CLIMATE ACTION HUB
TELFORD™

Brief

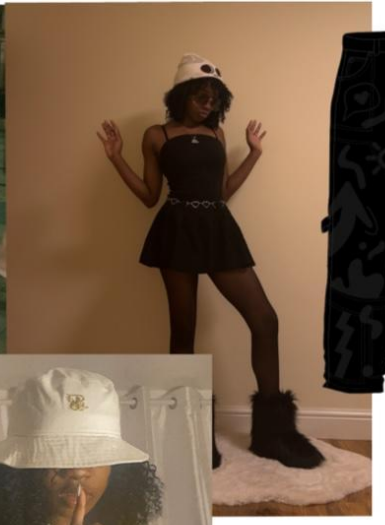
- Action Hub on Modern Fashion, People buy 60% more clothes than 15 years ago and keep them for half as long. In the 70s, many fashion enthusiasts outgrew their obsession with cheap, short-lived clothing as they matured and spent money on other material items like houses and cars.
- However, this trend 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

easy colour palette

complimentary to bodysize

Baggy overlay

oversized clothing

SWEATER SHIRT

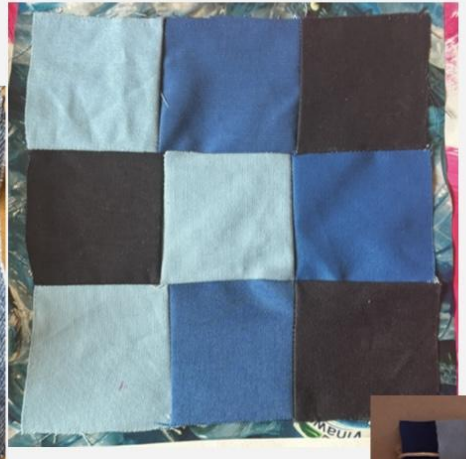
Replace arms

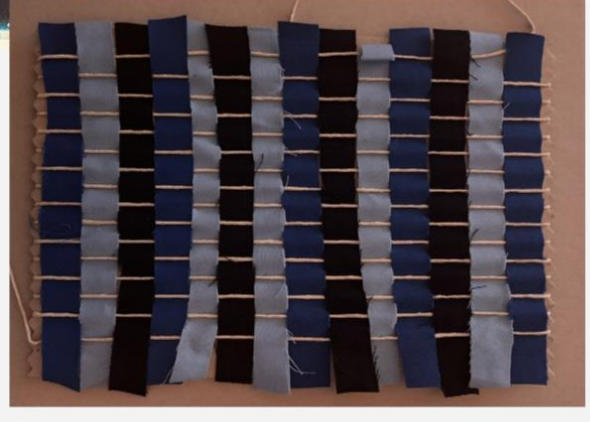
open for the front

JORTS

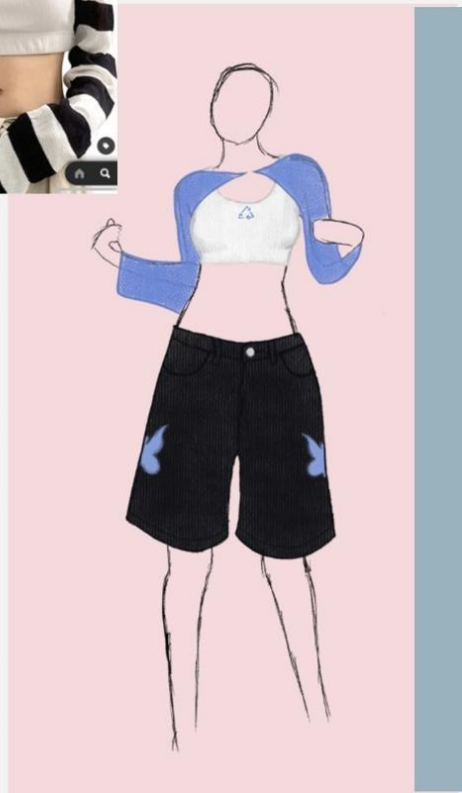
Opening for the pockets

SAMPLING



