



Unit – II: Categories of Printed Textiles

Unit Overview

This chapter will familiarize you with a variety of designs to serve as a general guide, however, students should combine these types to develop innovative designs.

Objectives of the Unit

- To develop an understanding for surface design development.
- To sensitize students towards various types of Prints.
- To understand forms, shape and color combinations for various categories.
- To sensitize students towards specific influencing forms, objects and shapes.
- To develop an ability to recognize different types of prints.

Learning Outcome

After completing the unit, the students shall be able to –

- Understand forms and colour combinations.
- Develop an understanding for various categories of prints.
- Identify the types of prints.

A design for printed textiles often begins with a drawing or a pencil sketch. The design often gets its inspiration from a theme. There are many categories of printed textiles. These categories are based on the certain look each print creates on historic and cultural references and on themes originating from fashion trends. The trends for these designs are developed from many sources. For example, when the ecology movement gained prominence in the 1970s, scenic or landscape patterns, illustrated with sky, birds, water, and trees, became popular. Whether the designer's inspiration is a social movement, Art movement or a natural surrounding, the world of design is constantly changing and responding to outside influences.

The designer should always be well informed about art, politics and other current events. A designer usually receives the design concepts and reference material from design directors. It is the responsibility of a designer to interpret the concept with the help of reference material into a pattern that is both saleable and aesthetically pleasing.



Printed Textile

2.1 Toile Prints

Toile de Jouy means "cloth from Jouy". Jouy is a French town whose world famous print works were founded in 1706. The textiles originally produced depicted finely illustrated stories of current events as well as romanticised landscapes and figures.

Toile originally meant a simple cotton or linen cloth but since eighteenth century it refers to engraved scenic designs that decorated these fabrics. Using copperplate or roller printing these fabrics are printed in one colour. Most commonly used colours are blue, sepia, red and black. Also greens, browns, and magenta are used but they are less common. A Toile print is always printed on a white or off white background. Layouts are predominantly all-overs or stripes.

Contemporary toile designs are composed of pictorial or scenic motifs rendered in dark, fine outlines on white background, and are traditionally used for classic home furnishing. Toile is used for upholstery, very often as coverlets, bed hangings and draperies and curtains. Toile is also often found on wallpapers. (Fig 2.1.1 & 2.1.2, 2.1.3)

UNIT - II



Fig 2.1.1.



Fig 2.1.2.



Fig 2.1.3.

Toile Print

2.2 Liberty Prints

Liberty designs take their name from Liberty of London, an English textile company that was founded in 1875. Liberty prints are found in small to medium sized prints, dominantly floral motifs combined with others such as butterflies, ribbons. Layouts also vary from stripes, tossed and all-over either packed or spaced. Prints are very simple and traditional. Often found on women's dresses, skirts, shirts and scarves. These prints are also used for children's wear. (Fig. 2.2.1, 2.2.2)



