

Visual Exploration Using Acrylic Paint on Used Fashion Items for Sustainable Use

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Abstract--Fast fashion is an industrial trend with the concept of cutting time both production, distribution and others as well as offering new products to the market as quickly as possible. Changes in trends so rapidly driven by big players in the fashion industry where they instill a dogma in the minds of consumers about the ideal fashionable appearance. The development of technology helps fashion goods advertising on social media more massive so that the decision to buy by consumers becomes faster. Seeing this phenomenon the authors conducted a trial that was applied to the color theory courses of study programs at the Fashion Design Department at the Sekolah Tinggi Desain Bali (STD Bali), Indonesia which had two objectives. The first is to find out how the visual exploration process uses acrylic paint on used fashion items. Second is to observe the added value of used fashion items so that they can be used sustainably. This creative exploration trial was conducted by referring to the re-imagine method on the 5R (recycle, reuse, reduce, re-design, re-imagine) proposed by Esty and Winston (2009), where the added value given to fashion goods is expected to provide more visual appeal so that the use of fashion items can be sustained.

Key words-- Visual Exploration, Fashion Goods, Sustainable Use.

I. INTRODUCTION

T-shirts, trousers, jackets, bags, and shoes are examples of fashion items that are the products of the trend with a short age caused by fast fashion. Fast fashion is an industrial trend with the concept of cutting time (production, distribution, etc.) and offering new products to the market as quickly as possible [18][20]. The originator of consumerism presents cheap and trendy clothes, which sample ideas from the catwalk or celebrity culture and turn them into clothing at street shops at high speed. The fashion industry has evolved radically in recent years due to the consolidation of retail, globalization and e-commerce [17][19].

Changes in trends so rapidly driven by big players in the fashion industry where they instill a dogma in the minds of consumers about the ideal fashionable appearance. The development of technology helps fashion goods advertising on social media more massive so that the decision to buy by consumers becomes faster. One of the media that is now being utilized as a business medium is Instagram, where the initial function is only to share photos with each user, which is now a tool widely used by trademarks to promote their products [6][8][14]. This is exploited by the icons of the fashion world or more commonly referred to as fashion influencers in seducing consumers [10][11].

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Consumers are encouraged to continue to follow the development of fashion by having goods that are trending. This resulted in the accumulation of fashion items that were still suitable for use but lost their value because they had been replaced with new fashion items. Seeing this phenomenon, the authors conducted a trial that was applied to the colour theory courses in the Fashion Design study program at STD Bali, Indonesia which had two objectives. The first is to find out how the visual exploration process uses acrylic paint on used fashion items. Second is to observe the added value of used fashion items so that they can be used sustainably. The results of the trial set forth in the form of this paper are expected to be used as references in reusing fashion items that are still suitable for use so that fashion goods owned by consumers can be used in a sustainable manner.

II. METHODOLOGY

Visual exploration is carried out by students of the Fashion Design study program at STD Bali on color theory courses. In the process of testing this visual design, there are several stages that act as a reference for students. These stages are designed with the expected output standards that are not much different from one another (Figure 1).

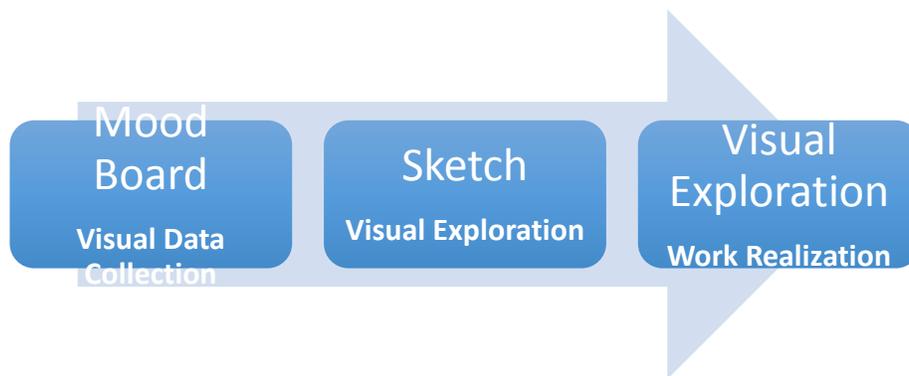


Figure 1. Stages of Visual Exploration

Source: Author Documentation, 2019.

Mood Board

The first stage is the collection of information or visual data. Information in the form of inspirational images is obtained through magazines and the internet. The results of the data collected are then poured into a mood board. A fashion mood board or a fashion inspiration board is a way for designers to establish themes, color elements, color harmony, textures, and patterns [7][9]. The main function of the inspiration board is to build aesthetics and style so that the mind of the designer is more focused in conveying the influence of color in the visual design that will be created [1][12]. An inspiration board containing a collage of images, writing, and objects composed based on visual findings. In making this mood board, students have also determined what fashion items they will use to be re-imagined based on the mood board created.