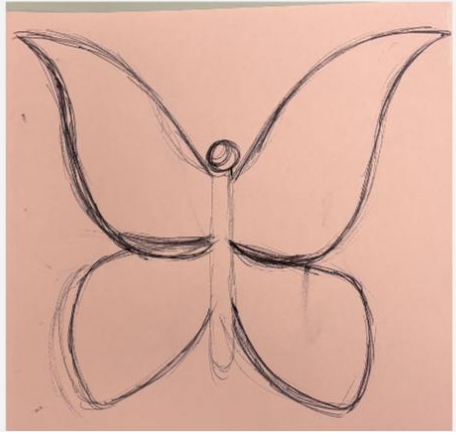


DESIGNS



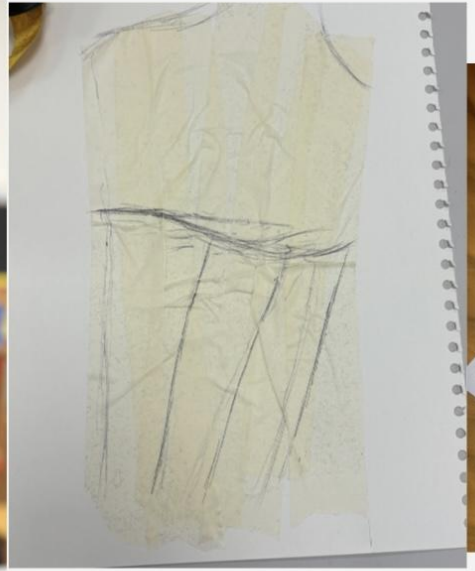
FINAL DESIGN

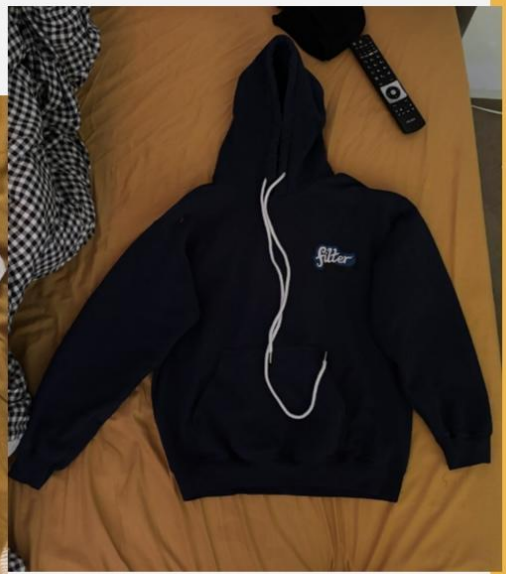
PROCESS



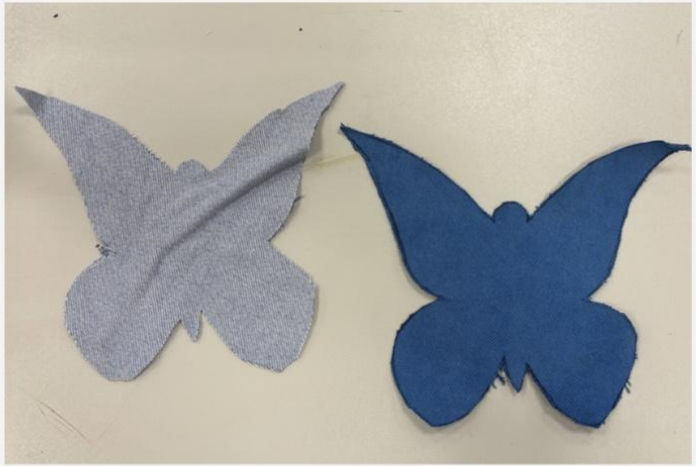
Cut out the butterflies

- Cut out template to use minimum fabric from the hoodie





HEAT PRESS

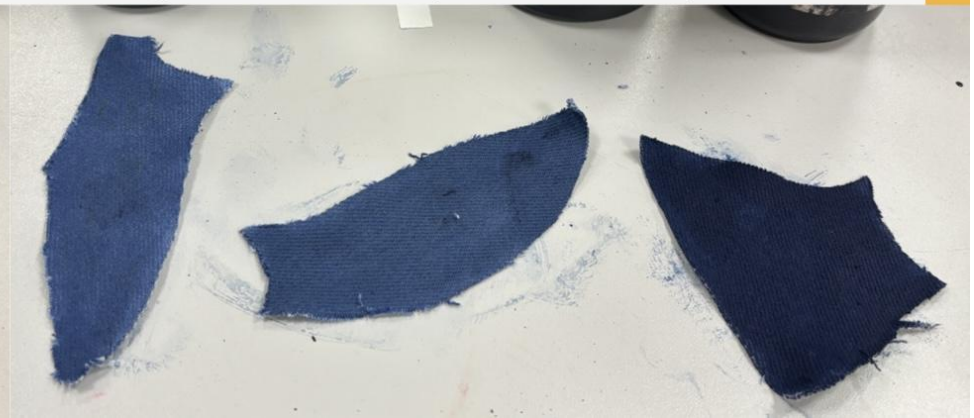


before heat press

Bright blue. navy blue. royal blue

After heat press

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

- Pipping was too tight starting to bend in weird directions

Butter Blue

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

Corset

Casual fit

Navy Blue

black

Sky blue

Blue morpho

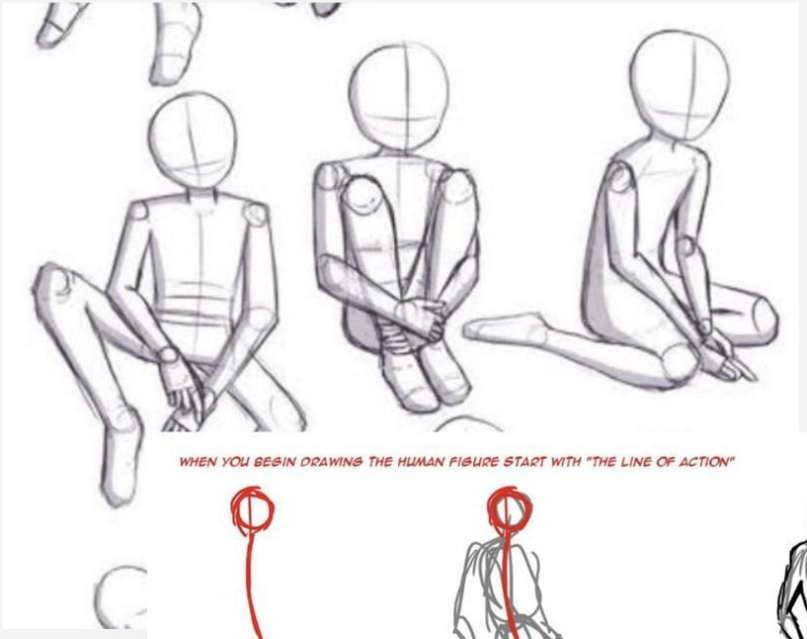
2. Hoodie and a dress up-cycled into a corset.