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UNIT - II



Fig 2.2.1 Liberty print

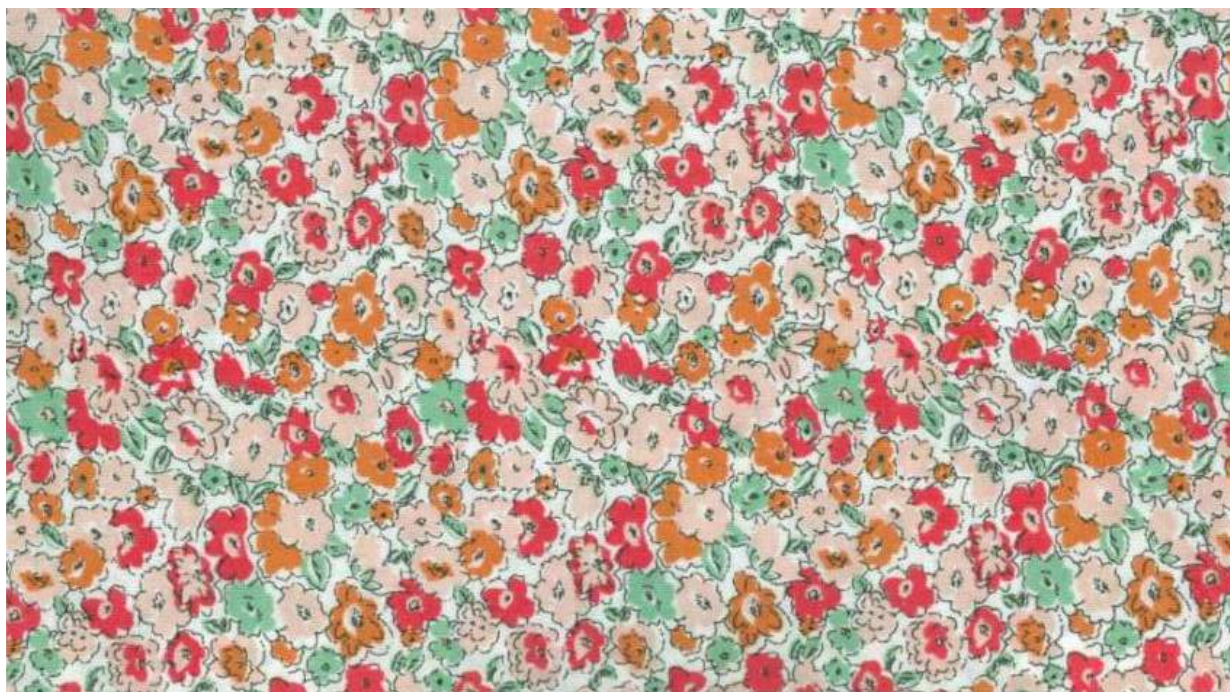


Fig 2.2.2 Liberty print



2.3 Geometric Prints

A geometric print comprises of designs made with circles, squares, triangles, spirals and stars. They are visually stimulating. Geometric motifs can be either evenly or randomly scattered on the print. They can be placed in a chequered pattern, in stripes, in spiral, in concentric circles; one inside the other, many small shapes can combine to form bigger shapes forming narrative patterns, etc. These designs can vary in colour from monotone to bold and bright hues, can be spaced at varied distances, can be intricate or simplified, can be expressive and symbolic, and can range from small to large. Colours range from monotone to bright and bold. Geometric prints worldwide can be used in all kinds of clothing for men, women and children like blouses, jeggings, skirts, saris, shirts, trousers, kurtas, pyjamas, night wear, shorts, swim wear and accessories like bags, ties, scarves, dupattas, and shoes. These prints are also used in home products like table covers, cushion covers, bed sheets, curtains, towels, napkins, upholstery, etc. (Fig. 2.3.1, 2.3.2, 2.3.3)



Fig 2.3.1



Fig 2.3.2



Fig 2.3.3

Geometric print

2.4 Botanical Prints

Botanical prints are very realistic, well-drawn designs using botanical motifs such as those found in illustrated books on plants, flowers, and herbs. Drawing technique is very important for this type of design, which is detailed with a fine pen line and sometimes incorporates lettering, identifying the botanical species. These prints are inspired from nature. Plants with fruits or vegetables, cereals or grains, flowers with flower buds, leaves, branches, and stem are also depicted. Details of the plants are shown like petals, stamen, anther, filament, ovule, stigma, roots or veins.



Cross-section or bi-section of the plants is also seen. Moreover, some prints have one or more varieties of plants.

Colour combinations for botanicals range from pastel to bright. The traditionally large patterns are usually intended for home furnishing, although they can also be adapted for apparel. These prints are used in homes- bed linens, cushion covers, table covers and wallpapers. Botanical prints are very popular in clothing for women. These are also used by designers like Matthew Williamson and Alexander McQueen in their collections. (Fig. 2.4.1, 2.4.2)

