



## ORIGINAL RESEARCH PAPER

## Clothing & Textile

### DESIGNING OF CHILDREN GARMENTS WITH CARTOONS.

**KEY WORDS:** Garments, Cartoons, Decoration, Functional, Style

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#### ABSTRACT

Clothes fascinate children and call for attention when decorated 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.

**INTRODUCTION:** - The child of 3 to 5 years starts learning about clothes. The child wants to be the centre of attention since he has learned that adults will remark about his or her new clothing. Hence he/ she likes any new garment. He wants comfortable clothing, which allow for his very active life, bright primary colours and soft textures, decorations which are tiny ones or something which make him feel the hero of the moment.

**MATERIALS AND METHODS (METHODOLOGY):**- The method undertaken for the study has been divided in to six parts each, dealing specifically with one or more of its objectives.

- 1) Study the evolution of cartoons.
- 2) Selection of cartoons.
- 3) Designing of several garment depicting cartoons as decorative and functional.
- 4) Selection of the best preferred design and techniques of decoration and function through questionnaire.
- 5) Adaptation of the basic body block and construction of the selected designs.
- 6) Evaluating the constructed garments from the opinion obtained by home scientist and mothers with regard to function and decoration of the garments and the reason for selecting a specific design through questionnaire.

**STUDY THE EVOLUTION OF CARTOONS:** - The first and the foremost step to conduct research were to find out the history and the origin of cartoons. Thus various sources were approached such as Bhaikaka Library (vallabh vidyanagar, Anand), Smt. Hansa Mehta Library (Baroda), Books such as Oxford Dictionary, Encyclopedia. The use of Internet was also taken to provide a frame work for the study.

**SELECTION OF THE CARTOONS:** - Selection of cartoons were done from various sources such as comic strips, newspaper article, Preschool activity books, kindergarten skill books and decorative wall stickers were also very useful.

The cartoons used for the present study were Tom and Jerry, Mickey Mouse, Clown (Joker), Teddy Bear, Winnie the Pooh, Bunny and others like peanut 'the dog', Tweety, Donald Duck, and Daisy etc. used in the designing.

#### DESIGNING OF THE GARMENTS DEPICTING CARTOONS AS FUNCTIONAL AND DECORATIVE:-

New designs were created for children where the cartoons could serve the purpose of beauty i.e. decoration as will be functional wherein the collar can be modified to resemble a cartoon similarly a godet, a shoulder strap, opening, pocket yoke, belt, loops and a bib.

Ideas were taken from magazines, market survey, Institute like NIFD. 40 designs of garments were sketched with cartoons as a functional and decorative feature. The 40 designs were grouped in

nine styles as per the functions respectively. (I) Collar (II) Opening (III) Combination (IV) Godet (V) Belt loops (VI) Shoulder traps (VII) Pocket (VIII) Bib (IX) Yoke

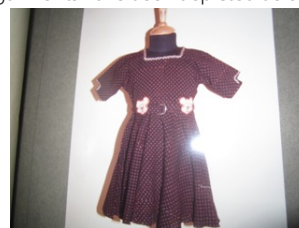
#### SELECTION OF THE BEST PREFERRED DESIGN AND TECHNIQUES OF DECORATION THROUGH A QUESTIONNAIRE:-

A questionnaire was framed to select the best preferred design and technique of decoration for three to five years old children. At random 25 home scientist and 25 mothers were requested to fill the questionnaire. The first nine garments were selected according to highest Rank order for the study.

#### ADAPTATION OF THE BASIC BODY BLOCK AND CONSTRUCTION OF THE SELECTED DESIGNS:

To construct the selected garments, the basic block was made with the measurement of a four years old child from children's pattern book (Bray 1964).

The blocks were then prepared using the measurements and constructed as per the adaptation of the body blocks along with functional and decorative features introduced in the garments. Best preferred garments have been depicted below.



STYLE 1 – BELT LOOPS (Frock with a Cartoonic belt loops)



STYLE -2 COLLAR (Sleeveless Frock with a Cartoonic Collar)



STYLE - 3 SHOULDER STRAPS (A top with cartoonic shoulder straps)



STYLE 4 – POCKET (A frock with a cartoonic purse pocket)



STYLE 5 – YOKE (A pinafore with a cartoonic yoke)

**QUESTIONNAIRE:** A questionnaire was framed to obtain the opinion with regard to function and decoration of the constructed garments. The questionnaire was then filled by 25 home scientists and 25 mothers and the reason for selecting the specific style was known.

**CONCLUSION:** This research work 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 within the construction.

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