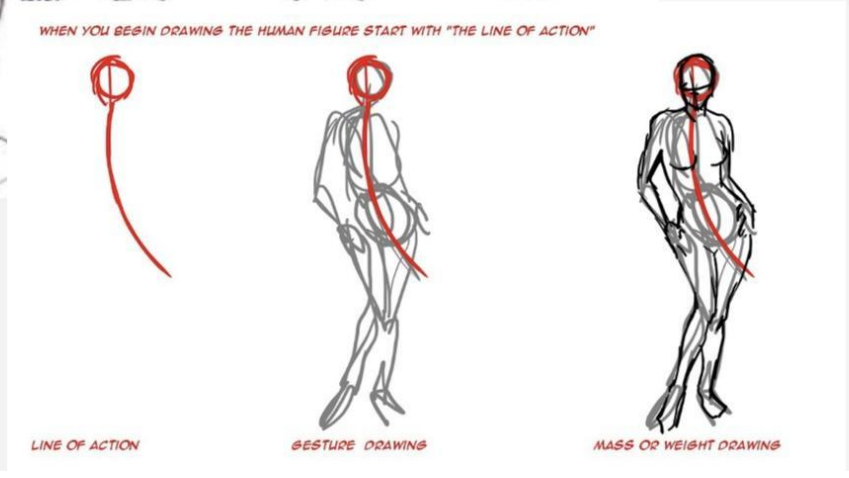
Jeans

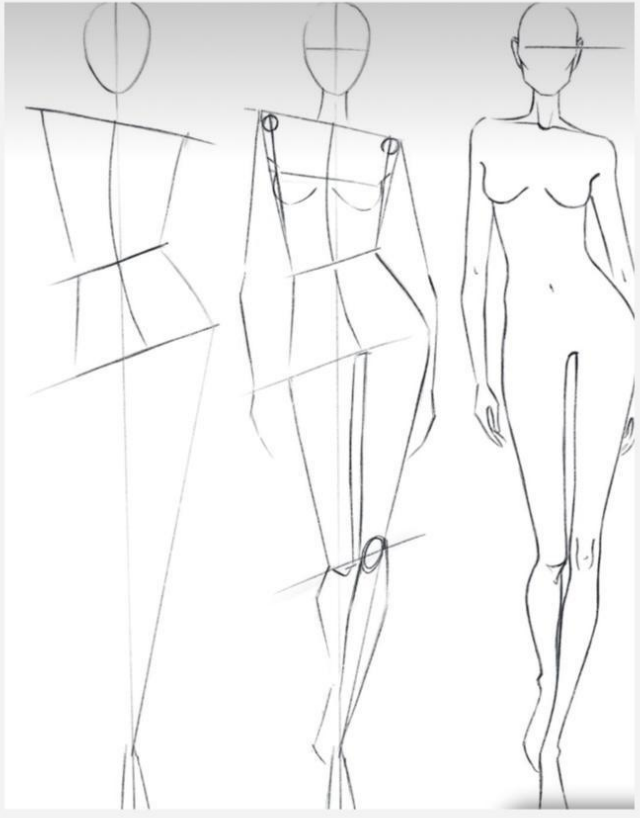
3. low waisted Jeans with patched up. shredded butterflies.

