

# Simple Designing

- I. Determine what season the line is for (spring/summer or fall/winter)
- II. Determine what Size, Price, and Garment Category the line is for
- III. Themes
  - a. Write down different ideas for design themes
    - i. Examples:
      1. Japanese Spring
      2. Technology in the 50's
      3. Goldmines
      4. The Bounty of Harvest
    - ii. Basically anything under the sun
  - b. Research or couple of your themes
    - i. Use the library, internet, look at bookstores, watch appropriate videos, trips to applicable places and stores for ideas or take photos, look in magazines
    - ii. Photocopy and print where possible
  - c. Analyze all gathered research and see what best lends itself to a line for your given market
- IV. Choose a Color Palette
  - a. Usually 3 to 5 colors for a small line (In more advanced lines choose 2 separate color palettes to produce the lines in that appeal to different customers. For instance, a bright palette for customers that live in the south and a more somber one for customers that live in the north.)
- V. Choose a palette of fabrics (or yarns for knitted goods)
  - a. Again this is usually 3 to 5.
  - b. The fabrics need to be versatile.
    - i. Need a mix of top and bottom weight fabrics as well as a mix of basic and novelty fabrics
      1. The basic fabrics are typically used more in the line than the novelty. But the novelty are used to make the line more interesting.
        - a. For instance, a cotton denim, a cotton chino, a cotton T-shirt jersey knit, and a silk chiffon. That's two bottom weights and two top weights (fabrics used for pants and skirts or "bottoms: versus fabrics used for blouses and shirts or "tops"). This also gives three basics and one novelty – the chiffon. The chiffon is considered the novelty in this case firstly because it is more expensive and secondly because it doesn't traditionally go with denim. But a few chiffon pieces makes the line more interesting.

- VI. Make list of possible pieces for the line.
  - a. Remember to keep in mind the chosen market, etc.
  - b. The line needs to be versatile.
    - i. Pieces should go together. There should be a reason for every single piece.
    - ii. List at twice as many pieces as you intend to use in the final line so that pieces can be eliminated to make a stronger line.
    - iii. Think through the line.
      - 1. i.e. If you have two pairs of jeans, why would anyone buy both pairs? If you insists on having two pairs jeans (not necessarily the best idea) you have to make the two significantly different. Like make one shorter or make one embroidered.
      - 2. Vary them. Also mix skirts with pants. Try not to stick with only one. Throw in a dress. As for tops, mix wovens and knits. It's often good to have both.
      - 3. Have a good selection of basic pieces and then a few novelty pieces to make the line more interesting.
- VII. After listing, start sketching, using your theme, and market info as the basis of design.
  - a. Sketch for each of the listed pieces
    - i. There should be design points that pull the pieces together as a line.
- VIII. When finished with sketching, start weeding out the line.
  - a. Eliminate pieces until it is down to the necessary number of pieces.
    - i. Keep it versatile, saleable, and match the theme and market info
    - ii. Make sure it flows as a line
- IX. Assign fabrics and colors
  - a. Colors should be associated directly with fabrics, not randomly changing. For instance, if the chiffon is assigned to pink, it stays pink. It doesn't change
  - b. Make sure fabrics aren't only used once in line, but multiple time, otherwise it's too expensive
  - c. Balance the fabrics and colors throughout the fabric so that everything go together well, nothing is overwhelming, and nothing is under-utilized.
- X. The line is done. Illustrate it and make flats.