LOVELY PROFESSIONAL UNIVERSITY

Transforming Education Transforming India

FST-811

(PRINT DEVELOPMENT)

DOMAIN: - PRODUCT DEVELOPMENT & MANAGEMENT

N A M E – ASHIM MAITY

S E C T I O N - K O 0 8 2

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R O L L. N O - 09

PRINT 1

1. **Title: Marigold and green leaves print**
   Theme:
   - Tropical Festive Bloom
   - Monsoon in Bloom
   - Floral Design

   Art Style ideas:

   - Flat Vector Art
   - Folk/Tribal Fusion with floral pattern
   - Tropical Psychedelia
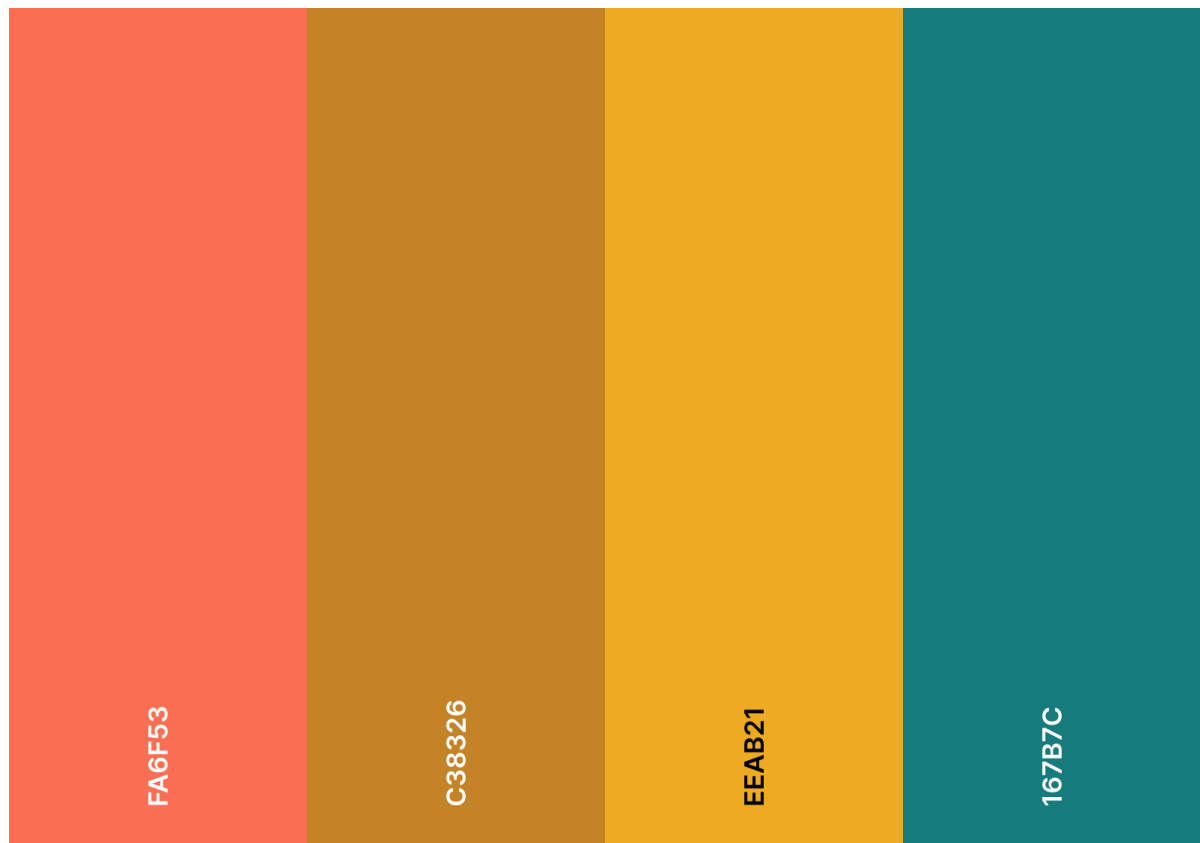   - Scandinavian Minimal Botanicals

2. **Brainstorming / Mind mapping**

3. **Inspiration:**

4. Color Board:

| FA6F53 | C38326 | EEAB21 | 167B7C |

5. Processes:

a. Research and Exploration:
- Initially, I researched different types of prints to understand various design styles.
- Among them, I explored floral prints in detail for inspiration.

b. Drawing Inspiration
- I chose the marigold flower with green leaves as my main inspiration for the design.
- I created a hand-drawn sketch of the marigold flower to build the base for the print.

c. Color Selection
- After completing the drawing, I selected favourable and fabric-appropriate colors that would look appealing on clothing.

d. Print Development
- Using the chosen color palette, I created a repeating floral print design based on the marigold sketch.

e. Mock up Application
- Finally, I used a mock-up of a white kurta to virtually try on the print and visualize how the design would appear on actual clothing.