Finished outfit

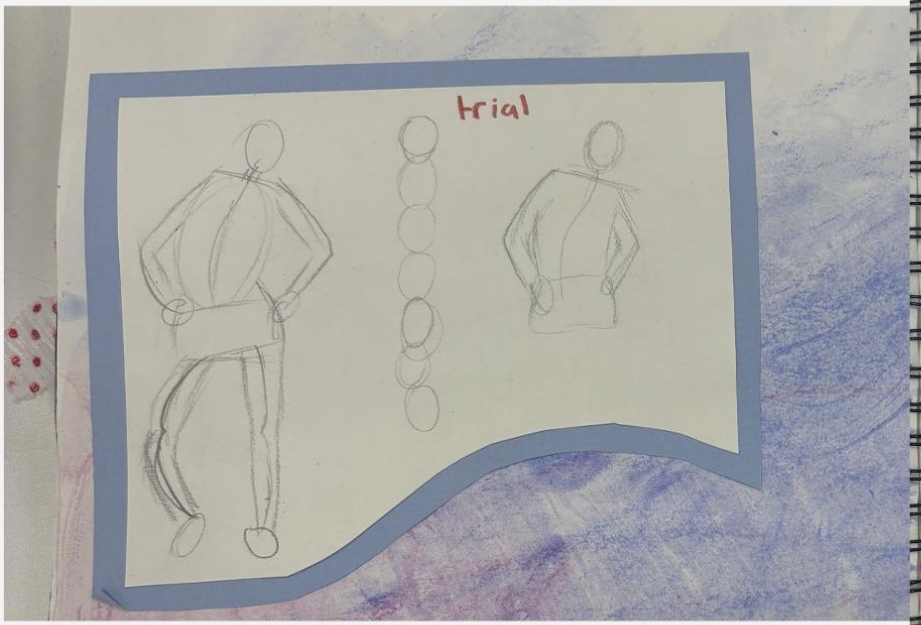
FIGURE DRAWING

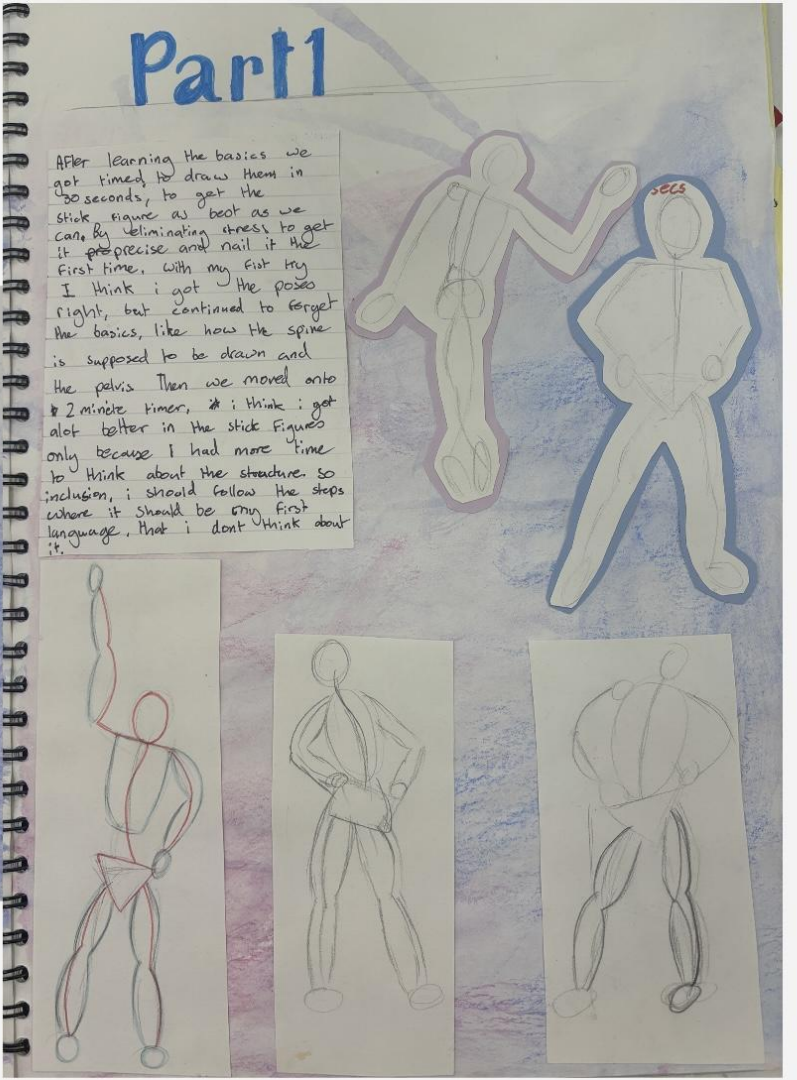






LEARNING SHAPES





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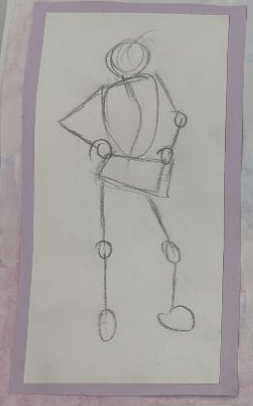
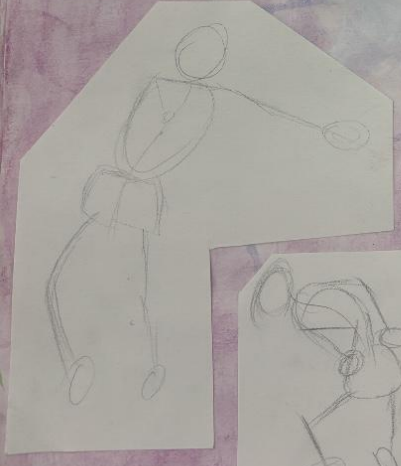


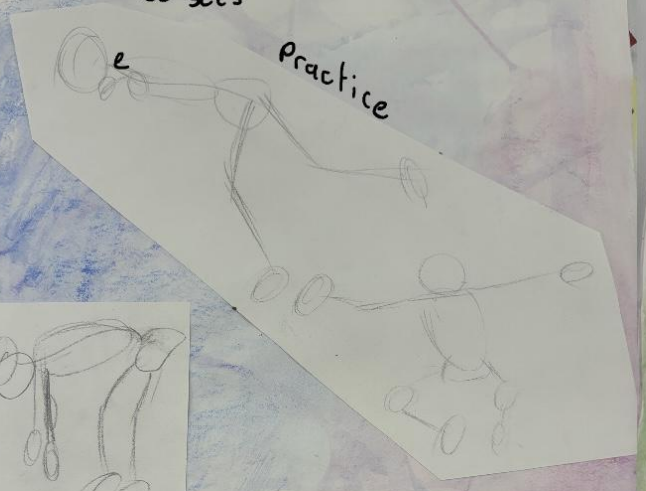
for a second le
pose ones we
using in our iper
given 30 sec
I think, I in
and following th
put circles for
make the posit
arms mord under
are bending in



