

# FASHION DESIGN EDUCATION TO CREATE NEW FEELING

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## ABSTRACT

In the education of fashion design it is important how and what educational support will be effective to the encouragement of sensibilities are discussed. To investigate characteristic profile of creative student some subjective research has done for students who study fashion design in the college, Gifu City Women's College (GCWC), and technical college, Nagoya Fashion College (NFC). And several students who made some creative works in GCWC are divided from the students at large – GCWC create. Then analysis was made for three groups. As a result some characteristic profile for the creative students.

**Keywords:** *Fashion Design, Education, Creative Works*

## 1. LAYOUT INSTRUCTION

In the education of fashion design at university, college or technical college students study wide range of area concerning textile materials, dyeing, pattern making, drawing, chromatics, history and business. Especially students of 2 years college like GCWC must study not only major courses but also liberal arts. Students who study fashion design in these kinds of institute have relatively strong interests about the designing and making of clothing and their own clothing lives. Colleges must turn out human resources who have high

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technique and high feeling. In this paper how students build up their sensibilities, *kansei*, for the creative productions were discussed. And how and what educational support will be effective to the encouragement of sensibilities are also discussed.

## 2. BACKGROUND

Gifu City Women's College, which is a two-year municipal college locates in Gifu, has four departments. One of them is a department of contemporary design for life and fashion design course is one of the courses in the department. Gifu is one of major areas of fashion industry. Approximately 30 students in each grade study fashion design, and during their school days they enter several fashion design competitions in Japan a year. In this kind of competition 1,000 to 3,000 drawings are entered and approximately 1% of them are selected for the final judgment. Students whose drawings were selected make their dresses and attend the final competition.

## 3. EXPERIMENTAL

First of all, the feeling about daily clothing life, interest about wearing and creating clothing and interest about fashion to investigate the difference between students who likes to create clothing's another student. Subjects ware 122 students who study fashion design. 77 were GCWC students, of the ages from 18 to 21 years. In 77 students 6 students were divided because of their creative activities. The definition of "creative activities" group in this division is the students group who made creative dresses and presented them at fashion show held in Gifu in August 2008[1], the fashion show held in Florence, October 2008[2] and that of graduation works held in Gifu in December 2008[3]. Another 45 students belong to Nagoya Fashion College (NFC), range of the age being from 18 to 28 years. Seven men's students are included in NFC students.

**Table 1:** Details of Subjects

| Group       | Number | Sex   |     | Age(mean)   |
|-------------|--------|-------|-----|-------------|
|             |        | Women | Men |             |
| GCWC        | 71     | 71    | 0   | 18-21(19.0) |
| GCWC create | 6      | 6     | 0   | 20(20.0)    |
| NSC         | 45     | 38    | 7   | 18-28(19.0) |

In the investigation sheet questions about the subjective feeling of the clothing coordination, subjective consciousness about clothing life, hobby and personality are included. Subjects drew their own dresses of the investigation day. Then they answered the questions. Answers against the questions about subjective feeling of the clothing coordination and subjective consciousness about clothing life are 5 degrees of answer from "Strongly yes" to "Strongly no".

In question 1, feeling about “today’s clothing” as to: (Q1) Is today’s clothing good or cute?, (Q2) Is today’s clothing easy to stir?, (Q3) Is today’s clothing original?, (Q4) Is today’s clothing trendy? and (Q5) Is today’s clothing expensive?

In question 2, consciousness about daily clothing life as to: (Q1) Do you want to be outstanding?, (Q2) Do you want to be pleasant to everybody?, (Q3) Are you worry about your fashion?, (Q4) Do you get the trendy quickly?, (Q5) Are you careful about the appearance? and (Q6) Are you spend much money on garment? Furthermore, in (Q7), subjects answered whether they bought their cloths by themselves or not, and where they bought them. In (Q8), they answered whether and how they read fashion magazines.

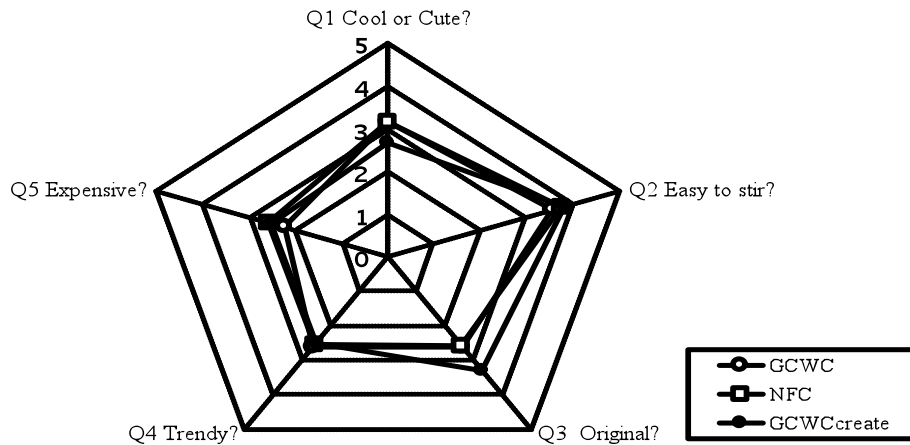
In question 3, personal hobby and interest are answered. In question 4, subjective personal character of the subjects were answered as to (Q1) Do you act positively?, (Q2) Are you kind of shy?, (Q3) Are you kind of quiet?, (Q4) Are you kind of capricious?, (Q5) Are you kind of assertive?, (Q6) Do you feel sure of yourself? and (Q7) Are you kind of careful?

