Istanbul Bilgi University **VCD 422** Senior Project

Project Documentation of **Easy Design**

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1. Abstract

In textile industry, big brands need "fast fashion" with increasing consumption and this consumption is increasing every year.
Therefore, brands will need more fast fashion as this increase continues. Keeping abreast of this cycle starts with producing new products. In order to present new products, there must be new designs. However, the designs need to be easily reached. This projects incorporates design ideas for new products that can be discovered. Designers will be able to upload their ideas for a product to the system and theese ideas will be gathered at a common point.

This increase and the idea of this project can be used in a positive way for people who are studying fashion design or want to be a designer in the textile industry. This is one of the most important element of the project.

There will be a platform that designers can exhibit not only pattern design, but also finished products. They will be able to share what needs to be considered in the production stage of designed product. They will be able to tell what is the composition of fabric, its type and its content. In this way, manufactureres who want to put the design or the finished products into production will have no question in their minds. The garment producers will provided with information on how manufacturers will produce the designed product. The error rate will be minimized.

Each designer will upload their own designs to the system and create profiles. These designs will include pattern designs and product design. This means, how to cut this product and model of the clothes. Designers will be able to sell their designs or models for money or free of charge.
The designers will present their special designs in a different section.

The aim of this project is to create different designs and to provide opportunities for new and young generations in this sector where production and consumption increase every year. The goal of this project is to present these designs to big brands easily, to motivate the young people about this issue and to increase their employment opportunities and to enable them to enter the sector.

This project, allows designers to easily introduce products or designs with producers. The platform will need to be designed at the port to be provided. Design takes place in this project is the design of the platform.

Target audience will be university students, young generations who want and can make desing, designers that they are working freelance and people that using computer and wanting to design outfit.

To sum up, collecting the designers and the products in a single point will both increase the designs and faciliate the access to a new product. At the same time, new collection will be produced to support increasing consumption.

2. Keywords

Time
Consumption
Production
Fast
Fashion
Fast Fashion
Textile
Design
Designers
Basic products
Models
New products
Sample
University
Young Generation
Brands
Fashion Design

3. Personal Motivation

I have been working in the textile industry since I was sixteen. Last year, when I was in a meeting with Pimkie's purchasing manager, we talked about shipment term and he informed me about fast fashion. Pimkie is a big brand in France. They are buying a lot of fabric from Turkey in last 10 years. After this meeting, I thought about what I can do about fast fashion. Then, I thought that I could make a project on a topic that I wanted to do with this time.
This topic is design in textile industry because design is the first step of this fast fashion. It will be fast and easy. However, one way to accelerate it is to be able to do it with more people. Therefore, I thought that I provide more design by presenting these project and campaigns to people who study these departmens in universities and want to do this work. It will affect them in posi ve way in terms of finding a new job and announcing their name. I aim to make it easy to produce new products by designing for big brands

4. Introduction
a. Problem Statement

First of all, it is necessary to talk about the functioning of the textile industry. The first steps of this process are design. It can be called
generalization of the design process as firms make collection.

It may take days to make collections, in other words, to crete new products. One of the production and sample stages can be detailed with the example below.For example;

You may have designed the product or pattern in a virtual environment. This does not just have to be a virtual envoirenment, you may have imagine the design. You need to make a sample to add this product to your collection. Let's imagine that fabric will be dyed. In order to make this fabric the color you want, first you need to give color original sample to the dye house. Along with this original color you will give the dyehouse must work on the color.
Color working will be within 2 -3 working days depends on their work intensity.

Here is the advantage; Easy design users will be able to reach internationally accepted pantones. This means, almost every dyehouse has drug prescrpition suitable for pantones. Therefore, with the best chance to be lost at this stage, it will be reduced to almost hours for two or three days.

Secondly, the design process will be evaluated from a different point. Printing companies that producing for brands, have to make new
collection in order to continue their production. They have to set up a design team a ensure continuity and to offer new collection. Otherwise, they will not be innovative. They can just copy what others have done. At this point, even if they established a design department, after a certain point, the design team will copy the patterns used by different brands or change a few minor points and add them to their collections. This copy process and inspriation works is as follows; they have to take the original sample. Then, transfer it to the computer with the help of the pattern scanner and then adjust the colors on the
pattern. The time lost here can be called 2 working days in good conditions depending on the business situation of the company.