30 secs

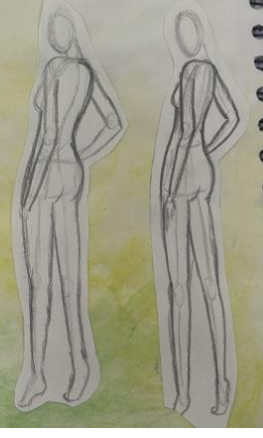
e

Practice



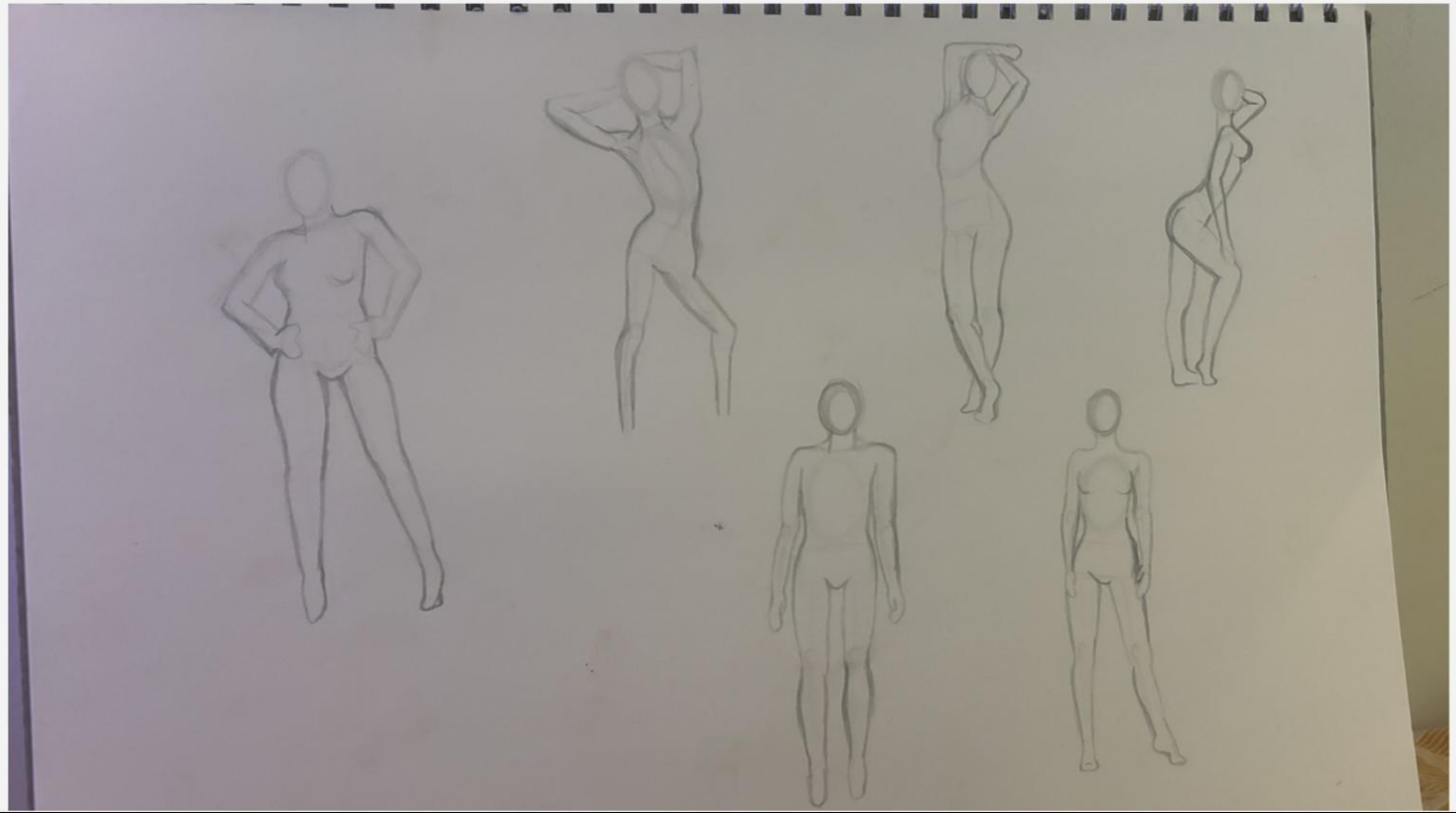
for the second round we did waky poses and had 30 seconds each. Once again i mainly tried following the same basic steps. I tried to atleast applying flesh but only got as far ~~as the torso and~~ not being able to add the flesh around the legs and arms. But with 30 seconds, ~~the~~ getting basic structure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

Chosing my own refrences

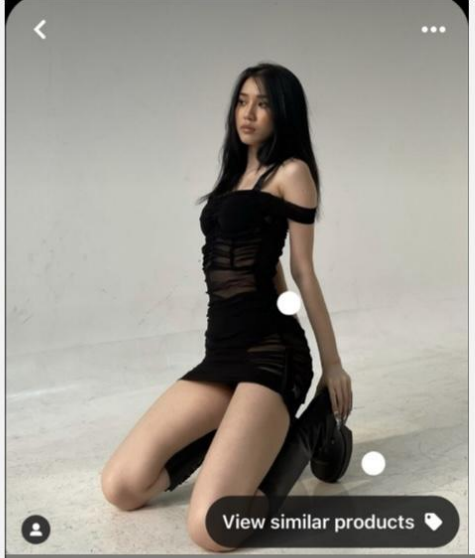


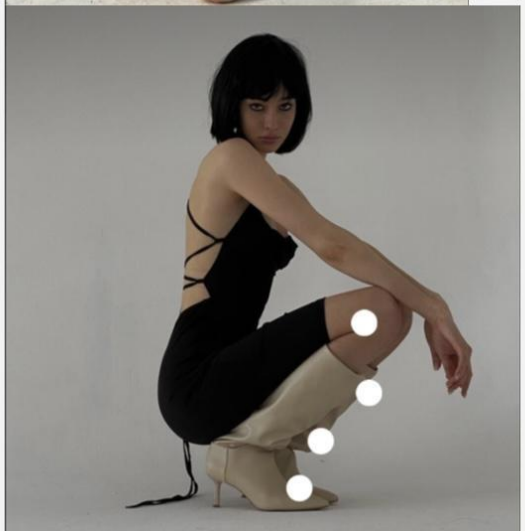
After the lessons, we went off to find a poses that worked for us, that we want to showcase our desines. At moment of time I ~~am~~ thinking making a ~~dr~~ skirt with a split, short at the front, longer ~~and~~ at the back. So I went to chose 2 different posses. I ~~wan~~ did 2 drawings ~~of~~ both, just to perfect it, ready for Illistrator, to use for my designs. But the ~~only~~ problems I have for these designs, that is not my body type, as I want to be the one to were them.