Answer was done at the beginning of the classes all together. Gathered answers were calculated statistically.

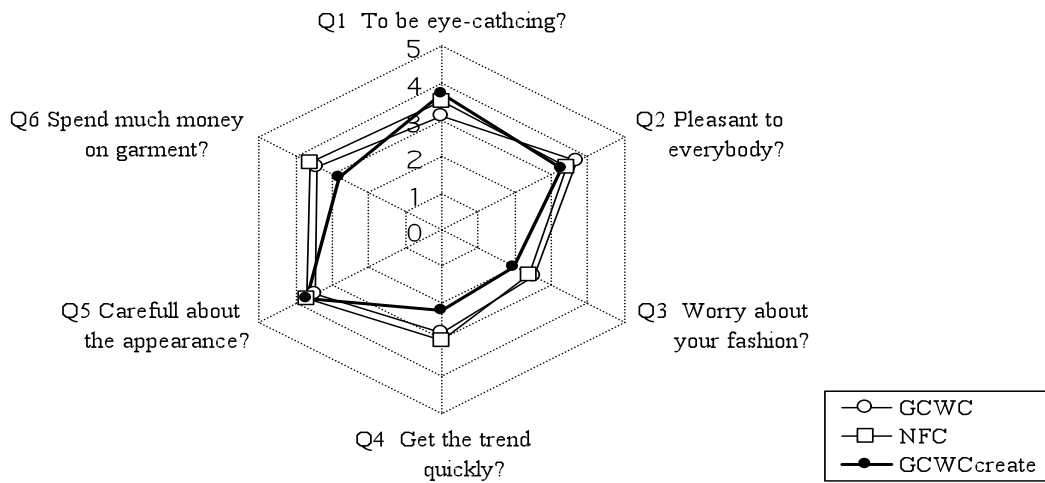
#### **4. RESULT AND DISCUSSION**

Mean values of evaluating answers are calculated. Figure 1 shows answers of question 1. These questions were evaluations for the daily clothing. Then it easily understands that price is not so expensive and clothing is easy to wear. And from the result of question 4, subjects were not so strong interest in the trend of fashion. From the result of question 1, coolness or cuteness of the clothing, answer value of GCWC create group is rather lower than other groups. On the other hand, from the result of question 3, originality of the clothing, answer value of GCWC create group is higher than other two groups. From these results it can be thought that subjects of GCWC create group are not influenced the trend of the days and have their own way of wearing. And they are not concerned so much whether people see them as cool or cute. They might wear at their will.

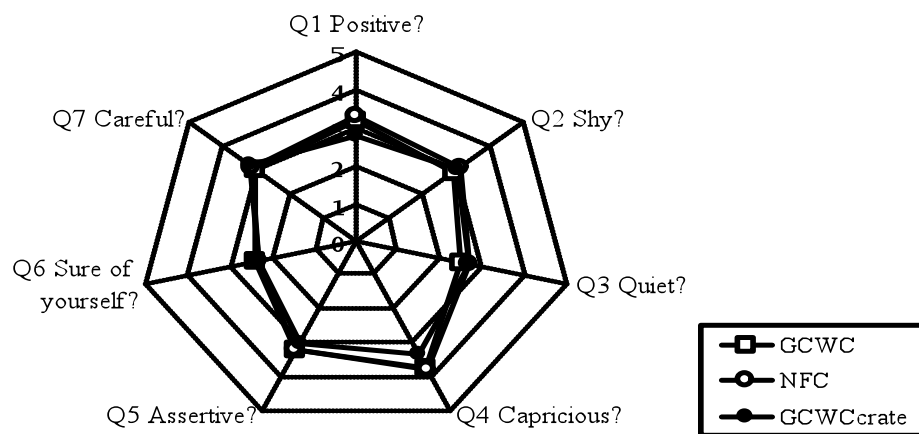
Figure 2 shows answers of question 2. In question 2 clothing behavior of the subjects are asked. For the question 5, values of answers are relatively high between three groups and it means that subjects are all students who study fashion design and interested in the appearance and dressing. In question 3, subjects answered that they felt anxious if they missed the wave. Values of answers are not so high between three groups and that of GCWC create group is lowest.