Here is the advantage; when they buy a design to add their collection from Easy Design, they can download the pattern as a file. Once the file is downloaded, the pattern is ready to print with the correct colors.

Thirdly, brands call their manufacturer and ask them to make presentation with the new collection. The time given for this presentation is not much. It will best take a week to convert from a new fabric design to a finished product. The stages will be as follow;
> 1) Yarn will be taken
> 2) Yarn will be knitted
> 3) Greige fabric will be dyed

(Not Always) 4) Printing process
> 5) Fabric will be cut
> 6) Cut fabrics will be sewn
> 7) Sewed products will be ironed
> The design made at the end of all these stages will emerge as a sample.
> Here is the advantage; all this informations and samples can be added to new collection
from Easy Design. This situation will make it very fast in a short time.
In this way, it will make it easier for companies to keep up with the "fast fashion" concept.

(1) Textile industry has a market size of 300 bilion dollars in the world. In addition to the effort to get a share from this large market, the garment sector requires labor intensive production techniques. It causes countries with high rate of unemployment to turn to this sector.

(2) According to AA's news, ın 2018, our country exported textile to 193 countries and regions. In other news, Turkey's textile industry is not only diversify the market, the product was promoted in a position to diversify. Increasing innovation in the sector will enable us to increase its place in the market and increasing innovation in this sector will also keep the sector alive.

4. Introduction
a. Problem Statement

        Therefore, job opportunities will be increased for people who are turning to this sector from unemployment-intensive sectors. At the same time,

        (3) The opportunities for newly graduated students finding a job has decreased as much with the increasing competition in every sector in our country.

        At the retailing point, the brands that want to make sales continue to search for new products every year. Access to new products and designs will be easier with this project and idea.

        (4) The price policy has also increased in direct proportion with the increasing competition. Increased price policy eliminates the profit margin. One of the ways to increase the profit margin is making export. One of the most important elements of exporting is to create value-added products and to offer them to foreign brands.

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(3) (1) https://www.researchgate.net/profile/Sakir_Ozudogru/publication/282324001_'Moda_Tasarimcisi_Olmak'_Yeni_Mezun_Moda_Tasarimcilari_Uzerine_Soylemsel_Bir_Arastirma_'Being_a_Fashion_Designer'_A_Discursive_Study_of_Newly_Graduated_Fashion_Designers/links/560bcaaa08aed467d7adc9f7/Moda-Tasarimcisi-Olmak-Yeni-Mezun-Moda-Tasarimcilari-Uezerine-Soeylemsel-Bir-Arastirma-Being-a-Fashion-Designer-A-Discursive-Study-of-Newly-Graduated-Fashion-Designers.pdf

4. Introduction
b. Competitive Analyses

İTHİB FABRIC COMPETİTİON
http://www.kumastasarimyarismasi.org

This competition is not the right competitive analyses with this idea and project. However, the fact that people are designing fabric is a point related to this project. This is a competition that can be competitive for this project because it is a fabric design.

We are at a similar point in fabric design and concept design. In this competition while only fabric design being made, in my project, pattern and also garment design can be made. Therefore, Easy Design has more option. Since designers state the fabrics they use for their patterns and display all the details on the platform, they are also informed about the fabrics of the design. Thus, along with the patterns they have designed, they also design fabrics.

As in this competition, designers will give details of their fabrics. Since the details of the designed fabrics or finished products will cover a large part in the production process, the production process will be considerably shortened.

As a result people, although Easy Design and İTHİB are not exactly competitors of each other, they are similar to each other in terms of fabric design. As one of the main items of the textile and project is fabric, the contest was asked to be evaluated with Easy Design.

4. Introduction
b. Competitive Analyses

THREADLESS
http://www.threadless.com

We can see the designs on the t-shirts that is made by people. Products can be purchased with money. The common point with this idea is that they can designs patterns on t-shirts or basic products. Members have their own profile. These profiles show their own designs. A pattern design can be purchased on a product of the buyer's choice. This allows the designer to design only the pattern. The system does not allow how to cut the product and what kind of cutting model it will be. As a result of this, information on how to cut the designed products will be given to the manufacturers by the designers.

5. Concept Development
a. Project Content

The idea was developed with people working in textile industry and with designers. It was learned how difficult it is for people working confection companies to reach new products. Thanks to the exchange of ideas, the idea of collecting designs and new products at a common point was blossomed.

