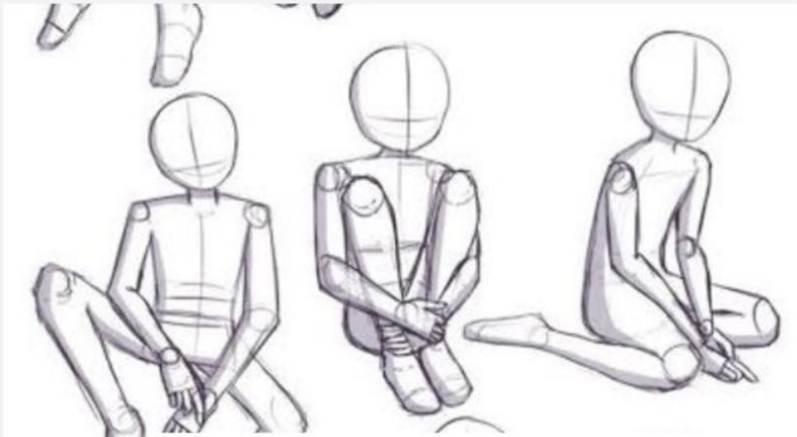
Jeans





**Finished
outfit**

FIGURE DRAWING



WHEN YOU BEGIN DRAWING THE HUMAN FIGURE START WITH "THE LINE OF ACTION"



LINE OF ACTION



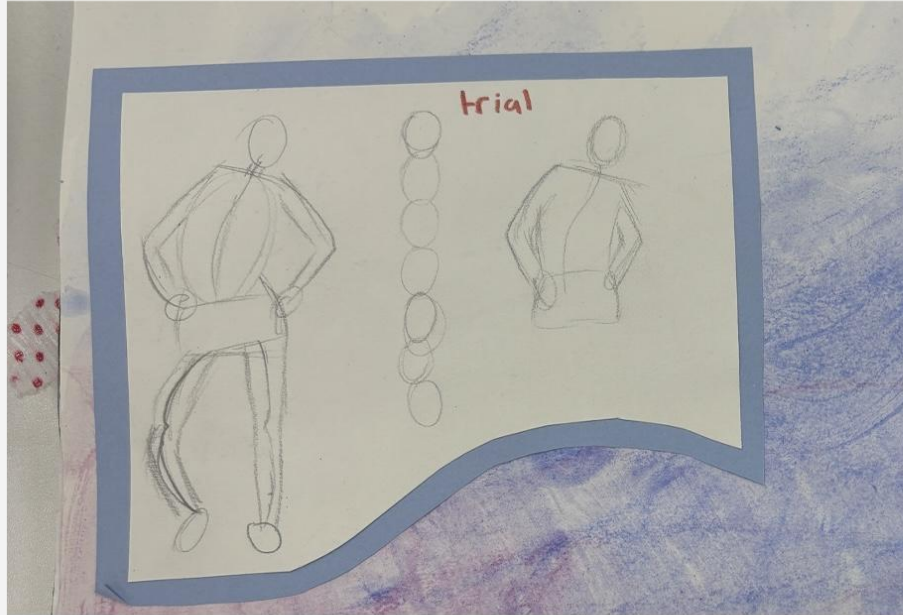
GESTURE DRAWING



MASS OR WEIGHT DRAWING

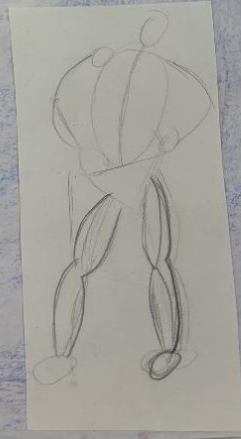
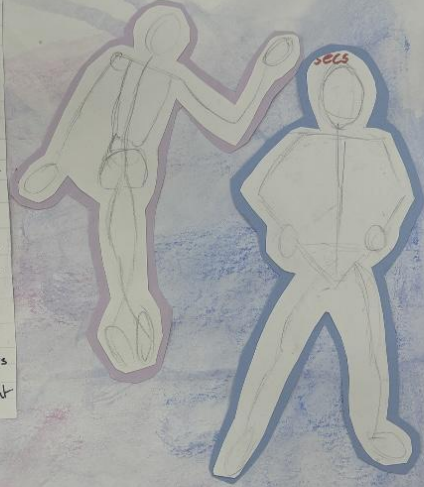