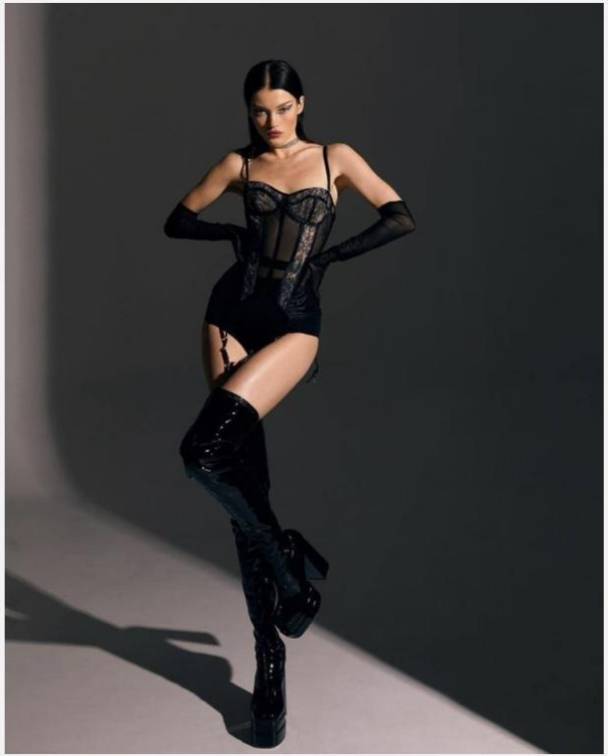
DRAWING FROM IMAGINATION



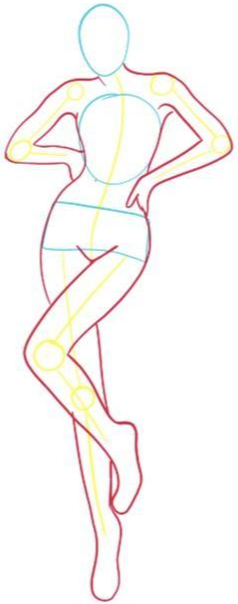
REFERENCES

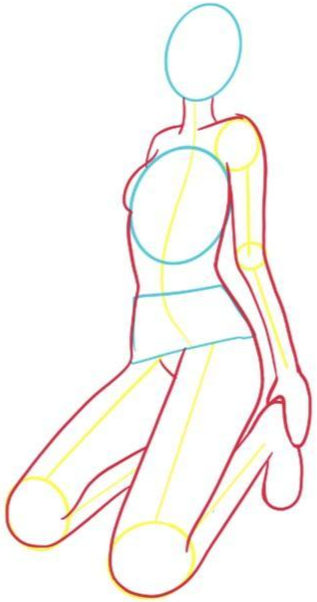


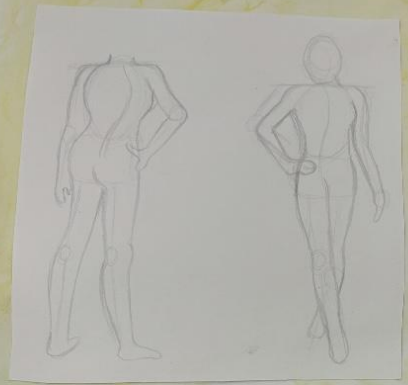




DIGITAL TO HAND DRAWINGS VICE VERSA

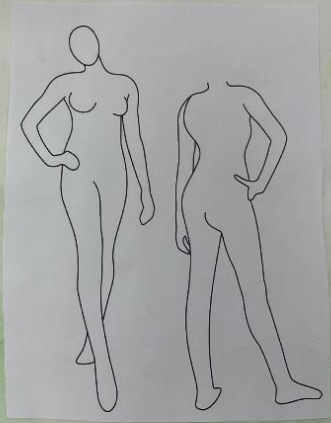






The sketch was a tab bit hard to draw, due to the black clothing, as it was harder to see where the edges end and where they begin. But hopefully it comes out better using illustrator, as I believe it the legs needs to be a little bit longer and the torso be a bit thinner. I did avoid rubbing any lines, 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 & Scribling
Painting
Tonal Drawing
Collage
Different medias

