

Design and Color Trend Development

Students research and develop a trend and color story to influence their woven design collection. A trend/color booklet will be created. A collection of 6 diverse patterns that coordinate in a color story and through motif and texture are developed for the upholstery market (apparel market may be used with prior permission and attention paid to the appropriate quality of cloth). The group of samples should work together as a collection both in color and design to create a story. Exploration of how many different patterns can be developed on the threading. Patterns with a vertical repeat or over all repeat are emphasized over patterns with horizontal stripe repeat.

Pick a Market and a Color Trend/Story

- Choose a Market you would like to design for upholstery, residential, contract, bedding, or decorative. Be specific and it will help you with your designs.
- Research a trend and color story that you see developing in the market place. Reference news, politics, couture fashion, recent museum or gallery shows, pop culture etc. Use the information posted on Angel for help. Your trend research will dictate your color palette.
 - It is important that you are clear about the difference between a trend and a theme.
 - Theme: a subject matter used for design inspiration that is not necessarily connected to the temper of the times.
 - Trend: a subject or concept used for design inspiration that is developed out of the cultural climate of a specific time period. Your trend development/identification should be current.
- Create a trend research booklet that explains and defends your color and mood/trend:
 - Your trend must have at least 3 supporting materials/research from different categories. For example: 1. A recent news story 2. A movie with a particular theme and color look 3. A museum show with a particular theme or color look
 - Give your trend a pithy name. Examples: Eco-Craft, The New Bohemian, Industrial “Green”
 - Create a cover page that includes the name of your trend with some visual images that help define the trend and color story.
 - On the cover page or the next page, include a short paragraph explaining your trend. You are NOT selling a product here. You are explaining the “what” and “why” of the trend you have identified.
 - Place each category item on its own page and write one or 2 sentences about why each item supports your trend.
 - **Cite the source for each of your items**
 - To be handed in with project on due date; however, create the first draft of the booklet to be handed in 2 weeks before the project is due.
 - Include your information
- Narrow this color palette down to one color story of about 4-6 colors. Not all colors need to be used in each sample. Designs should work as a collection but be careful not to make the designs overly “matchy” using the same exact color/yarn in each one.
- Use the research as reference to influence your design decisions and color choices while weaving.
- Bring your research materials to every class to use as a design aid.

Warp & Threading

Choose a warp color that best represents your trend and can be used as a base to create color combinations that support your research. Pay attention to texture of yarn that will allow you to best represent your trend. Pick a threading from the choices given in class.

Samples and Weaving

The designs should work together as a collection. They should be varied in design type but share the same color story and connect through your trend concept. You are limited to 6-8 colors per design but you can use different yarns, colors in each design. They must work together as a group and the color must coordinate across all 6 designs without being too “matchy”. **Use your trend research to influence the patterns you create.**

6 designs, 6-8" high each

Required Samples:

1. Follow the lift plan as written, alternating with picks of plain
2. Create a new design by drafting a new lift plan
3. Create a vertical stripe, a check or plaid
4. Create an all over pattern- an interesting surface that has no strong direction or a small pattern that reads like a texture
5. Tie in warp yarns and create a new design by drafting a new lift plan
6. Open

Other ideas:

1. Switch yarn positions: thick for plain weave, thin for overshot
2. Incorporate unusual materials that are appropriate for your market or trend.
3. Use hand-manipulated techniques in correlation to the threading (inlay, tapestry, overlay, etc.)
4. Use the overshot picks as accent on plain weave ground

Technical Information and Presentation

- Samples must be matted for presentation using 11X14 or 8.5x11, white, 2 ply Bristol board or other high quality paper in the window method discussed in class or serged neatly on top and bottom with or without a cap. (Another method may be used if students checks with me first)
- Samples should be taped to the backboard. Tape the window board to the back board on the inside
- Samples should be completely centered or matted so that there is only an inch or 2 more on the bottom
- Trend/color research booklet will be handed in with the project. This must include some written explanation of your trend and research. Printed on 8.5x11 paper and the pdf sent to the professor.
- All samples, technical paperwork and color research should be handed in using a small portfolio case labeled on the outside with your name, course, and semester.
- Technical paperwork for designs 2 and 5 must be handed in. Ideally you should do this in Pointcarre and hand in the General Draft. If doing by hand, include a draft of the weave, the pegplan and the colors used for one repeat. Count PPI for these samples.

References and Suggested Reading

Brannon, Evelyn L. *Fashion Forecasting*. New York: Fairchild, 2010. Print.

Jennings, Tracy. *Creativity in Fashion Design: An Inspiration Workbook*. New York: Fairchild, 2011. Print. Pgs. 62-69

Raymond, Martin. *The Trend Forecaster's Handbook*. London: Laurence King, 2010. Print.

Rouso, Chelsea. *Fashion Forward: A Guide to Fashion Forecasting*. N.p.: n.p., n.d. Print.