

# ARTISTIC AND EXPRESSIVE DESIGN TOOLS FOR WOMEN'S BLOUSES INDUSTRIAL PRODUCTION

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**Abstract:** *The article reveals and systematizes the artistic means of designing women's blouses of industrial production. On the basis of the analysis of existing blouses of industrial production, the patterns of application of principles and design elements were found to ensure the industrial production of clothes. The possibilities of applying design elements to materials, the product as a whole and its elements, as well as decor are analyzed.*

**Keywords:** *design, decoration, women's clothes, blouses.*

## **Introduction**

The modern costume of a woman is a complicated-subversive structure of clothing and accessories, where the design of each individual element is part of the holistic image of the system of man-clothes. Industrial clothing makes it possible to quickly respond to changing aesthetic ideals in society.

## **Research**

Each idea is developed in an image using artistic design tools – lines, shapes, colors, silhouette, texture, and applying the principles of design – proportions, balance, emphasis, rhythm, unity, balance [1-3]. Application of means and principles of design is aimed at achieving a holistic artistic image. The artistic image of the design of clothing is a harmonious combination of the image of a person and a suit in a certain environment.

The design of women's blouses has certain features in comparison with such types of clothing as dress, coat or costume, since it is only part of the overall outlook of a suit, which will obey the principles of designing the entire artistic costume. However, after analyzing the peculiarities of artistic-shaped solutions of women's blouses for the period 1920–2018, it is possible to distinguish certain general features for their design. Analysis of the peculiarities of the use of artistic means in designing blouses for women's industrial production will help to improve the quality of the design of industrial production blouses.

The work of Kozlova T.V., Parmona F.M. is devoted to the study of the principles of artistic-shaped costume solution and individual elements of clothing. and others. Shershneva LP was engaged in studies of the importance of elements of artistic expression in the design of clothing for industrial production. To date, the issue of design of clothing and its artistic-figurative solution are devoted to articles by Kolosnychenko MV, Krotova TF, Kolosnychenko O.V., Pashkevich K.L., Nikolaeva T.V. etc. The analysis of recent publications has shown that the design of industrial clothing has a number of features, in particular, it is more attention to the satisfaction of utilitarian functions of clothing, and artistic means used in this case, should be suitable for production in the conditions of production.

## **The aim of the study**

To study and systematize artistic means of design of clothing of industrial production.

## **Result and discussion**

Today, the notion of harmony (Greek harmonia - connection, harmony, consistency) is interpreted as the proportionality and interrelation of parts of the image, as well as the correspondence of artistic means of the content of the work [1]. It is known that artistic design tools include principles and design elements. The principles of design include: emphasis, proportions, rhythm, balance, unity of the image. To design elements – lines, shapes, silhouette, color, texture [2-3]. The form of clothes consists of different parts – the main parts, without which it is impossible to exist this type of clothing, decorative and decorative elements, as well as accessories, which can play in addition to the functional, and decorative role. Subordination of all of these elements in the form can be based on the principles of similarity, contrast and nuance [2].

Such design principles as "emphasis" and "unity" of the design object relate to the product as a whole and are responsible for the subordination of all other elements of clothing. Principles of design proportions, rhythm, balance (symmetrical, asymmetrical, radial) relate both to the product as a whole, as well as to its individual elements. Elements of design – lines, shapes, silhouette, color, texture - refer both to the product as a whole, and to its elements. Their application to the elements of products is subject to the principles of design,

forming the proportions of the product, rhythm, balance, creating a composite center and ensuring the integrity of the image (Figure 1).

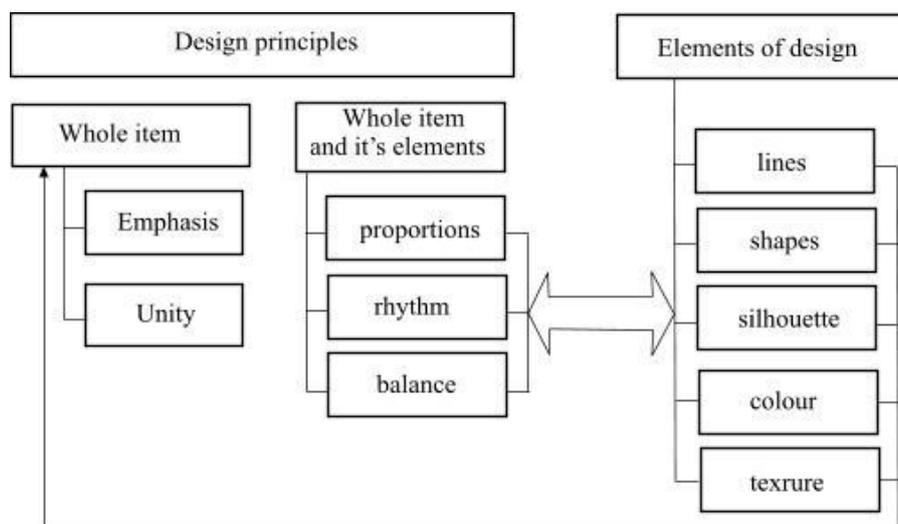


Figure 1. The relationship between the principles and elements of design of women's clothing

The elements of the design are embodied in various ways and can be applied to different elements of the product – the main details, the structural and decorative elements (collars, cuffs, cartoons, fasteners, pockets, bows, belts, jabos, etc.), decorative elements and accessories (buttons, zippers, buckle, etc.).

The design element of the "line" is associated with the shape of the product in general and the individual parts and elements, as well as the pattern on the fabric. The design element of the "shape" is associated with the silhouette of the product and the lines in the middle of it.

The texture of the material is applied to:

- texture of the material itself, its properties (smooth, folded, "crumpled", matte, shiny, with pile, smooth-colored, with a pattern, etc.);
- surface of parts (smooth, relief due to folds, assemblies) [2, 4];
- decor (crystals, beads, ribbons, lace, embroidery (machine (used material with embroidery) or on a fabric made embroidery according to the design of the product), manual embroidery));
- furnishings (buttons, zippers, buckles).

Color is inherent to all product elements. This design element is the most expressive of all. With the help of the color decision of the material (including the drawing of the material), the accessories, the decoration adheres to the principles of design, the combination of elements of the form based on the principles of similarity, contrast and nuance.

## Conclusions

The work analyzes the principles and design elements applied in the design of clothing. It is determined that the application of design elements in relation to the color and drawing of materials, forms, lines, silhouette, invoice of the whole product and its elements for the creation of highly artistic products, adhering to all principles of design.

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