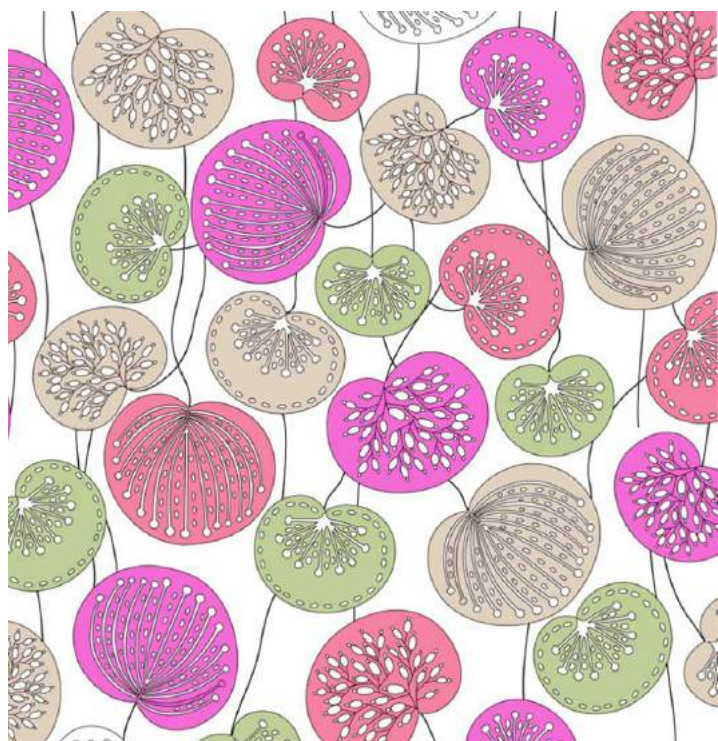


Fig 2.4.1 Botanical print



Fig 2.4.2 Botanical print

2.5 Dot Prints

Dots have always been in trend. Polka dot prints were the most popular element in 1960's.

Dots can be of various sizes. Just a point or a big circle both are referred to as a dot. These can be simply printed onto the fabric with a different background colour, or different coloured dots on a solid background or many dots can make different designs and patterns. There are many permutations and combinations possible.

Dots are very versatile and can be printed on almost everything. Thus, in homes – dot prints are found on wallpapers, bed linens, cushion covers, curtains etc. In clothing for men, dots can



Printed Textile

be used in various garments like men's shirts, boxers etc. For women's wear dots can be seen on suits, blouses, saris, wrap-around, shirts, palazzos, shorts, leggings, jeggings etc. In various accessories also dots are used for ties, scarves, stoles, footwear etc. (Fig. 2.5.1., 2.5.2, 2.5.3, 2.5.4)

