

# PRINT DESIGN: HAND & DIGITAL

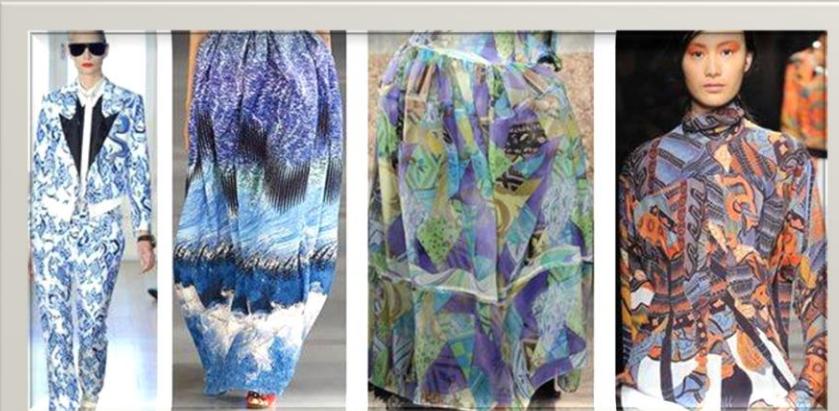
# PRINT

- Textile printing is the process of applying colour to fabric in definite patterns or designs.
- In properly printed fabrics the colour is bonded with the fibre, so as to resist washing and friction. Textile printing is related to dyeing but in dyeing properly the whole fabric is uniformly covered with one colour, whereas in printing one or more colours are applied to it in certain parts only, and in sharply defined patterns.
- In printing, wooden blocks, stencils, engraved plates, rollers, or silk-screens can be used to place colours on the fabric.
- Colourants used in printing contain dyes thickened to prevent the color from spreading by capillary attraction beyond the limits of the pattern or design.



# TYPE OF PRINT

- Floral Print
- Botanical Print
- Liberty Print
- Dot Print
- Geometric Print
- Art Nouveau Print
- Scenic and Landscape Prints
- Motif Print
- Animal Print
- Nautical Print
- Folkloric Prints and Ethnic Prints
- Patchwork Prints
- Script Prints
- Graphic Prints
- Pucci Print
- Victorian Print
- Oriental Print
- Conversational Print
- Photographic Print
- Regimental Print
- Directional Print
- Engineered Print
- Toile the jouy Print
- Handkerchief Print
- Juvenile or nursery print
- Optical Print
- Psychedelic Print



# FLORAL PRINT

- **Floral** design or flower arrangement is the art of using plant materials and flowers to create an eye-catching and balanced composition or display.
- In addition to flower arrangements, **floral** design includes making wreaths, garments, nosegays, bows etc.