**Figure 1:** Answers of question 1 about the feeling of clothing: Is your today's clothing ...?



**Figure 2:** Answers of question 2 about the daily clothing life: Do you want to be .....?



**Figure 3:** About the subjective evaluation of personal character.

In Figure 2, answers of GCWC create group for questions 4 and 6 are distinctive. These answer values are relatively lower than other two groups. That is subjects of GCWC create group seems to be not so interested in getting fashion trend quickly and in spending money in their clothing life. But they have tendencies to wants to wear eye-catching clothing shown in the result of question 1. Subjects of NSC group show the same tendency. Generally

speaking people who have strong interests in fashion is also interested in the fashion trend and marketable fashion items and try to get them and wear. But those of GCWC create group shows different result. They are not interested in getting and wearing trendy clothing, costing much money in trendy clothing but interested in catching eyes for their clothing. This is the reason why they create clothing of their own design. Relating clothing behavior of subjects we asked them where they bought their clothing.

In Figure 3, mean value of subjective evaluation of subject's personal characters. For the personal characters there are no characteristic differences between three groups. For these 7 questions their trend of answers are almost same. In this investigation all of the subjects concerns with fashion design, then it can not be understood that these characters are distinctive or not for them. Figure 4 shows interests of subjects. They choose most interesting, secondly matters and that of having no interesting from the words shown in the Figure 4. Their strong interests concentrate in "Fashion" then continues "Music" and this tendency can be seen in two groups, NSC and GCWC create. There are some distributions in interests for the GCWC group. As for the second interests their interests are various. On the other hand for the matters which they have few interests are also concentrates active ones, "Car (include driving)" and "Sports".

## 5. DISCUSSION

These results show some characteristic profile of students who study fashion design and especially for creative students. Students of GCWC creates group sometimes play some interesting game in the daily school time. That was a game they decided the color, item or concept of the next day's clothing, as to for example, "Tomorrow color is black!", or "Tomorrow theme is "country"!" Approximately 10 students were taking part in the game. The theme is not only color but also fashion concept, textile materials and patterns as to wool, cotton, border, check, and flower pattern and so on. They gathered on the next day and taking photos to express their performances. They were studying and training their abilities of the way of thinking and expressing by themselves. In the education of fashion design, these kinds of training to grow one's capability or sensibility (*kansei*) is very important.

In this education field there are two ways of goal. One is to grow the ability to nose the trend what people want to wear or get quickly. Another is to grow creative mind without concerning the world current. Students who enter this kind of school like fashionable clothing. The meaning of "like" is just they want to wear the same clothing shown in the fashion magazines. Some students want to grow ones' skills and sensibilities. The difference between these two types of students is shown in this investigation. It is important for fashion education to grow creative mind of the students who just like trendy clothing and to improve it.

More data and analysis need for the detailed investigation and specific way will be clear.

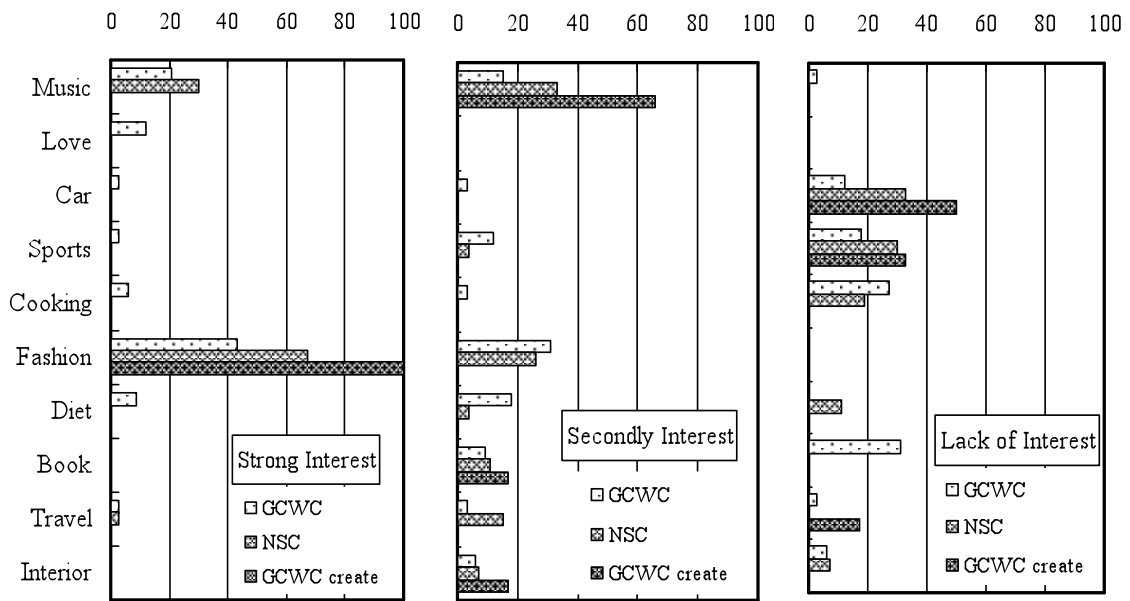


Figure 4: Interests of subjects

## ACKNOWLEDGEMENT

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