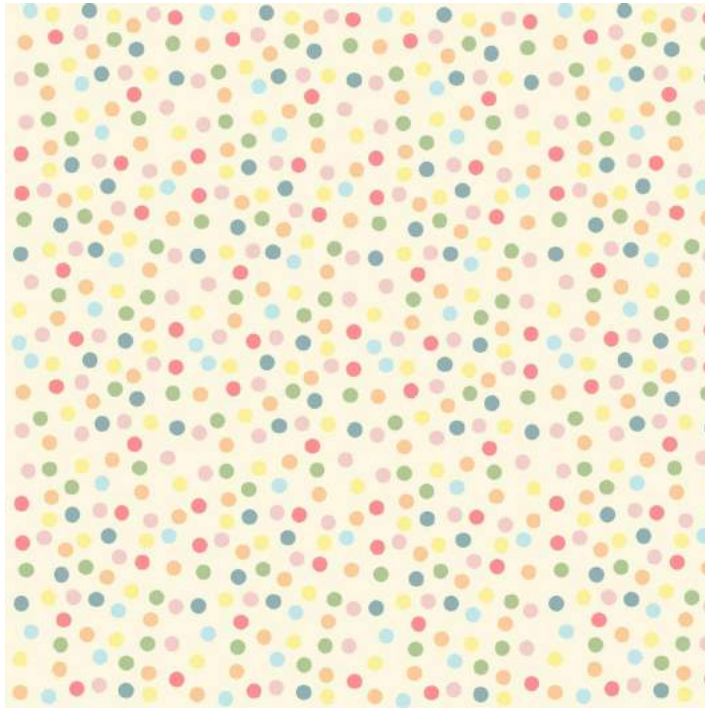


Fig 2.5.1



Fig 2.5.2

Dot prints



Fig 2.5.3 Dot prints



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UNIT - II

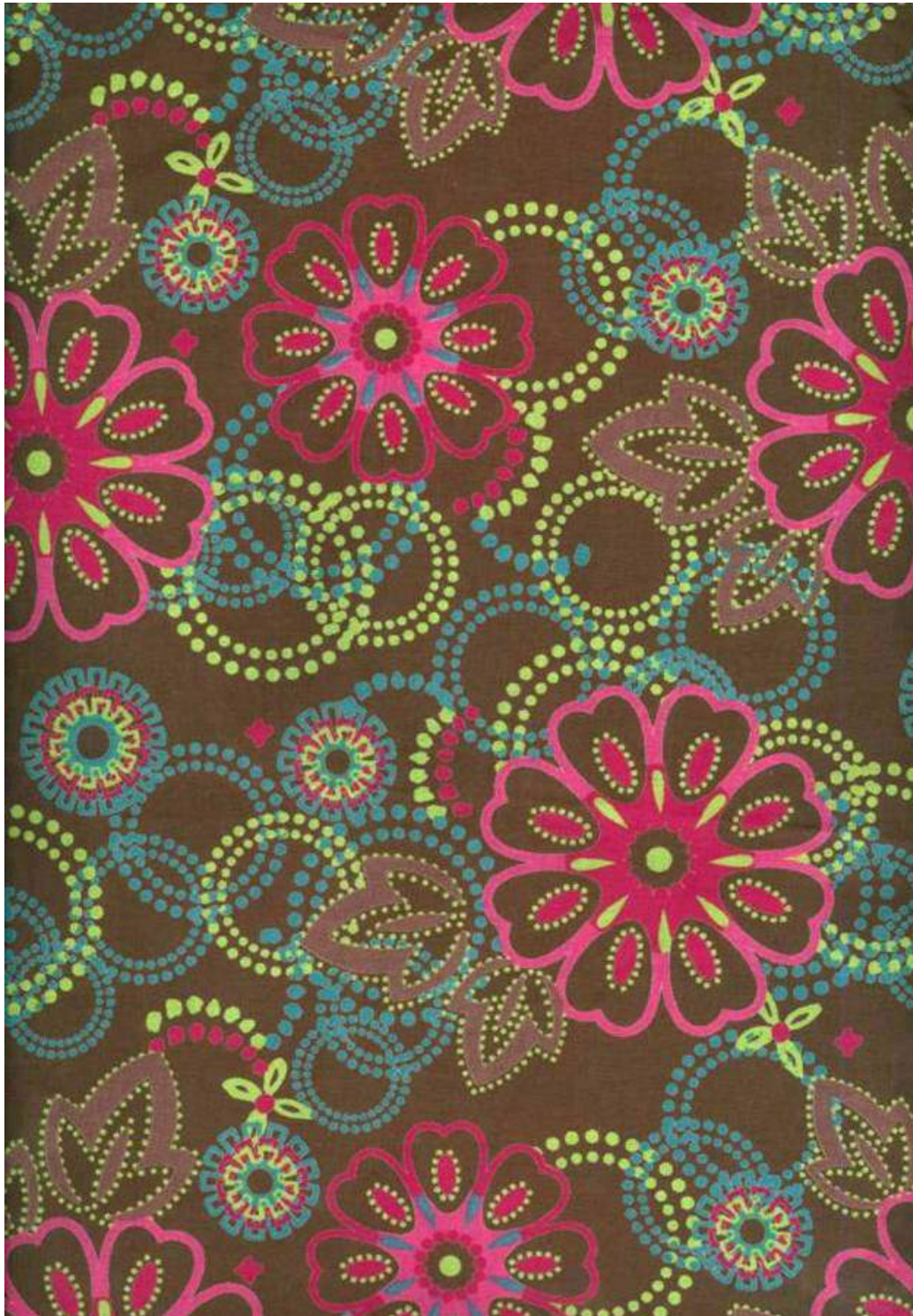


Fig 2.5.4 Dot print



Printed Textile

2.6 Art Nouveau Prints

Art nouveau was an artistic movement that started in Europe in the late nineteenth century and ended about 1920. The movement was partly a reaction against Industrialisation and mass produced objects. Art Nouveau print design is characterized by sensuous, flowing, organic lines with motifs taken from nature and plant life. Beautiful muted tones combined with bright and dramatic colours are used, and layout and size of motifs vary. (Fig. 2.6.1, 2.6.2, 2.6.3)



Fig 2.6.1



Fig 2.6.2

Art Nouveau print

Art nouveau prints were often produced on rich, luxurious materials for the upper end of the market.