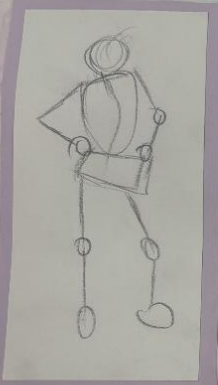
LEARNING SHAPES



Part 1

After learning the basics we got timed, to draw them in 30 seconds, to get the stick figure as best as we can. By eliminating stress to get it precise and nail it the first time, with my fist try I think i got the poses right, but continued to forget the basics, like how the spine is supposed to be drawn and the pelvis. Then we moved onto a 2 minute timer, i think i got alot better in the stick figures only because i had more time to think about the structure. so inclusion, i should follow the steps where it should be my first language, that i dont think about it.



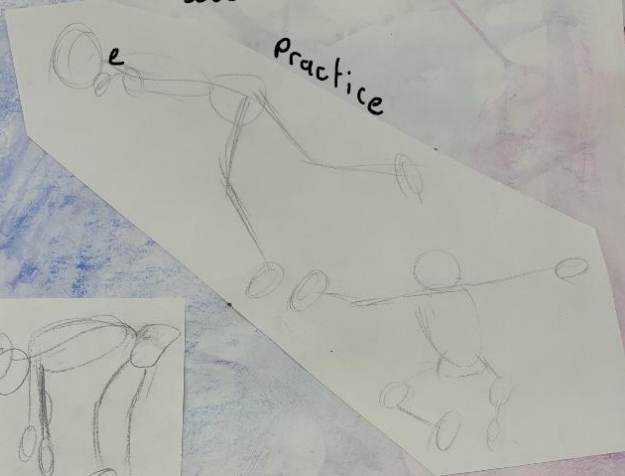


for a second to pose ones we using in our for given 30 secs I think, I in and following the put circles for make the posit. arms more under one bending in a