Sketsa

In the design process, the stages of sketching are important in developing creativity. Pouring ideas through sketches tends to shorten the time in design realization to the actual medium [4][12][13]. Creating designs using acrylic paint on fashion items has a risk in the process. If the design is not prepared through a sketch, then the error that occurs during the coloring process makes the condition of fashion items can not be returned to normal. In this trial, students make three alternative sketches. Each sketch is a visual development based on the mood board created. Of the three alternative sketches, one sketch was chosen which can then be developed to be implemented in item mode.

Visualisasi

The process of visual design using acrylic paint on fashion goods is a stage of design realization [2][5]. Sketches that have gone through the development process are visualized into fashion items using colors that match the mood board.

Re-Imagine Sustainable Fashion Goods

Sustainability in the fashion industry can be done in various ways, one of which is using the 5R model. [3][15] add re-design and re-imagine into the concept of 3R (recycle, reuse, and reduce).

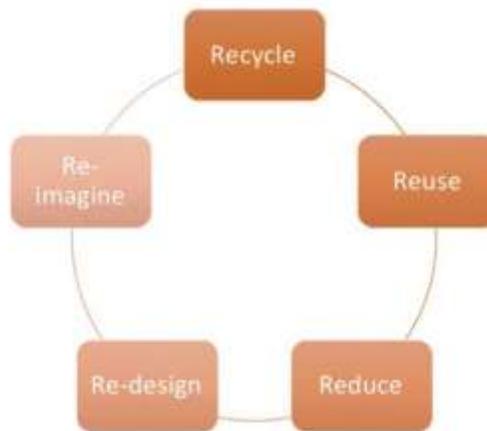


Figure 2. 5R Sustainability

Source: Jochen Strähle & Viola Müller, Green Fashion Retail, 2017

Figure 2 above is the 5R concept that can be applied by the fashion industry in realizing sustainability. In smaller scopes such as sustainability in fashion goods, the concept of re-imagining or re-imagining can be used as a way of looking for opportunities to utilize existing products by adding new added values. This creative exploration trial is conducted by referring to re-imagine where the added value given to fashion items is expected to provide more visual appeal.

III. RESULTS

Based on the stages of visual exploration described above, here are some of the work of students used as discussion material.



Figure 3. Mood board

Source: Documentation of Drea Amarthya and Dinda Gayatri, 2019.

Figure 3 above is a moodboard created by students. When compared based on color, the mood board created by Drea Amarthya has a dark tone with black dominance. The object chosen is the moon with several phases from the crescent to the full moon. Drea also added typography in black letter type. Blackletter itself is a Western calligraphy style that was used in Western Europe from the 1100s to 1600s which is also known as Old English or Gothic script. The use of this typeface is associated with fairy tales, classics, gothic, magic, magical, and others in accordance with the solid matching of the colors used. On the moodboard also displayed photos of young people and skate boards. These two objects illustrate the meaning of youth, rebellion (rebel), and excitement (fun). In contrast to the mood board created by Drea, students on behalf of Dinda display cheerful and bright shades by displaying a yellow color. The sunflower object is also Dinda's reference in representing the ideas he has.



Figure 4. Final Sketch

Source: Documentation of Drea Amarthya and Dinda Gayatri, 2019

Figure 4 above is a student sketch that has been colored using acrylic paint on drawing paper. Sketches that are finalized using color aim to get the design projection as close as possible to the final result to be achieved.



Figure 5. Creative Visualization on Item Mode

Source: Documentation of Drea Amarthya, 2019

Figure 5 above, looks the final result of creative visualization by students on the fashion items they choose. In the left photo which is the work of Drea, improvisation is done by adding a cat object and also a star. The words "Moon Child" are painted on the left and right arms of the jacket. Unlike the coloring in the sketch, the writing is colored using blue.



Figure 6. Creative Visualization on Item Mode

Source: Documentation of Dinda Gayatri, 2019

The work of female students on behalf of Dina (Figure 6) there was no improvisation in terms of adding objects. The end result of acrylic paint on fashion items is in accordance with the sketch previously made.

IV. CONCLUSION

Based on the creative exploration trials described above, several conclusions can be drawn including; 1) Stages of visual exploration namely making mood boards, sketches and visualizations are important for students in realizing ideas in a more concrete direction. This design process can be applied to similar projects because it has been tested in facilitating the delivery of concepts into a design or work. A clear flow of workmanship can shorten the time in progress. 2) Visual improvisation occurs during the coloring stage using acrylic paint on fashion items. The addition of objects or color changes is done by students in small portions without changing the initial sketch. 3) Visual exploration of used fashion items using acrylic paint can add visual appeal. This was recognized by students where they felt there was a novelty to the fashion items they had owned for a long time. Different impressions are also obtained where the fashion items they have become more unique and original. From the three points above it

can be concluded again that visual exploration can be applied to used fashion items so that new added value appears and their use can continue.

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