Fig 2.6.3 Art Nouveau print



2.7 Floral Prints

Floral prints are patterned in rich colors with delicate flowers and leaves. It includes gatherings of a flower garden and also grasses and grains. It excludes agricultural products like fruits, vegetables, nuts, pinecones and trees. Flowers with dragon flies, butterflies or lady birds, grasshoppers or insects fall under this category.

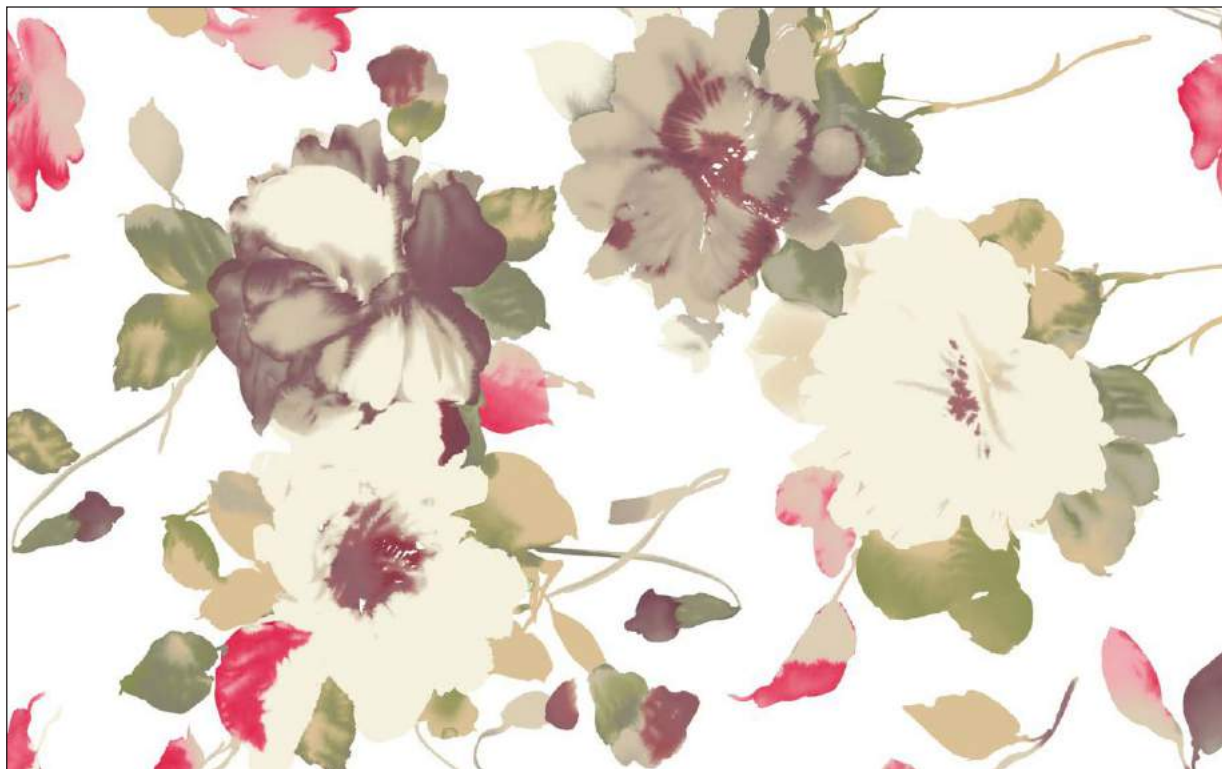


Fig 2.7.1 Floral prints

Floral printed fabrics have been in fashion for hundreds of years which help in ornamenting us. Many designers like Sabhyasachi Mukherji or Laura Ashley use a lot of floral designs in their collections. Flowers have been symbolic of femininity, and delicacy hence is popular in women's clothing. The floral print originates from the east and Asia. Over time European manufacturers began to copy these fabrics to suit European tastes. Often we find certain flowers are specific to a region. For example prints with roses are popular in English textiles, cherry and apple blossom are native of Japanese textiles, Peony flowers being specific to china, and the famous buteh design (floral cluster or bouquet of flowers) of India and Persia. Floral prints are very popular for women's clothing or accessories. The layouts of the floral prints are found in striped format, scattered, bunches and bouquets. These are also used in home furnishings. (Fig 2.7.1, 2.7.2)