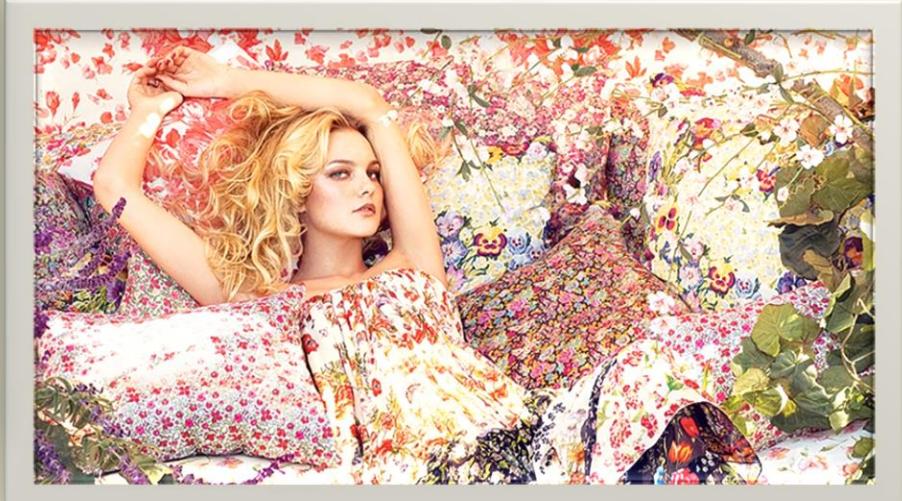
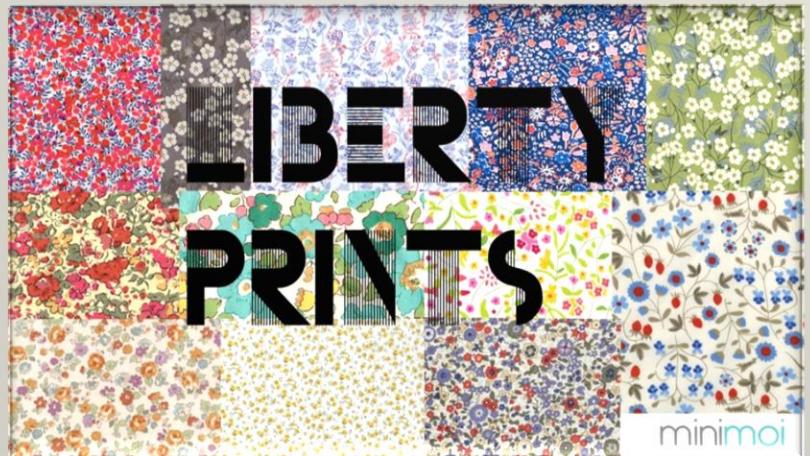
# BOTANICAL PRINT

- A botanical is a plant or plant part valued for its medicinal or therapeutic properties, flavor, and/or scent. Herbs are a subset of botanicals. Products made from botanicals that are used to maintain or improve health are sometimes called herbal products, botanical products, or phytomedicines.
- Botanical Print is a method where the leaves are positioned on fabric or paper, clamped or rolled tightly, and then processed in simmering water. The impressions left on the materials are from the pigments released by the leaf.



# LIBERTY PRINT

- Liberty is miniature floral, paisley and abstract prints.
- It was introduced in 1920's.



# DOT PRINT

- Dot is a pattern consisting of round circles regularly distributed on a fabric.
- Cotton and silk are a typical choice for dot fabric patterns.
- It's used for making retro-inspired and trendy dresses, skirts, blouses and shirts.



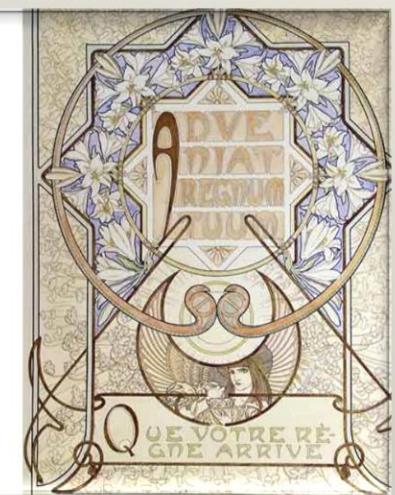
# GEOMETRIC PRINT

- It is a branch of computational geometry. It deals with the construction and representation of free-form curves, surfaces, or volume.
- Geometric design patterns can very well be the centerpiece of any design. At the same time, they can successfully be used as a background.



# ART NOUVEAU PRINT

- Art Nouveau, ornamental style of art that flourished between about 1890 and 1910 throughout Europe and the United States.
- Art Nouveau is characterized by its use of a long, sinuous, organic line and was employed most often in architecture, interior design, jewelry and glass design, posters, and illustration.
- Art Nouveau print design is characterized by sensuous, flowing, organic lines with motif taken from nature and plant life.
- Beautiful muted tones combined with bright and dramatic colours are used, and layout and size of motifs vary.



# SCENIC AND LANDSCAPE PRINTS

- Scenic and Landscape Prints the motif are placed horizontally.
- The scene is inspired from nature such as rural scene, trees, birds, animals, water, cloud etc also in this cityscape are illustrated.
- The main feature of highlight the scene are human figure and animal with the hint of story in it.
- It gives a realistic view and connect viewer with there life style.