Layers for volume

possibly going down to the knees

Shorts underneath

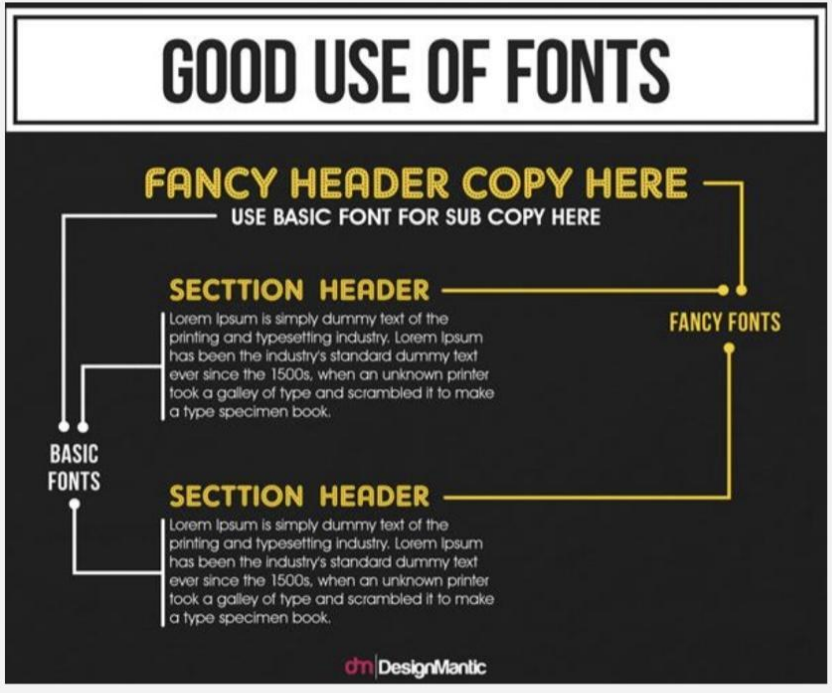
Natural edges

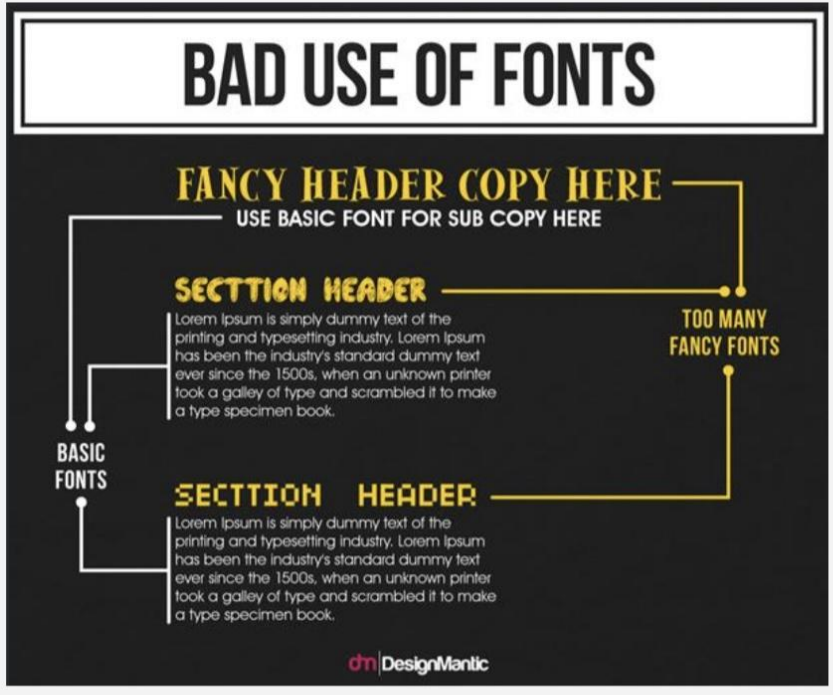
SKORT PROJECT

DESIGNS

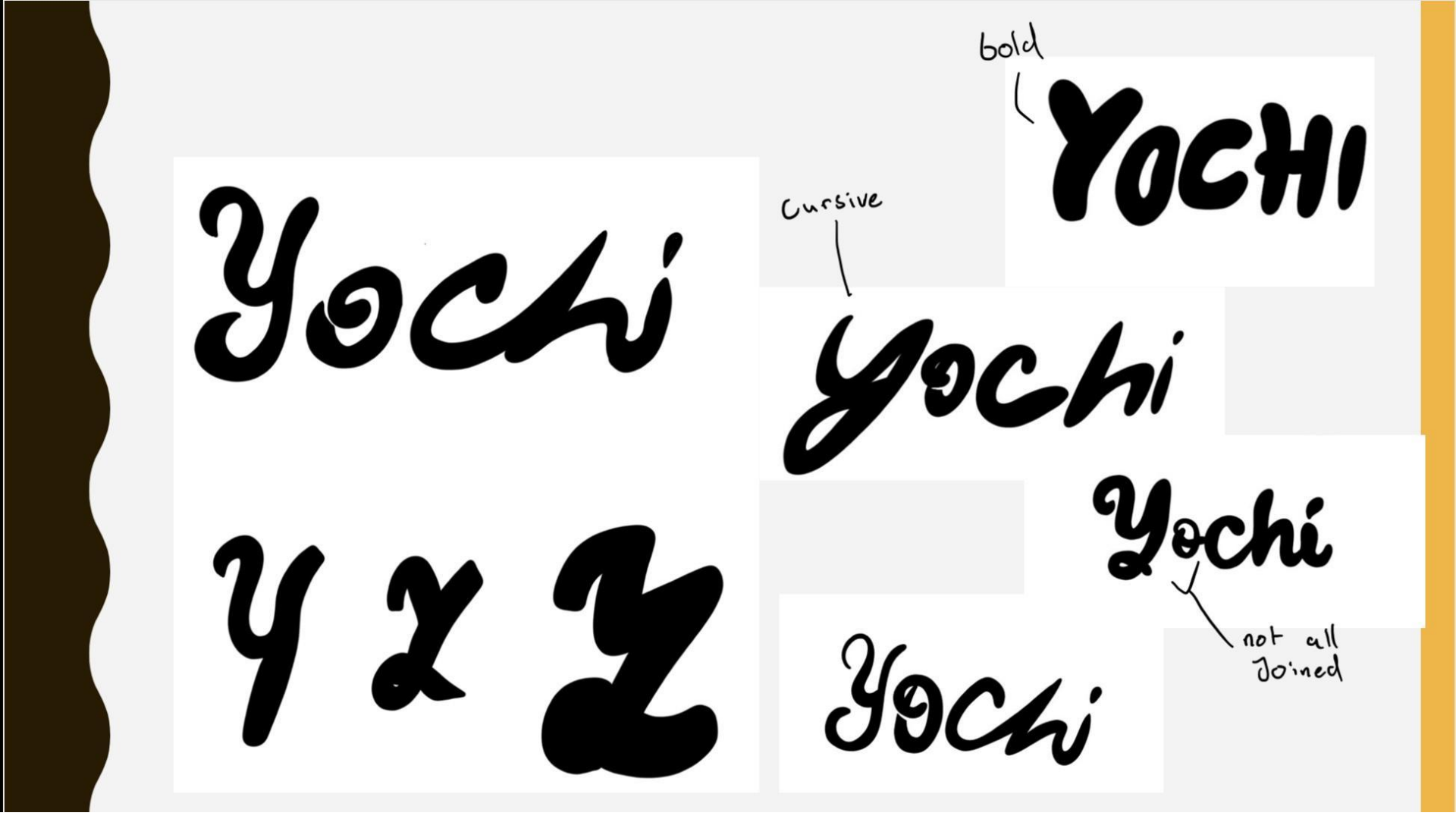
Shorts underneath
Denim Skirt underneath
natural edges
just underneath the hip
all layers showing
hem on the outside

FINAL DESIGNS

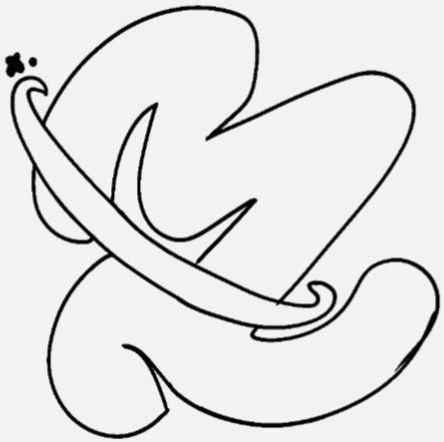




EXAMPLE OF WHAT TO DO AND WHAT NOT TO DO WHEN DECIDING A THEME FOR MY LOGO

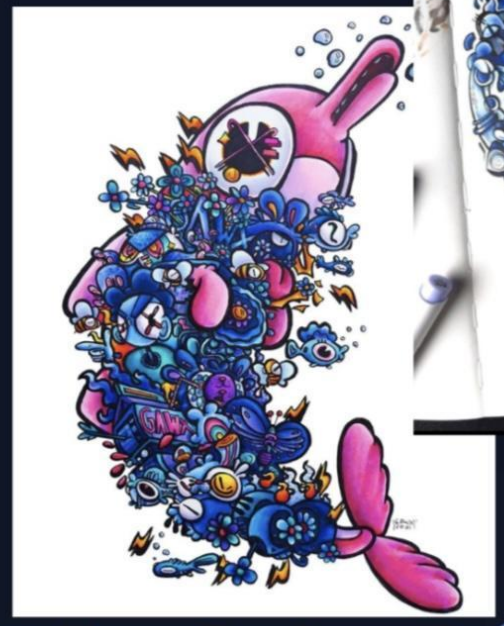

bold
YOCHI
Yochi
Cursive
yochi
Y x Z
Yochi
Yochi
not all
Joined

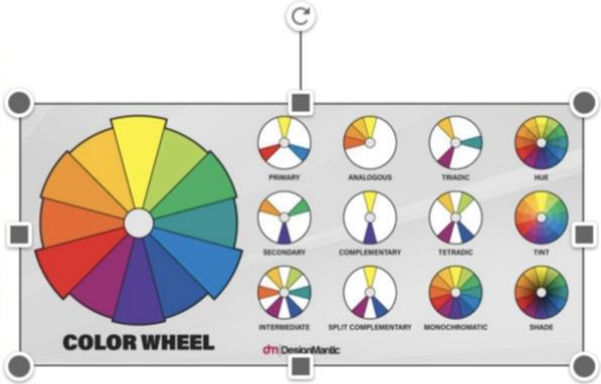
PICTURE LOGOS

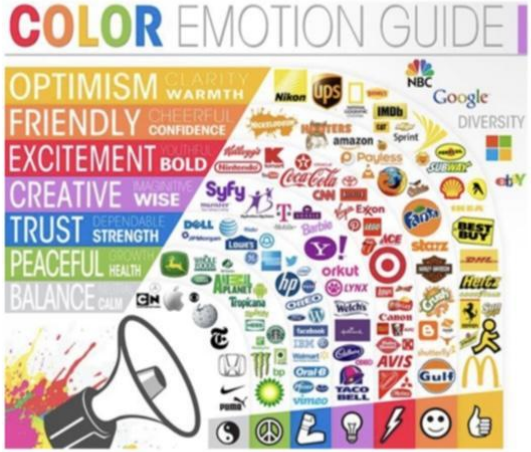


- **Final designs after photoshop**

Inspiration







COLOUR THEORY AND AUDIENCE I WANT TO ATTRACT

doodle/ cartoon drawing

contrast from background

bright & eye catching

clear reconisble logo

use of words could be complicated

FRONT LOGO

doodle
may to
be sideways
barley visible
Yochi
thick &
reconisble
from a far
Yochi

BACK OF THE TOP

Scribble repeenting Fun and the simplicity of my art

Watermelon is't commonaly seen in my work

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.

Yochi
Yochi