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Fig 2.7.2 Floral print



2.8 Scenic and Landscape Prints

Scenic or landscape are designs in which the motifs are placed in a horizontal layout and when combined with the subject matter, suggests a scene from nature. Rural subjects such as trees, birds, animals, water and clouds as well as cityscapes are illustrated. The beauty of the scenic prints lies in the fact that they have human figures or animals with a hint of story in it. The style of drawing tends to be realistic, and have a real-life look. The print has a lot of stippling and tonal effects to generate perspective. Colours range from pastel to bright. Scenic patterns can be either small (for apparel) or large (for drapery, bedsheets, pillowcases and other home fashion products). (Fig. 2.8.1, 2.8.2, 2.8.3)

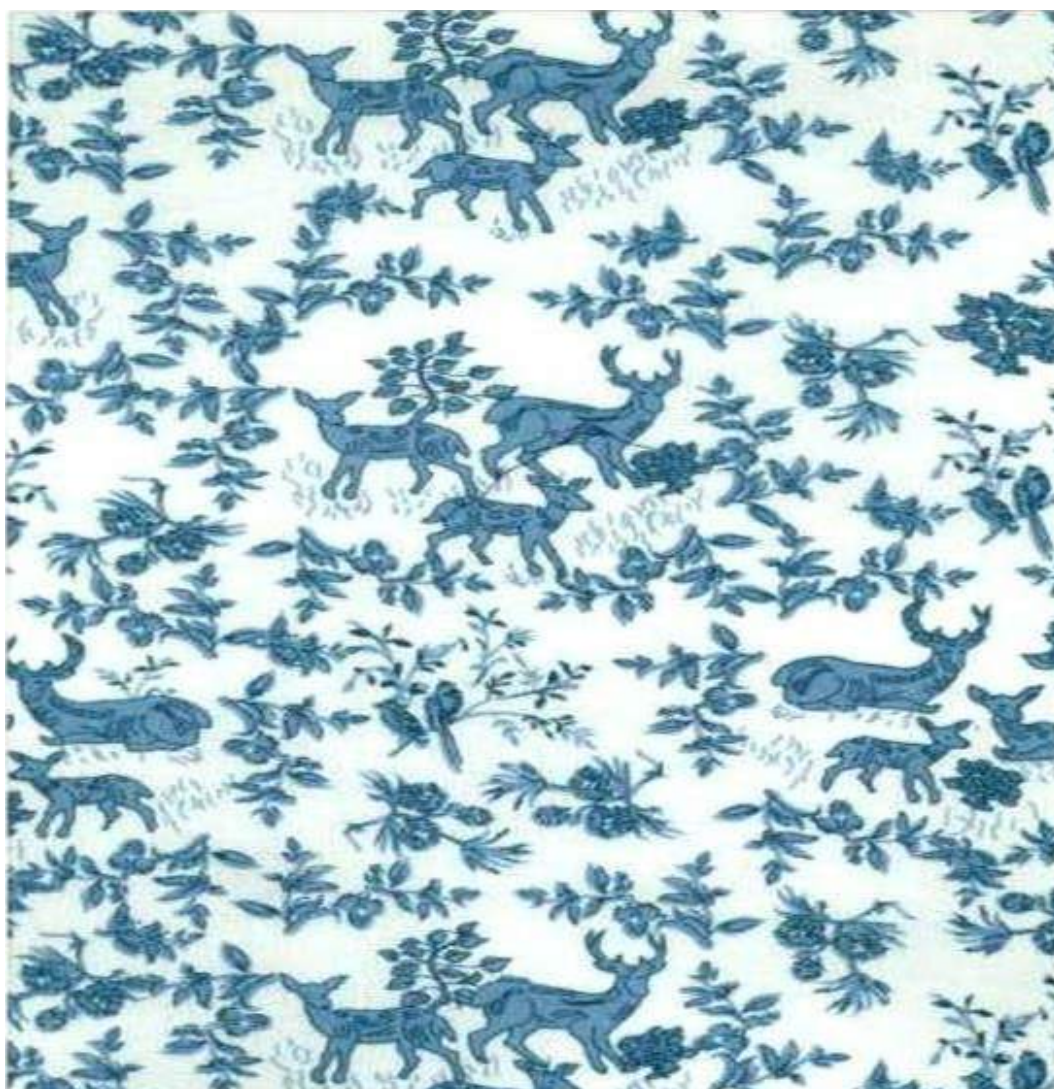


Fig 2.8.1 Scenic prints



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UNIT - II

Fig 2.8.2 Landscape print



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UNIT - II

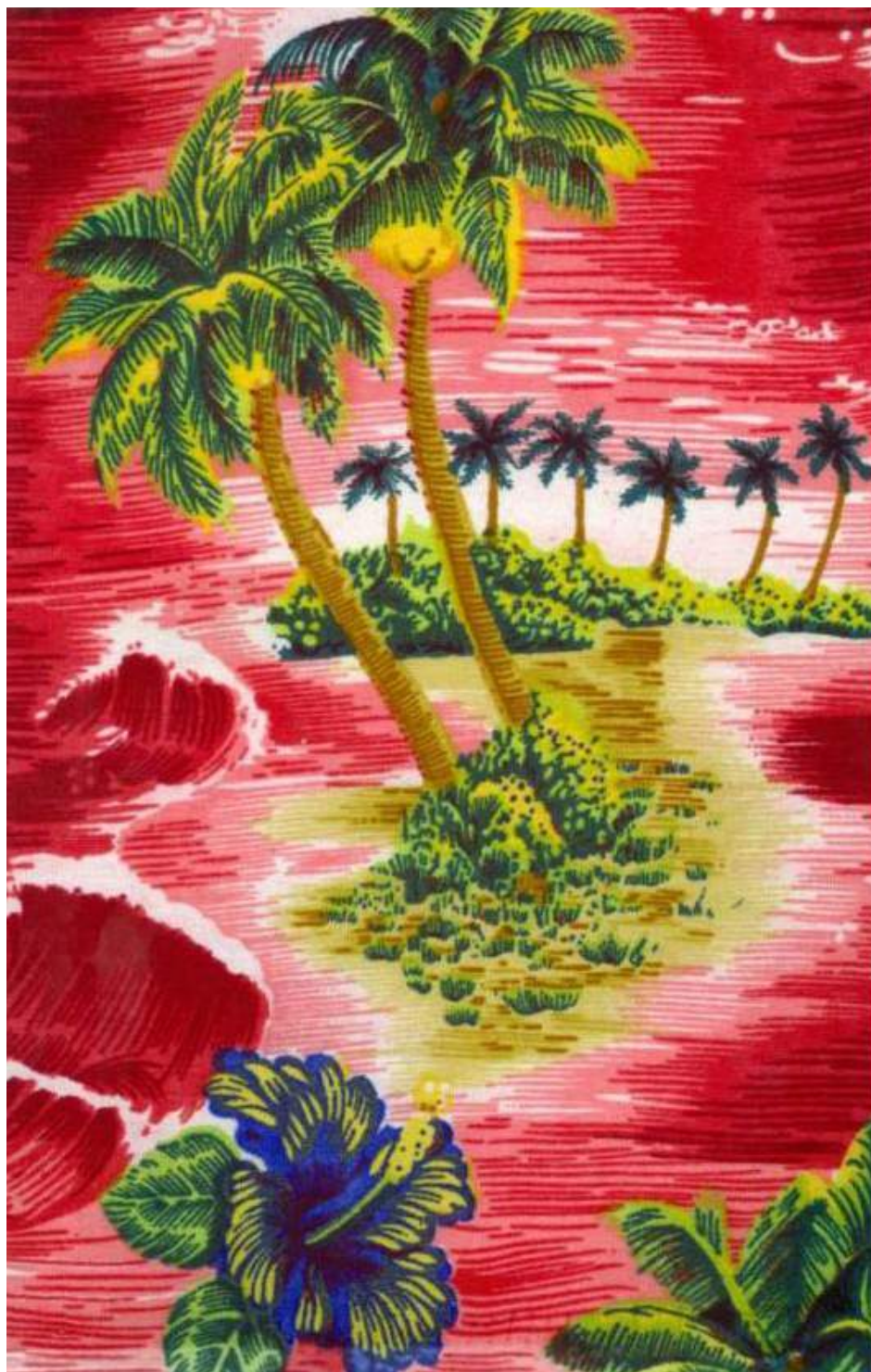


Fig 2.8.3 Scenic print



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2.9 Motif Prints

Motif in a motif print is simply repeated to create a pattern or design. Motif prints have a very graphic and illustrative look. They are generally used in kid's clothing and cushion covers, bed sheets or wallpapers. Motif Prints are used in aprons, dining table covers or napkins. They make a very clear statement and thus, they communicate strongly. (Fig. 2.9.1, 2.9.2)