30 secs

Practice



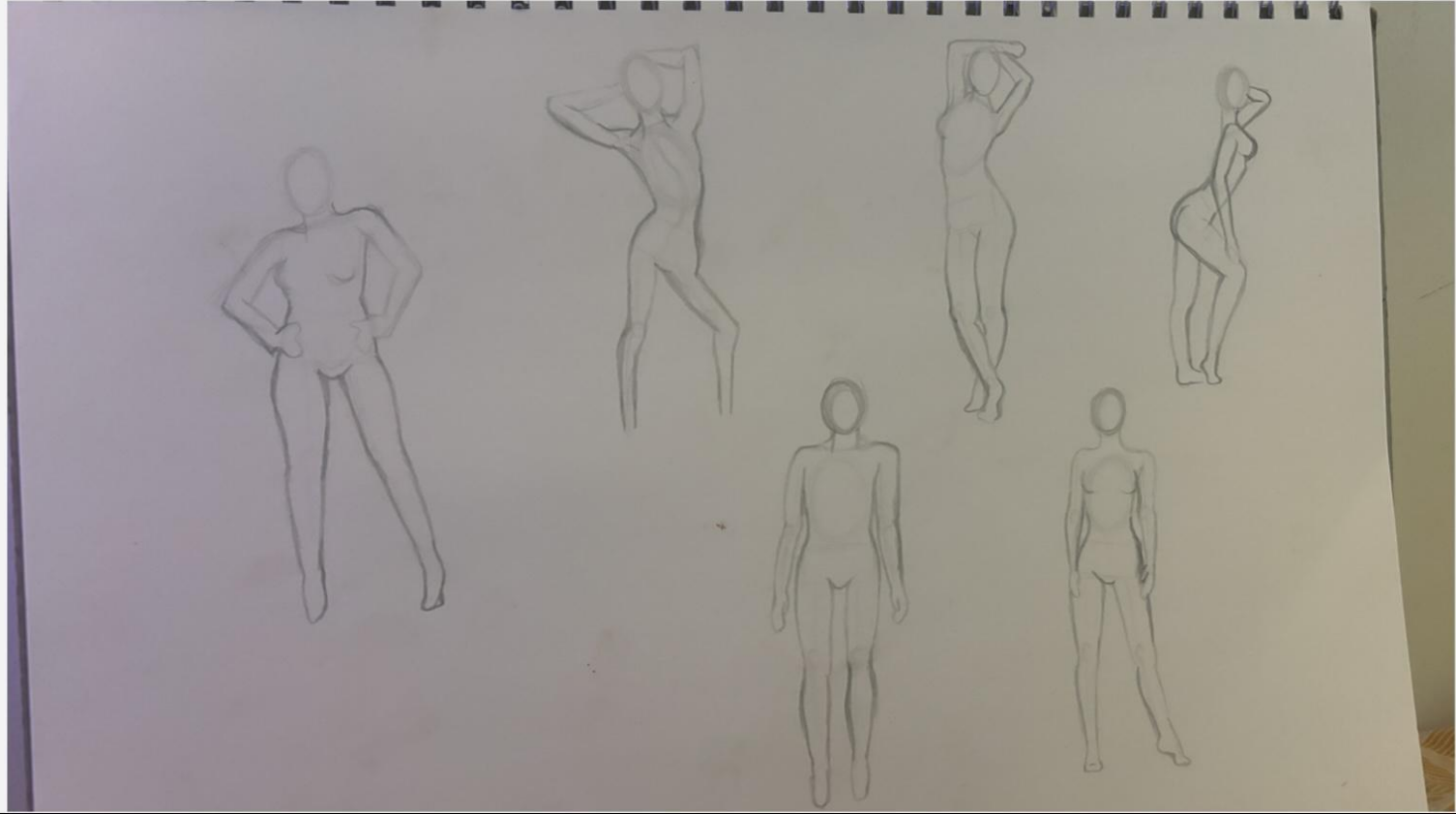
for the second round we did waky poses and had 30 seconds each. once again i mainly tried following the same basic steps. I tried to atleast applying flesh but only got as far as ~~the torso~~ and not being able to add the flesh around the legs and arms. But with 30 seconds, the getting basic structure right.

Choosing my own references

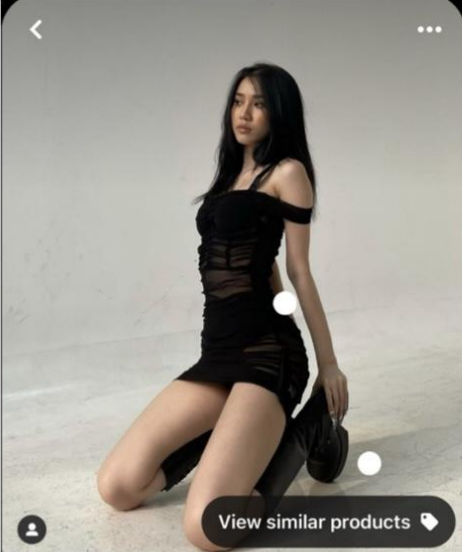


After the lessons, we went off to find a poses that worked for us, that we want to showcase our designs. At moment of time I'm thinking making a dress with a split, short at the front, longer and at the back. So I went to chose 2 different poses. I ~~was~~ did 2 drawings of both, just to perfect it, ready for Illustrator, to use for my designs. But the ~~only~~ problems I have for these designs, that it's not my body type, as I want to be the one to wear them.