In this project, designers will be able to exhibit their own profiles. They will be able to exhibit not only their pattern design but also design their models of products.This means, people who see the designs on the site, will be able to see the stages of how the product can be finish. So, they won't just design patterns. They will also have designed the product to meet the final consumer. Basic information will share in the website to do these things. For example, printing types; **(1)**

Research on this subject classifies print types according to colorant. However, it would not be wrong to classify it as continue printing and piece printing. As the pattern design, the printing types of the pattern will be written. Thus, manufacturers will be able to clearly see which type of printing the pattern is suitable for.

At this point, these technical details will be written on the products details. All information that will be useful for the producers will be included in the tehnical details section. However, people will be able to see them after purchasing the product.Fabric type and composition : What kind of knitting structure of the product and from which yarn it is made (Single Jersey, %100 pes)Pantone number : The internationally accepted pantone number of the color of the fabric (17-3889 TCX)

In line with all this information, manufacturers will have purchased design. They will have all the knowledge to reproduce these designs they have purchased. Therefore, they will have made progress on speed, which is the aim of the project.
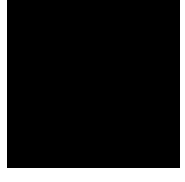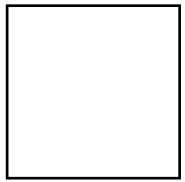
References,
(1) https://tekstilbilgi.net/kumas-baski-teknikleri.html

5. Concept Development
b. Project Structure

Helvetica font used for Easy Design to keep readability at the best level.
(1)A light blue tone is added next to white and gray because the blue color makes people comfortable. Gray with a high level of contrast was used with white. In order for the tense moments in the textile industry not to be reflected on the platform and not to affect people negatively, the places where black was used were minimized and gray tone was used instead.

#000000 ■

#FFFFFF □

#F7F8FA ■

#20BBF6 ■

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(1) https://paratic.com/renklerin-anlamlari-ve-psikolojik-etkile-ri/#:~:text=Mavinin%20Anlam%C4%B1%20ve%20Psikolojik%20Etkileri,bir%20mavi%20yolculu%C4%9Fa%20%C3%A7%C4%B1kman%C4%B1z%C4%B1%20%C3%B6neririz.

6. Medium

    (1) Designers use computer or modern drawing tools to make design.

    (2) Courses are organized for those who do not know to use these programs to become designers and to design and presend them. They get help from illustrator, photoshop and similar programs. Even people who make designs on paper use the computer again to share these designs with their customers.

    At the same time, the pla orm to be created with increasing phone usage and increasing the processing capacity of mobile phones should be accessible from computer and mobile phones. Therefore, medium will be website for people to reach easily. People who uses smart phones will access to the website, people who do not have a smart phone can access this website from their personal computer or any computer they can use.

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(2) https://www.istanbulmodaakademisi.com/egi m/moda-tasariminda-photoshop-ve-illustrator

7. Audience & Language

Target audience will be university students, young generations who want and can make desing, designers that they are working freelance and people that using computer and wanting to design outfit.

The top of target audience is brands because they are the last chain of the ring that brings all the products together with the end customer. However, they will not be the most used name because most consumers under them always make presentations to these brands in order to receive orders and to make production.For Example, ZARA, LCW, H&M, Massimo Dutti.

Other suppliers producing with this brands are **manufacturers**. Manufacturers sell goods to large brands directly, they will be the producers who use this project the most because they will always need new designs to continue to produce. This companies directly work with the brands I have given above.

For example, Üniteks, Sun Tekstil, Moda Teks, Avrupa Tekstil, Akar Tekstil.

Üniteks works extensively with ZARA Man.

Sun Tekstil works extensively with ZARA Woman

Akar Tekstil works extensively with H&M.

Avrupa Tekstil just works with Pierre Cardin.

Moda Tekstil just works with ASOS.

Therefore, the people who will use this website the most will be the people working in this company.

Another important target audience is **offices**. These offices, communicate directly with big brands and take orders, but do not make any production.

In order them to be in the sector, they have to knock on the doors of big brands with continue innovations.

After these companies, the **fabric producer** who want to sell them fabric will use this website. These fabric producers are located below the producers mentioned in an upper circle.

