



# DESIGN PROCESS



## Identitfy the Need

Endangered species are species that are day by day decreasing in number. In today's world, many species are being endangered. We are losing all the beautiful creatures we have on earth.

So in order to raise awareness about this, I chose to make a dress that will have a theme of endangered species.

## Research and Develop Solutions

Firstly, I researched about the top 10 species that are being extinct. Out of those species, my partner selected two animals, while I selected two birds. I chose Macaw and Toucan. Macaw belongs to the parrot family and it's famous for its lovely colours and its powerful beak. The reason why Macaws are endangered is because of illegal trapping and habitat loss. Toucan is famous because of its beautiful beak. Due to the deforestation in South American rainforests have been destroyed that is Toucan's habitat.

So I thought of making a plain black cress with a waist sash that would have a print of Toucan on one side, while a print of Macaw on the other side. This was to show how the world would look if these birds would totally extinct, plain black. But it's not only these birds, it's about all the spieces that are now endangered and eventually every spiece on this earth, is going to be endangered if we don't do something about it.



Secondly, I researched about symmetric and assymmetric designs. A dress is symmetric when both of its sides are equally balanced and have the same weight. While, a dress is assymmetric when both the sides of a dress are not equally balanced and one side has more weight that the other side does.

Thirdly, I reseached about fashion design, target audience, trends, textile and sustainailiity.

## **Fashion Design**

Fashion design is the applied art dedicated to the design of clothing and lifestyle accessories created within the cultural and social influences of a specific time. A person who does this is called a fashion designer. The first fashion designer was Charles Frederick Worth (13 October 1825 – 10 March 1895). He was an English fashion designer in the 19<sup>th</sup> century who produced his work in Paris. He did not invent fashion, there were people before him. But he was the first one to be famous worldwide for fashion design. It was from him that fashion designing became famous and since then it has been a big deal.

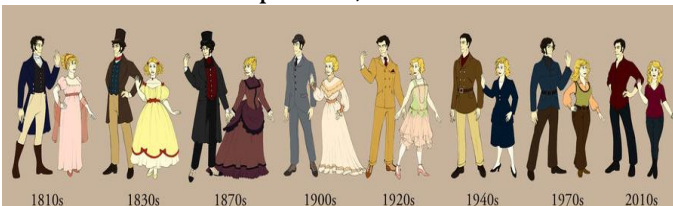
## **Target Audience**

Target audience is the audience you are designing your product for, the people you would want to buy your product. So for my target audience, I made girls and women all around the world of any age to be my target. Firstly because, it's a dress and a dresses are worn by every woman of any age. Secondly, they would understand the problem and raise awareness or take action. Based on th design of my dress, I thought it could be used anyhwere and anytime. For casual days, even party wear or even banks and offices.

## **Trends:**

Trends in fashion would mean the latest and popular style during a the time.

As we see in this picture, the trends from the 18<sup>th</sup> century to the 20<sup>th</sup> century has



changed a lot. It has become more free and casual. While back then, there was a trend of a classy look more of party types.

This is the reason I tried to make my dress look simple and casual.

## Textile and Sustainability:

Sustainability is meeting our own needs now without limiting the ability of future generations to meet their needs. So in order to make my dress sustainable, I thought of using reused materials. Furthermore, I thought of using textiles such as cotton and silk. Cotton comes from a cotton plant. The cotton is plucked out of the plant and the plant regrows the cottons from where it's plucked. This means using cotton is eco-friendly and it doesn't harm the environment. Another thing I'll use is, silk. Silk comes from silk worms. After a silk worm is born, it leaves its cocoon behind. The cocoon is then used by the humans as silk. This shows us that using silk is eco-friendly and it doesn't harm the environment as well. For my waist sash, instead of using paints, I used embroidery to make the print of Toucan and pulses, paper to make the print of Macaw.



## Evaluate Solutions and Select the Best One

I was done with my research and had seen images of different types of dresses. With the idea of the dress in my mind, I sketched out different dresses. After I finalized one, I showed it to Ms. Mark in order to approve it from her. I told her about the idea of my dress, the theme and design of my dress. She approved my idea, and so I moved onto the next step of stitching the dress.



My final design

## Sketches/Prototypes/Models

Firstly, I chose my model whom I would make wear my dress. Secondly, I took her measurement. Thirdly, I got my cloth and started with stitching. With the help of my mom, I made my dress using a black cloth. To make the waist sash, used my mom's old skin colour top. On one side, I embroidered a Toucan and on the other side, I embroidered Macaw. Then, using acrylic paints, I made leaves and stems beside them. So, the special feature of my dress was that you can switch the design of the waist sash anytime you want. You can either have the Toucan print or the Macaw print or if you don't want any, you can remove the waist sash.

## **Test Evaluate Communicate**

When I was done with my dress, I told my model to try the dress on. Unfortunately, the dress came out to be a bit loose on her. But I knew this had to happen because it can't come out perfect in the first try. So, I made changes in my dress and tightened it. The second time when she tried it, it came out perfect!

## **Redesign**

If I could make my dress all over again, there is one main thing I would want to again. That is, reusing my old clothes to make my dress. As for my dress right now, I just had the waist sash that was my old top, nothing else. There are other things I would want to change too, such as making my dress more colourful and attractive. The 'special feature' that I had wasn't that 'special' and I don't think anyone else would find it 'special' either. And so next time, I would make the special feature of the dress more fun and exciting.

## **Bibliography**

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