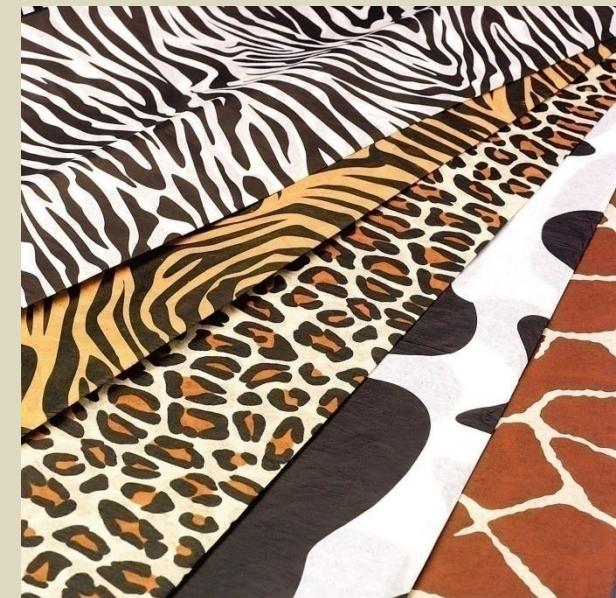
# MOTIF PRINT

- A Motif in a motif print is simply repeated to create a pattern or design. Motif prints have a very graphic and illustrative look. Motif prints are used in aprons, dining table covers, napkins, kid's clothing's & cushion covers etc.
- In art and iconography, motif is an element of an image. The term can be used both of figurative and narrative art, and ornament and geometrical art.
- A motif may be repeated in a pattern or design, often many times, or may just occur once in a work.



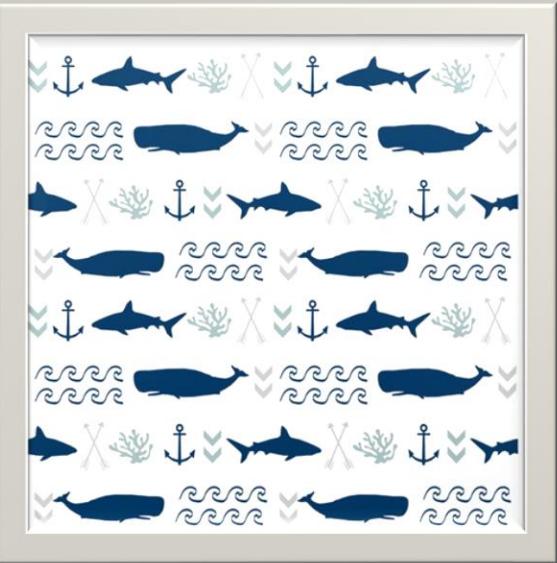
# ANIMAL PRINT

- In the 1920s, animal print became vogue when glamorous movie stars like Joan Crawford brought the style into popularity.
- After World War II, leopard print clothing was mass-produced and gained popularity from Christian Dior, who once advised women, “if you are fair and sweet, don't wear it.”
- Animal print is a clothing and fashion style in which the garment is made to resemble the pattern of the skin and fur of an animal such as a leopard, cheetah, snow leopard, jaguar, zebra, tiger, clouded leopard, margay, ocelot, spotted hyena, striped hyena, African wild dog, constrictor snake, giraffe or monkey.



# NAUTICAL PRINT

- Nautical is relating to ships, sailing, navigation on the water.
- Nautical design can easily create the feeling that the ocean is never far away, bust by using attractive decorative elements such as starfish, stripes, anchors and nautical stars.



# FOLKLORIC PRINTS AND ETHNIC PRINTS

- The word Ethnic means "relating to a population subgroup with a common national or cultural tradition".
- The motifs in folkloric prints include forms of plants, flowers, birds, animals, human figures, scenic and geometric patterns, stylized according to the specific culture. Traditional techniques specific to some cultures are block printing, stenciling, batik, and tie and dye etc.
- The thing that makes this technique unique is that depending on the amount of ink on the block the pattern will not be completely uniform ensuring that every garment made from the piece of fabric will be completely individual in its pattern.



