



Literature Review on Children Garments Depicting Cartoons as a Decorative and Functional Feature for Age Group 3 to 5 Years.

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ABSTRACT

Clothes fascinate children and call for attention when decorated more beautifully and colorfully using various trims. Child derives satisfaction, feel happy and proud of his new possession. It was only after 1914, that children clothing was given importance as it was last to be produced commercially.

The present study is related to children clothing of age 3 to 5 years where cartoon motifs were incorporated in their garments to provide a scope to combine two important aspects of clothing- decoration and function along with construction. This can give a new approach to creativity, marketability and acceptability of the garment among children as cartoons attract them more.

The findings of the study indicated that the garments were a new stock of creativity that could be preferred by children and their parents could purchase for them. This study is a good approach for the children to explorer cartoons in a modified and colourful way, expressing their love towards animal kingdom.

KEYWORDS

Garments, Cartoons

Literature Review:-

The young child has little interest in his appearance but he does have strong interest in his clothes (**Hurlock 1978**). Especially if cartoons are used as decorative motifs in clothes it would bring out creativity and more liking. It would be more ideal if cartoons were used functionally along with decoration.

The founder of the modern cartoon was the English artist William Hogarth (1697-1764). Hogarth was interested in human nature. Cartoonist Walt Kelly emerged during the 1950 as one of the leading comic strip artist in US.

According to the The golden home and high school Encyclopaedia (1961), a cartoon is a full scale drawing, often in colour used as a model for frescos, oil painting mosaics or tapestries. The cartoon is made exactly the size of a picture intended and the design is transferred by tracing or other processes to the surface to be ornamented.

According to Colliers Encyclopaedia (1967), Cartoons executed in colours are used for designs in tapestries and mosaics- the term is frequently applied to pictorial sketches of notable characters or events of the day as well as to comic strips in the newspaper and animated cartoons in motion pictures.

In American national gallery, several hundred early American paintings show with exactitude what children wore (1964).

Erwin suggest, "To be designer one need a background of history, and the study of historic costume and textile, which yields inspiration for fresh ideas in dress design (1964).

According to Ryan (1978), "The child's clothing should be functional to encourage independence in dressing and to give him/her confidence. Tiny decorations like patch pockets, animal's motifs, fancy buttons or small flowers are always liked by children".

According to Grace (1979), "By the time the child is 4 to 5; he moves to the pictorial stage and begins to attempt representational shapes, house, people, faces and animals, while children may be attracted by the new and unfamiliar in the pictures. They like pictures of familiar people and animals doing familiar things (Hurlock, 1978)."

According to Thompson and Rea (1949), printed materials are popular for children's clothing and meet a real need. They tend to look fresher for longer time and do not show spots and soil as quickly as do solid colours. Few all over patterns are suitable as children clothing. Stylish, floral, animal and bird motifs can be used to make attractive children clothes. But it is important that the shapes or motifs which make up the pattern should be interesting in colour and so arranged to make a pleasing rhythm and give a feeling of balance and stability. Pre school child love decorative details. He likes to find little animals, persons, objects in prints, button or pin. Playing clothes can be made from colours of brighter intensity. Cotton is the most popular fiber for children clothing. It is comfortable to wear for all occasion. Heavier cotton material can be used for play clothes and for winter wear. Fine cotton used for pretty dress. Clothes should be comfortable from the stand point of material, construction, fit design and weight. The fit of clothing is important. Tight, stiff and cumbersome clothing decreases efficiency. Clothing should be designed with features that encourage the child to dress and undress himself.

Martof (1943) suggested these criteria as a guide in selection. The shape of motifs, which makes up the pattern, should be interesting in contour. When more than one motif makes up a pattern they should be harmonious in shape and size. Space, which forms the background areas, must have interest in them so that the patterns as a whole will be pleasing. Something amusing, smarter, and exotic old theme done in a new way is always creative.