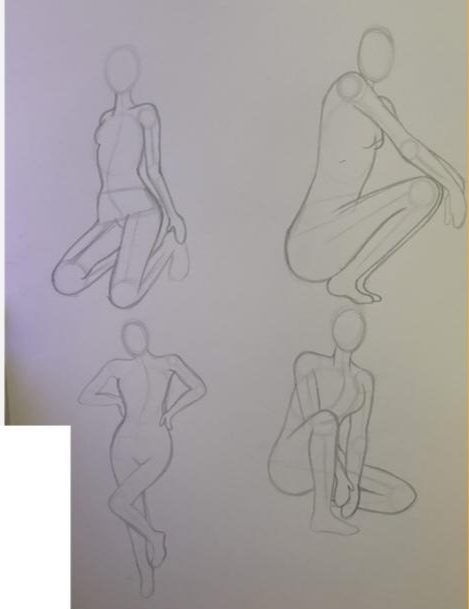
DRAWING FROM IMAGINATION



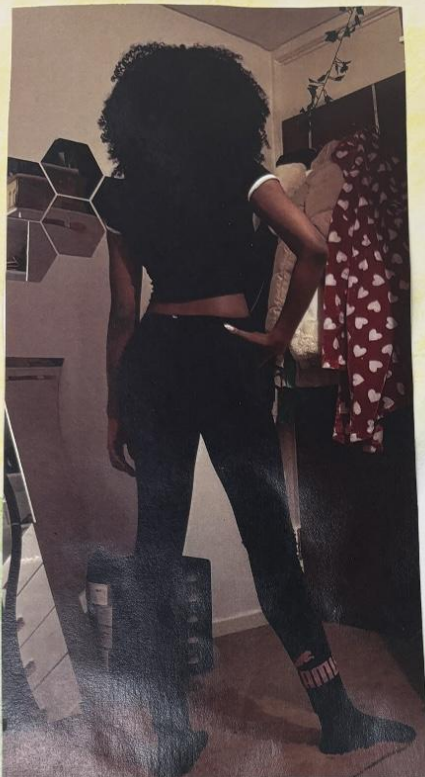
REFERENCES



DIGITAL TO HAND DRAWINGS VICE VERSA

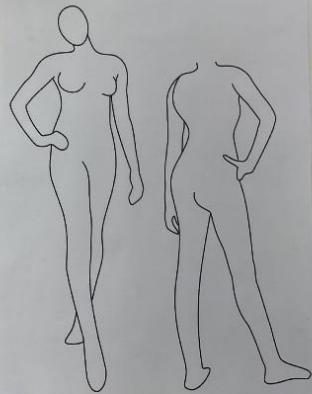


-  bones
-  Structure
-  flesh



The sketch was a bit hard to draw, due to the black clothing, as it was harder to see where the edges end and where they begin. But hopefully, it comes out better using Illustrator, as I believe if the legs need to be a little bit longer and the torso be a bit thinner. I did avoid rubbing any lines, because I could possibly rub out the structure.

This is my final stage of my drawing, one I took it to Illustrator I found it pretty is easy for the outline, especially I used the digital version to draw the legs, as I could see the outline. I also managed to fix the rib cage area, made it a suitable size to match my body type.