# PATCHWORK PRINTS

- Patchwork involves multiple panels of patterned fabric in the same ensemble. Patchwork is more of a print trend than a fabric trend.
- The unique manner of placing the printed fabrics in a patchwork design imparts a unique identity to the outfit.
- Patchwork is not to be confused with print-on-print. Though, there is not much difference between the patchwork and print-on-print, as both offer the wearer a canvas of colours and prints.
- Patchwork can be given any shape, as there are no strict rules concerning patchwork. Even as the fashion critics find patchwork prints aimless and a messy interpretation of the print trend, still, designers around the globe have not only presented patchwork, but have also won applause for the same.
- In last few years, patchwork has marched into the fashion world, winning hearts in endless catwalks and brands, with multi-material clothes using tartan, tweed and even leather.



# SCRIPT PRINTS

- The letters or characters used in writing by hand or digitally, handwriting, especially cursive writing, a manuscript or document.
- In this printing different font are visible which put additional specification in print.



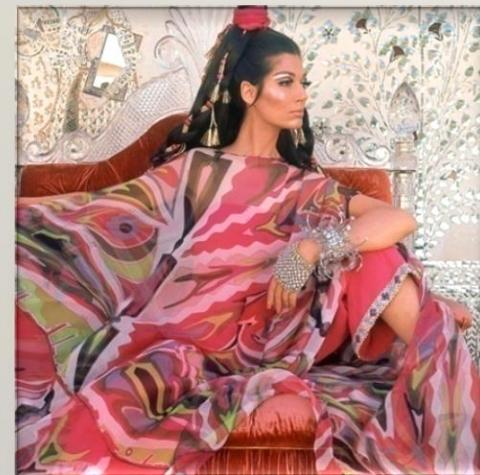
# GRAPHIC PRINTS

- Digital textile printing is a specialized form of roll-to-roll wide-format inkjet printing. Printers built exclusively to feed rolls of fabrics are replacing some rotary and flat-screen printing equipment traditionally used for industrial textile printing.



# PUCCI PRINT

- Inspired by exotic cultures and by the natural landscapes of the Mediterranean, Pucci brought luscious, bright colour to his designs in an unparalleled way.
- Pucci print are named after Emilio Pucci, who was an Italian designer and a politician.
- Emilio Pucci is known as the “Prince of Prints”.
- The designs are psychedelic and abstract in multi colours. Along with geometric shapes there are swirls, circle in the print design.
- A sophisticated fusion of colour, lemon yellows, bougainvillea pinks, frosted lilacs, azure blue, and almond green became the hallmark of Pucci design.



# VICTORIAN PRINT

- Victorian design are very elaborated and ornamental.
- The motif seen in such prints are inspired from nature such as pomegranate, thistles, leaf like peacock feathers, grapevines, stylized leaves, latticework, ivy leaf, and trellis and olive wreaths and also depicted.
- Victory print are seen extensively on wallpapers, furnishing fabrics and drapery.



# ORIENTAL PRINT

- Oriental print take their inspiration from Asian countries like China, Japan, Indonesia, Thailand, Tibet, Bhutan and Mongolia.
- The motifs, designs and layouts are specific to each region. Motifs like clouds, Buddha, dragons, cherry blossoms, pagodas, regional scripts, bamboo etc. are used.
- The uniqueness of these prints is that they are so intricate and detailed that they look like paintings. Colours used in these prints are usually specific to each region. These prints are traditionally seen on kimonos, Chinese jackets, skirts and wall panels.



# CONVERSATIONAL PRINT

- These designs create a nostalgic link which often makes us laugh and smile.
- Most of the early designs were made for children and featured nursery rhymes, baby animals, children at play, cartoon characters, alphabet letters and numbers.
- A conversational is a novelty print that features recognisable objects such as animals, sunglasses, dinosaurs and paper aeroplanes anything we can imagine.
- Conversational Print encompasses a wide range of theme, product and events including sewing tools, holidays symbols and logos for games, candy and even farm equipment. Popular and are actively sought after today.
- Conversational print, the novelty print designs that are so named because they can start a conversation, they surged in popularity during the 40s and 50s, and they're again part of the fashion conversation today.