6. Swatches of prints:

PRINT 2

1. **Title: Colorful fruits & vegetables icons print**
   Theme:
   - Fresh Produce and healthy living
   - Culinary & Kitchen décor
   - Fruits and vegetables icon
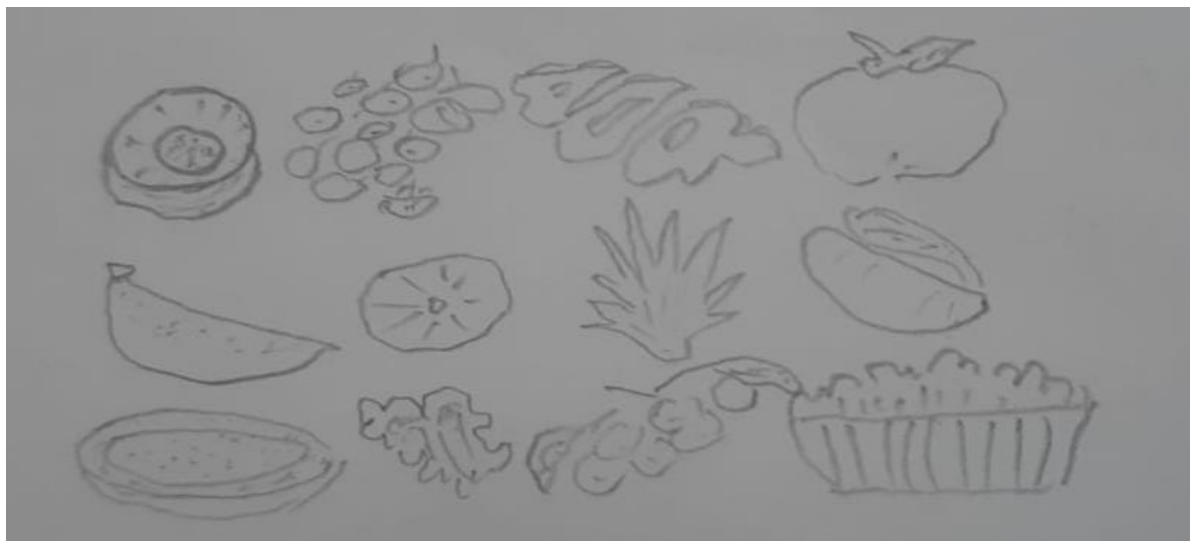
   Art Style ideas:

   - Flat Vector Art
   - Vector Illustration style
   - Cartoonish / Whimsical style
   - Pop art influences

2. **Brainstorming / Mind mapping**

3. **Inspiration:**

4. Color Board:

FDFCFA	9CBA5E	75A139	033F23	FCBB05	EF6203	F0D9B6	8C410C	E52002	920343

5. Processes:

a. Initial Research and Exploration

- I started by researching tablecloth print designs, focusing on themes related to food, fruits, and vegetables.

- I explored various patterns and styles that are commonly used in kitchen or dining textiles.

b. Sketching Icons

- Inspired by my research, I hand-drew icons of different fruits and vegetables, arranging them in row-wise format for better pattern planning.

c. Image and Color Selection

- I searched for suitable fruit and vegetable icons from Google, observing their natural colors and shapes.

- Based on these visuals, I selected a specific set of icons and finalized a color palette that would be eye-catching yet harmonious for textile use.

d. Print Creation

- Using the chosen icons and colors, I created a custom print design arranged in a balanced and aesthetic layout.

e. Mock up Visualization

- To visualize the design in real use, I applied the print on mock-ups of a white piece of cloth as well as a tablecloth.

- This helped in understanding how the design would appear in real-life applications.

6. Swatches of prints:

PRINT 3

1. **Title: Engineered by Caffeine print**
   Theme:
   - **Tech meets tradition**
   - **Cultural vibe**
   - **Mood**

   Art Style Ideas:
   - **Indian Folk art inspired like patachitra**
   - **Hand drawn & digital fusion**

2. **Brainstorming / Mind mapping:**

3. **Inspiration:**

4. Color board:

| B21F05 | C75F46 | 376D08 | 0B4C50 | C68103 | 182313 |

5. Processes:

a. Personal Connection to Pattachitra Art:
- Belonging to a village known for Pattachitra art, I have a strong cultural and emotional connection to this traditional style.
- With a good understanding of its visual language, symbolism, and colors, I set out to create something that blends heritage with modern life.

b. Exploration and Research:
- Explored various authentic Pattachitra prints and images online for deeper inspiration and reference.
- Focused on key design elements: bold outlines, mythological style figures, floral borders, and earthy color schemes.

c. Hand-Drawn Concept Sketch:
- Sketched my own original drawing inspired by traditional Pattachitra aesthetics.
- Incorporated elements of modern tech culture, like laptops and coffee/tea cups, into the sketch while maintaining the traditional art structure.

d. AI-Assisted Print Creation:
- Used AI tools to generate a digitally stylized version of the artwork based on my sketch.
- Carefully added and modified elements to resemble the look and feel of Pattachitra—with symmetrical patterns, decorative frames, and a flat color fill style.

e. Blending Themes – Tradition Meets Tech:
- The artwork creatively blends traditional Pattachitra motifs with modern tech life.
- The character is seen working on a laptop while holding a steaming cup of coffee/tea— symbolizing the phrase *"Engineered by Caffeine."*

f. Color Palette & Styling:
- Used a vibrant yet earthy color palette—reds, greens, yellows, and blues—to keep the artwork authentic to Pattachitra roots.
- Maintained flat fills, bold outlines, and intricate floral decorations throughout the design.

g. Mock-Up and Final Presentation:
- Applied the final design on a virtual coffee mug using a mockup tool.
- This helped visualize the artwork in real-life application and made it ready for presentation or merchandise use.

6. Swatches of prints: