

## Design Development of Carpet with the Basic Elements

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### Abstract:

*The paper fixates on design as an expression of emotion, since it is a mirror of regional identification and cultural activities. Through design we express our imagination, intuition and feelings to the audience and spectators.*

*The design of an artist is to explicate his experiences in captivating forms, and then relish an illimitable and unexplainable congeniality. In this paper we additionally describe the different design techniques. Design is the key element to sell a carpet. People love different design & present market scenario of carpet according to their age and taste. One has to understand the market trends and people's choice for successful design of a carpet. A flow chart of development of a design is in this paper.*

*The development and discussed use of different motifs are also reported. Finally a classification of design is also described.*

**Key words:** Merchandizing, Persian Traditional, compromise, uniqueness, specifications and instructions, imagination, textile fibers, Market Trend, colorful for costing, motif's pattern.

### Introduction:

A successful designer is who can sell his designs in the market suitably. Now the question comes how and what ingredients are to be considered while selling the designs.

- Market trend, which design pattern, is popular in the market.
- Size of design.
- Complexity of design (less or more).
- Relevancy of the motif used in design with that particular market and its cultural history.
- Buyer's requirement.
- Customer type.
- Appearance of that product

As such customers are categorized in following way

- Whole sellers who sell the design in bulk.
- Middlemen, who do the merchandizing of designs.
- Retailer, who are the real end user.

While discussing over the issue of Market Trend, while selling our designs it becomes mandatory for us to know, which market we are trying to sell our designs in, whether it's European or American country.

Other element is the size, which means a flower motif should never be considered complex until it gives a feel of flower for e.g. this motif should be applied with other motif so as both may look complete and then nice.

**Motif and colors can be classified in following three categories:**

- Young age →Young agers mostly like modern design compared to Abstract Designs.
- Middle Age →Middle age includes designs of modern, abstract & traditional type.
- Old Age→Choice of old age includes Persian, Traditional, Antique & dull type

Taking the above factors into consideration, developing designs may enhance the salability of designs.

Moreover it would also be very much helpful to participate in Textile Fair, Carpet Fair, Handicraft Fair, Home Decoration & Fashion related Fairs, since these may product the idea, what & how should be. Regular participation may definitely help us to grow our creativity.

A retailer needs to keep various ranges since he has to meet with different individuals of different tastes. Similarly a whole seller also needs to maintain his stock of new collection. As such retailer has to sell his product; he has got to adopt the newness or something which is called extra ordinary or uniqueness of the design. Apart from motif, pattern, color if the weaving technique is different. It shall definitely enhance the selling.

Carpet with new look and effect would be nice for presentation. Nowadays new materials (such as Silk, Metal, Leather, Jute, Grass etc.) touch is given to tufted, Nepali as well as Persian Carpet. It depends on a designer on how he can beautify more.

Any kind of stuffs in the world needs beauty, we can develop motifs of our imagination or from the inspiration of Ajanta, Harappa, Indian Textile, Old Design catalogue, Indian Architecture, Hand Painted & Printed Textile, Folk Art & Craft, Rag-Ragini, and Jewellery etc.

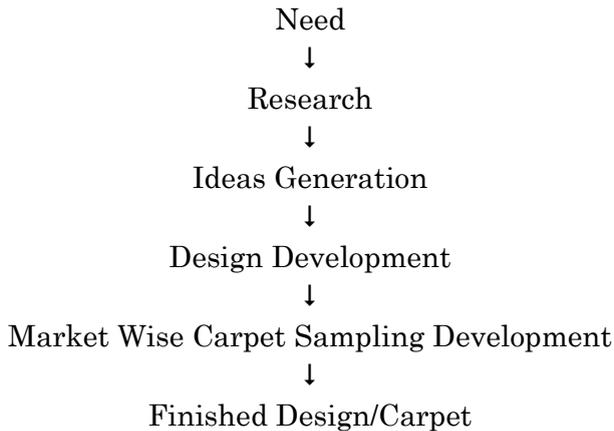
If new look style is to be given to any designs, and then motif or pattern is to be applied in special manner. Modern, Nepali, Abstract, Durries, Persian Traditional look is quite suitable for weaving. Moreover quality of any designs depends on its motifs. The more motifs are used, the higher is the quality therefore one needs to understand the demand type of design.

**Keywords:-**

1. Company's New Seasons Collections.
2. Work they produce for their portfolios.
3. Design Work (Carpet Sample) according to a stylist's specification.

4. Design is developed their specific customer.
5. Carpet Sample Produce range of market wise.
6. People select produce shows that Colour and appearance.
7. Visually arranging as interesting unity:
  - a) Shapes b) Forms c) Colour's d) Texture e) Style
  - f)Cultures g) Natural Ideas h) Traditional Effect

### The Design Process



Much design work is carried out in a very direct and informal way. The degree of formality becomes a function of scale and the number of interests represented:

- **Design is an investigation process:** it involves research. The first, stage in any design exercise is normally an enquiry into what the client (or potential client) requires their needs and expectations.
- **Design is a creative process:** it involves art and AESTHETICS. Designs can be copied or invented. A design problem is solved with the help of know-how, ingenuity, pattern recognition abilities, lateral thinking, brain storming etc.
- **Design is a rational process:** it involves logical reasoning in the checking and testing of proposed

solutions, information analysis, experimentation, field trials etc.

- **Design is a decision - making process:** it involves making value judgments.

### **The Motif of Carpet Design Process:-**

The decision process usually starts with a requirement of desire for a new item or product. Research will usually be carried out then to find out as much as possible about this need and about the role or function the new item or product is to have. Ideas generation is the next stage when various alternative initial ideas are conceived. These initial ideas are then usually developed through until the designer is happy to offer them as proposals to meet the initial need. In the early stages, alternative ideas will often also be presented. These proposals will be considered and perhaps modified. A decision is then taken as to the best solution to the design problem and the necessary specifications and instructions will then be given.

### **Planning of Motifs of Carpet Design Work:**

Any design project will usually need to be completed by a certain date, and more often than not designers will find themselves working on more than one design project at any one time. Efficient project management and efficient time management are obviously both desirable.

A Project entails one or a number of individuals working together over a period of time to achieve an agreed goal or outcome. Any project needs to be completed on time to a standard and within a budget. A design project, as any other project needs to be planned and managed efficiently.

## **Design Principles and Elements:**

Design features the elements and principles of design, can be called the language of art and design. Designing can be defined as relating and visually arranging components or elements to create effects, space, line, shape, form, colour, value and texture are the design elements with which artists and designers work to create a design. The design principles of balance movement, repetition, emphasis, contrast and unity are what artists & designers do with the design elements to make the art form or design.

## **Design Aesthetic Elements**

1. Line.
2. Shape.
3. Form.

Classifying Designs may be described by:

1. The Motif or subject matter.
2. The style in which they are rendered.
3. The arrangement or layout of the motifs.

## **Conclusion**

With growing market potential for textile products there is a wide range of carrier option in this field. Textile design compromise both surface design and structural design. Textile design usually handles embroidery designs, print, weave and texture. Textile designers need to have detail information about textile fibers and different methods of textile design. Thus, there are lots of opportunities existing in the industry, which may be cashed.

- The art and craft aspects of textile design to remain a primary element and cannot be replaced.

- CAD can intervene to enhance the efficiency and effectiveness of artistic appeal craftsmanship.
- Textile design review triangle – an important aspect need to constantly interface amongst. Importer-manufacturer-design in such a manner so that identity of all gets importance.

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