# PHOTOGRAPHIC PRINT

- The Daguerreotype studio boomed early in the photographic print age in the mid 1800s. Other early photographic processes included the Salted Paper Print and the Albumen Print. Albumen Prints were quite possibly the most popular type of photographic process, as they are the most widely found today.
- Photographic printing is the process of producing a final image on paper for viewing, using chemically sensitized paper. The paper is exposed to a photographic negative, a positive transparency (or slide), or a digital image file projected using an enlarger or digital exposure unit such as a LightJet printer.
- Alternatively, the negative or transparency may be placed atop the paper and directly exposed, creating a contact print. Digital photographs are commonly printed on plain paper, for example by a color printer, but this is not considered "photographic printing"



# REGIMENTAL PRINT

- A regiment is a military unit. Its role and size varies markedly, depending on the country, service and/or a specialisation.
- Many material are made from regimental print such as dresses, bomber, caps, bed sheet, pillow cover etc.



# DIRECTIONAL PRINT

- Directional print A type of fabric design in which the design clearly faces or goes in one direction. If you turn the fabric around, you will then notice that the design is upside down or facing another direction. Quilters have to plan carefully to make sure that directional designs do not look odd when used in their quilt
- One-way prints can be turned only one way, otherwise they look upside down or sideways
- Two way prints look the same on the right and on the wrong side so they don't limit fabric usage as much as one way fabrics. Stripes are considered a two-way print but they can be oriented in 4 or more directions and look good.
- Many material are made from regimental print such as dresses, caps, bedsheets, pillow cover etc.



# ENGINEERED PRINT

- A placement or engineered print is the controlled position of an artwork within a product. Different to a repeat print, which features continuous tiling of artwork.
- A placement print relies on artwork done to the scale of a product and then being cut in a particular position to control the placement of a print.



# TOILE THE JOUY PRINT

- Toile de Jouy (meaning, “cloth from Jouy”) is a type of print that is characterised by complex vignettes scattered over the surface of the cloth.
- Originally, they were scenes carved on woodblocks or engraved on copper, printed in only one colour (often red, black, or blue) onto a white or cream background.



# HANDKERCHIEF PRINT

- Handkerchief Print is typically a hemmed square of thin fabric in which printing is done.
- It can be carried in the pocket or handbag, and which is intended for personal hygiene purposes such as wiping one's hands or face, or blowing one's nose.
- A handkerchief is also sometimes used as a purely decorative accessory in a suit pocket; it is then called a pocket square. It is also an important accessory in many folk-dances in many regions like the Balkans and the Middle East



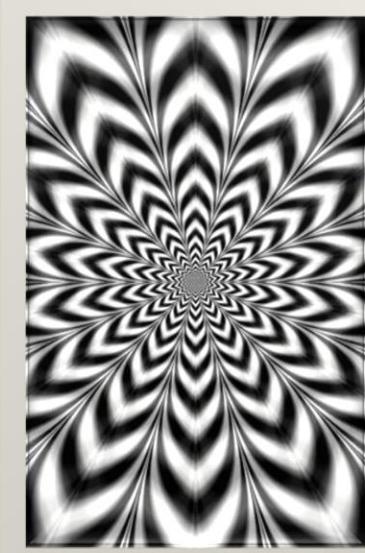
# JUVENILE OR NURSERY PRINT

- Juvenile means baby prints like cars, trucks, monkey, rabbit etc.
- It is mainly made for small children of 1 – 11 or 12 age.
- It consist of cool and bright colours so that children can find it interesting and can have fantasy.



# OPTICAL PRINT PSYCHEDELIC PRINT

- Optical Print Psychedelic Print is a style of visual art that uses optical illusions.
- Optical Print Psychedelic Print works are abstract, with many better known pieces created in black and white.
- Typically, they give the viewer the impression of movement, hidden images, flashing and vibrating patterns, or of swelling or warping.



THANK YOU!!