To continue this circle, yarn producers will come to use this website who wants to sell yarn to fabric producers.

However, our most important target audiences are,

1) Manufacturers

2) Offices

3) Fabric Producers.

7. Audience & Language

(1) According to 2017's news, Turkey mostly export to Europe. The project will be held in our country, the first language will be Turkish. The most used language in the world is English. (2) (3) However, The German language is used more in Europe. The second language will be English, since the accepted language in the world.

A third language may be German, as a result of the reasearch. However, at this point, we need to consider where the heart of fashion is. (4) (5) The centers of the biggest sales brands in the world are Italy. Spain is following the Italy.

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(2) http://www.hurriyet.com.tr/egi m/abde-en-cok-konusulan-anadil-almanca-30353308
(3) https://ceviririz.com/avrupa-da-en-cok-konusulan-dil-hangisidir.html
(4) h ps://www.neoldu.com/en-populer-moda-markalari-33919h.htm (5) h ps://bilinmeyenbilgi.-com/dunyadaki-en-buyuk-giyim-markalari/

8. Future Projection

Patents can be obtained for special designs to be exhibited by designers.

A law department can be established. They can defend the rights of products to be uploaded from designers. Therefore, the products and designs exhibited on the pla orm are not stolen.

A third language may be German, as a result of the reasearch.

Most commonly used language in european countries.However, at this point, we need to consider where the heart of fashion is. The centers of the biggest sales brands in the world are Italy. Spain is following the Italy.

9. Appendix
a. Research Questions

What is the place of the textile industry in the world ?
What is the opportunity for students studying design to find a job in the sector ?
What is the increase in competition in the textile sector over the years ?
What is the competition rate in the textile sector ?
What are the types of printing ?
What kind of prints can be made ?
How much people's consumption is increasing ?
What are the tools used when designing ?
Which language is commonly used in europe ?
What are the most popular brands ?
Where are the centers of popular brands ?
What are the difficulties faced when designing products ?
Which fabrics do people prefer most ?

9. Appendix
b. Conclusion of Research

As a result of the researches, it was understood how difficult it was for the students who graduated from the design departmant start working in the textile industry. This idea of this project was put forward because the graduted students did not have enough bussiness opportunities. They will be able to exhibit their own designs and make presentations to related people. Due to increasing competition in the textile industry, the profit rates of the companies decreasing. However, companies growth becoming more difficult and their ability to provide employment to people is diminishing. Solving this problem is to increase the profit margin by creating new design and products.

The increasing consumption of people in the textile sector over the years has increased the need for new products. One of the objectives of this projects is to create new collections and design products.

The fabrics that will be used for design were determined with these researches. The types of printing to be applied on these fabrics were determined.

The search for the locations of the largest and most popular brands in the world directly influenced the language to be used. The current language in the world is English, as well as other languages to be added in future projections with these researches.

As a result of the difficulties faced by the companies always seeking design, it was determined that the project will show most designs to the members of the site. As a result of this situation, it was thought that the designers might want to keep some of their designes secret and limited edition was added to solve this problem. The limited edition was inspired by the design stories of the fabric competition organized by İTHİB.

9. Appendix
c. Project Process (2nd Semester)

3 February - 16 February: The main interfaces remaining from the first Semester have been completed.

17 February - 23 February: The products that will be shown in the interfaces have been duplicated.

24 February -1 March : Research was done for the purchase pages of the designs to be sold. By signing up to online stores, shopping pages were examined.

2 March- 8 March : The search of the sales pages has been completed and the interface of the sales page has been designed.

9 March - 22 March : A second interface has been designed for users who will become members.

23 March - 29 March : A privacy policy research was conducted and prepared for the people who will become members of the site.

30 March - 5 April : Preparing a presentation for the midterm jury by preparing three different personas.

6 April- 19 April : After midterm jury, an article was written on why companies would use this project.

13 April -26 April : Interface tests have been made to people working in several different companies. The problems arising from the formation of the target group of firms in several different categories have been fixed.

27 April - 10 May : The construction of the website has started to present Easy Design.

11 May - 24 May : Videos to be used for making of were shot.

24 May - 7 June : The website and making of the presentation will be completed.

10. Prototype

You can view the link below to reach the interface of the project.

https://xd.adobe.com/view/d39a540a-c63e-4b54-6d7a-202f36e1c183-a5ab/