Stippling & Scribbling



Painting



Tonal Drawing



Collage



Different medias

Layers for
volume ↘



possibly going
down to the knees ↘



Natural
edges ↘



Shorts
underneath ↘

SKORT PROJECT

DESIGNS

Shorts
underneath



Denim
Skirt under-
neath



natural
edges

all
layers
showing

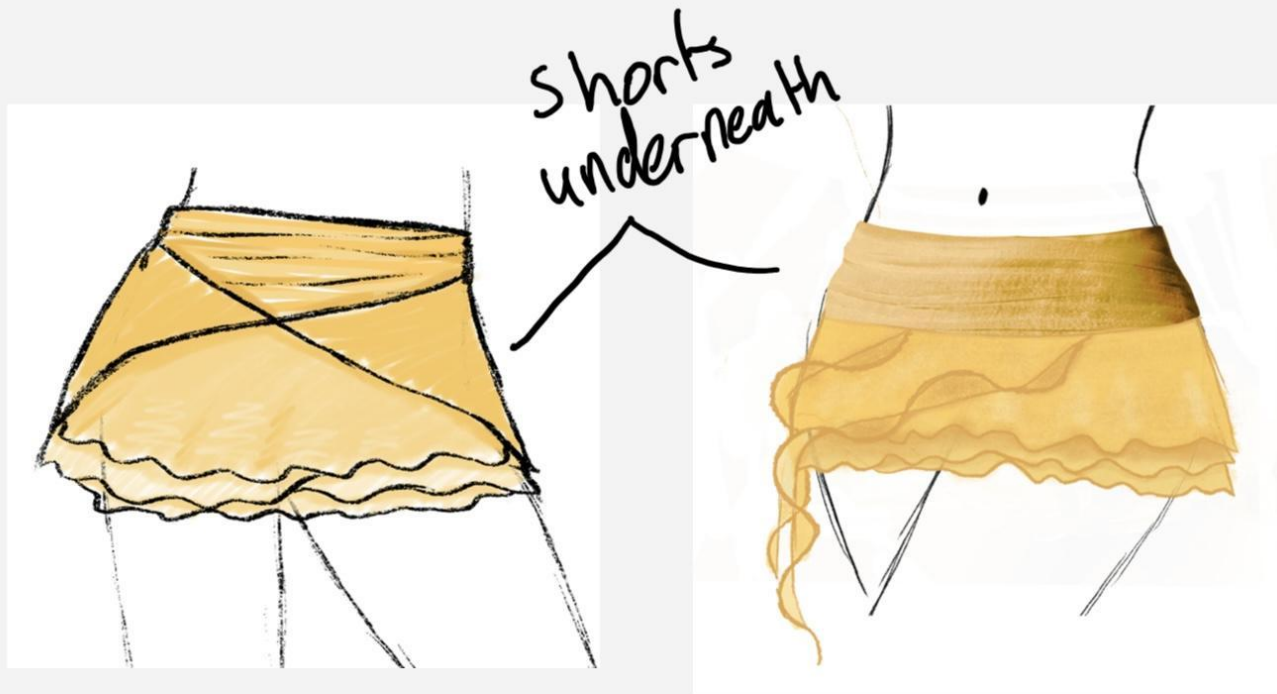


Just
underneath
the hip

hem
on the
outside



FINAL DESIGNS



GOOD USE OF FONTS

FANCY HEADER COPY HERE

USE BASIC FONT FOR SUB COPY HERE

SECTION HEADER

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

FANCY FONTS

BASIC FONTS

SECTION HEADER

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dm | DesignMantic

BAD USE OF FONTS

FANCY HEADER COPY HERE

USE BASIC FONT FOR SUB COPY HERE

SECTION HEADER

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TOO MANY FANCY FONTS

BASIC FONTS

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EXAMPLE OF WHAT TO DO AND WHAT NOT TO DO WHEN DECIDING A THEME FOR MY LOGO