Small checks and in conspicuous design may be worn by school age children but may be too daring for a preschool child (East H. W. 1963)

Gupta (1982) studied the effective use of homemade and readymade trimmings in children clothing to achieve the objective of finding out the different types of readymade trimming available in the market and the various possible techniques of making homemade trimmings. Homemade trimmings were considered more effective since scope of new combinations and design could be obtained of one's own choice. Trimmed garments were prepared more for girls. The homemakers were willing to learn the other ways and techniques of trimming a garment. Cartoon character like Garfield scored first due to the features, colour combination and ornamental done which made it effective and attractive. Ted-

dy bear scored second and was liked more by children than parents as it was made of delicate fur (soft, smooth) and sober colour combinations. Teddy bear, Pluto the dog, Mickey mouse, Garfield were most suitable cartoons for party wear. According to the preference order of cartoons by children Teddy bear was ranked first, Bunny was ranked second and Donald Duck was ranked third. The preference order for cartoon ornamentation was Machine embroidery and stencil. The selection of cartoons not only depends on popularity but also the way it is decorated or ornamented.

Katz and Breed (1992) undertook a study on colour preference of Elementary school children. Colour has been recognized as one of the most important feature to be considered while designing clothes for children. The aim of the study was to find whether colour preferences varied with age, sex, intellectual development and social status. The colours selected were red, orange, yellow, green, blue and violet. Blue was the most frequently preferred colour. Red was a great favorite and green was the least favored one.

Khambatta revealed that the children preferred the primary colours being their favourite i.e. red, blue, and yellow. Socio-economic status influenced the colour preferences. Red is the first choice of the younger children.

Hunt (1959) found that primary colours and the more saturated colours except violet were preferred. The child prefers the combination of his two favourite colours. Cotton is the most important fiber for preschool children clothes.

Rathbone (1958) states that until recently pink and blue were almost the only colours considered suitable, but now we realize the tints of other colours, including green, lavender, yellow, orange, peach, apricot and many others are also attractive.

Oerke (1969) states colour and design in fabrics always attracts a child's attention first, therefore his physical characteristics should be studied to determine what is most becoming and what will give them most enjoyment as well develop a wholesome pride.

As stated by Goodman (1958), many cotton fabrics are ideal for children summer or fall wraps. Cotton fabrics are easily cared for relatively in expensive, comfortable, durable, easy to work with and can be alternatively styled. Fabrics in soft textures are always in good taste for children clothing. Cotton fabrics are ideal for the children summer clothing. A good quality fabric with a firm close weave made of firmly twisted yarns that will not wrinkle or soil easily is preferable for most of outer garments. Healthy children are active physically and

discomfort caused by clothes, interferes greatly with that of activity.

Dhillon's (1973) findings revealed that the home makers considered ready made garments to expensive made of inferior fabric and lacked good finish. Tailor made garments were not preferred. Home made garments were considered cheaper and the quality of fabric and colour could be made according to choice.

Arora(1979) studied adoption of basic block for different activity dresses for 4 to 6 years old girl child. Cambric was considered best for night wear, Denim for play wear, Rubia for casual wear, Tericott for party wear.

Patel (1969) conducted a study of colour preference on urban and rural children along with their mothers. Mothers of urban community would not prefer the primary colours whereas rural mothers do. Mothers of urban community choose white, violet, orange, grey, red, green, black, blue and yellow in order of preference. Mothers of rural community preferred yellow, red, white, green, violet, blue, black, orange and grey. The order of colour preferences between children and mothers of the rural community did not vary much since they are influenced by traditions. They have a tendency to select bright colours. White and grey colours were least preferred.

CONCLUSION: - This literature survey is dedicated to a comprehensive study of various garment designs of children of the age group of 3 to 5 years using cartoons. Clothing is an extremely important part of the child's world. The child feels proud of his new possession, feels happy and satisfied. Children prefer clothes with cartoon motifs. Stylized pictures appeal more to them. Cartoon is the best way of decorating children garment. They attract the children attention and provide them with new stuff, to wear the same garment repeatedly and also to take care of their clothing, when they are among peers. The popularity of cartoons has increased that has influenced children clothing. There are number of ways in which cartoons are prepared in children garments using different techniques of decoration. Preparation of cartoon has to be done carefully. This study was planned to use cartoon motifs in children garments of age group 3 to 5 years that provided a scope to combine the two important aspects of clothing – decoration and function along with construction.

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