Yochi

y z Z

Cursive

yochi

bold

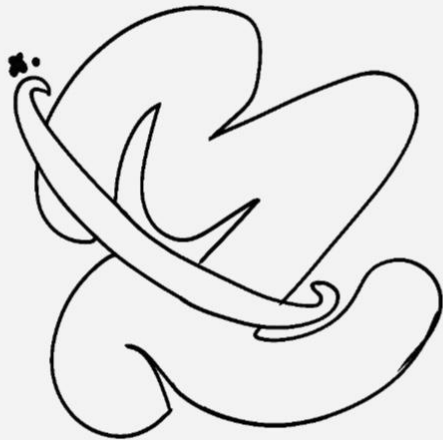
Yochi

Yochi

not all
joined

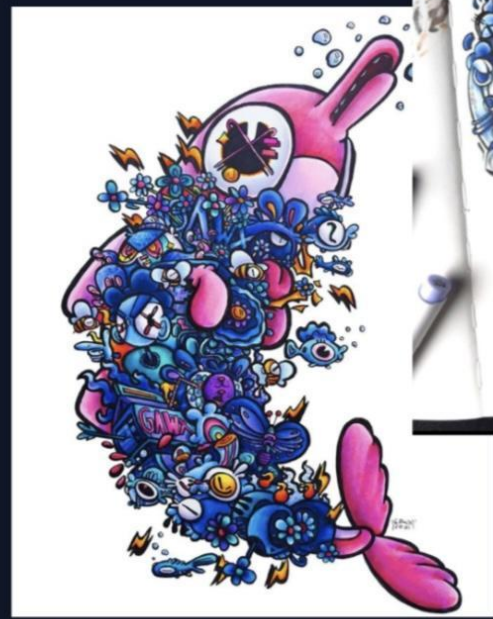
Yochi

PICTURE LOGOS



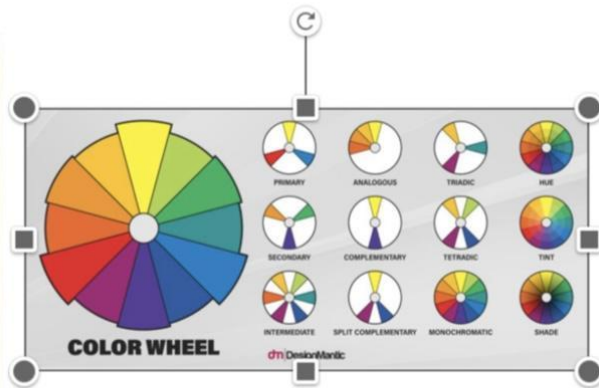
- **Final designs after photoshop**

Inspiration



RED	PINK	PURPLE	NAVY	GREEN	BLUE	ORANGE
MEANS: passionate active EXCITING bold energy youthful physical pioneering leader confidence ambition POWER BRANDS: Hello Kitty Lego Coca-Cola Nintendo Red Bull	MEANS: love respect WARMTH long term feminine positive assertive sensitive NURTURE unconditional fantasy BRANDS: three Barbie COSMOPOLITAN VICTORIAN SECRET	MEANS: DEEP creativity unconventional original stimulation individual social compassion distinguished respectable BRANDS: Catburry YAHOO! small world Zoopla.co.uk M&P	MEANS: trust order LOYALTY sincere authority communication PEACE responsible success CALM BRANDS: f Reebok British Gas KIP	MEANS: BALANCE growth restore sanctuary EQUILIBRIUM positivity generous clarity prosperity peaceful safety BRANDS: bp life Lacoste tate LACOSTE	MEANS: spirit perspective CONTENT control rescue determination self-sufficient modern goals aware OPEN ambition BRANDS: intel blue ray drive skype wp	MEANS: INSTINCT WARMTH got reaction optimistic spontaneity extroversion social FREEDOM impulse motivation BRANDS: bitly B

boutique



COLOR EMOTION GUIDE

OPTIMISM	CLARITY	WARMTH	Nikon	UPS	NBC	Google
FRIENDLY	CHEERFUL	CONFIDENCE	IMDb	amazon	Sprint	DIVERSITY
EXCITEMENT	BOLD	CONFIDENCE	Hallmark	McDonald's	Poyless	Walmart
CREATIVE	WISDOM	WISDOM	Syfy	Coca-Cola	CNN	Walmart
TRUST	DEPENDABLE	STRENGTH	Dell	Target	ACE	Stamps.com
PEACEFUL	HEALTH	HEALTH	HP	orkut	LYNX	Canon
BALANCE	CALM	CALM	GM	Walmart	top	AVIS

Additional logos include: McDonald's, Gulf, TACO BELL, Nike, Puma, Visa, Mastercard, American Express, and various social media icons like a megaphone, lightbulb, and thumbs up.

COLOUR THEORY AND AUDIENCE I WANT TO ATTRACT



doodle/
cartoon
drawing

bright &
eye catching



contrast
from background



clear
reconisable
logo

use of words could be complicated

FRONT LOGO



doodle
was to
be sideways
barely visible



thick &
reconisable
from a far

BACK OF THE TOP

Watermelon is't
Commonly seen in my work



Scribble
representing
Fun and the
simplicity of
my Art

Template before sending off to the manufacturer

For t-shirt design I want to take my illustrations and put them onto the fabrics, for example the skulls and octopus is common in my art, the squiggle on the back for a simple signature that would give it away what brand the clothing, because I want it to be recognizable from the front and back.



① **Yochi**
Width: 3.2
Height: 1.39
Digital printing
#5353bc

②
Width: 6.75
Height: 6.89
Digital printing

③
Width: 5.87
Height: 5.97
Luminous printing
White

④
Width: 14.87
Height: 18.43
Luminous printing
White

⑤
Width: 8.44
Height: 8.44
Luminous printing
White

⑥
Width: 17.38
Height: 27.18
Digital printing
#5353bc