Fig 2.9.1 Motif prints

UNIT - II



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UNIT - II



Fig 2.9.2 Motif prints



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2.10 Animal Prints

Animal prints on textiles resemble the pattern on the skin or the fur of an animal such as a leopard, cheetah, zebra, tiger, spotted hyena, striped hyena, african wild dog, giraffe or monkey. Animal Prints date from the early nineteenth century, when Napoleon brought back real hides collected on his expedition to North Africa. In the twentieth century, animal skins began to appear on clothing almost exclusively in fashion for women. They are also used for accessories like handbags, bets, jewellery and footwear. The two most common kinds- big cats and snakes – have become perennial favourites in the fashion world. Animal prints have long been a popular style for many reasons. They are generally expensive and hence they are a symbol of wealth and status. The look is primal, wild, eye catchy, and savage. Many recently, with the increasing awareness of ecology and animal rights, view the wearers of real fur as barbaric, but the fake has become fashionable. A major difference between animal prints and fur clothing is that animal prints today very often use fake fur instead of animal coat. Animal print applications extend beyond clothing and art prints and are commonly used for other decorations, including rugs, wallpaper, or painted surfaces. The colors used in these prints are those found on the animal's body which generally are shades of brown, black and white. (Fig. 2.10.1, 2.10.2, 2.10.3)

UNIT - II



Fig 2.10.1



Fig 2.10.2

Animal prints



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UNIT - II



Fig 2.10.3 Animal print



Printed Textile

2.11 Nautical prints

Nautical prints appeared in the nineteenth century but became popular in the twentieth century, particularly with the rise of resort- clothes and sportswear. Motifs used in nautical designs are anchors, ropes, captain's wheel, ships, sails, sea gulls, decks, shells, compass, floats, light houses, SOS boats, life boats etc. Shades of blue, green, red and white are typical to nautical prints.

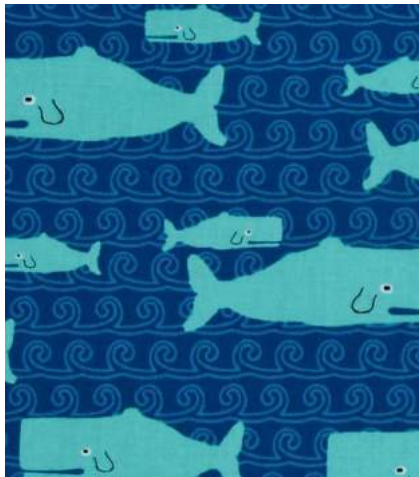


Fig 2.11.1



Fig 2.11.2



Fig 2.11.3

Nautical print

UNIT - II

Nautical prints are popular on shirts and tops, shorts or pantaloons. Women's clothing and accessories like wrap around skirts, scarves or bags. These prints are also seen on the cushion covers or curtains for decorating rooms for teenagers. Brands like Nautica and The Nautical Company sell products only inspired by nautical designs. (Fig. 2.11.1, 2.11.2, 2.11.3)

2.12 Folkloric Prints and Ethnic Prints

Folkloric is a term for the folk designs inspired by traditional popular motifs associated with specific cultures. These motifs include forms of plants, flowers, birds, animals, human figures, scenic subjects, and geometric patterns, stylized according to the specific culture. Traditional techniques specific to some cultures are block printing, stencilling, batik, tie and dye etc. The layouts can be all over, in huge to tiny repeats, stripes, borders, and checks. Colours range from bright and brilliant, to dark or earthy shades. Some of the well known folkloric prints available in the market are Chinese, Native American, Japanese, Russian, Egyptian, Mexican, Indonesian, Persian, and Indian. Warli prints come under this category. (Fig. 2.12.1, 2.12.2, 2.12.3)



Fig 2.12.1 Folkloric print



Fig 2.12.2 Ethnic print



Fig 2.12.3 Ethnic print

2.13 Patchwork Prints

Patchwork or "pieced work" is a form of needlework that involves sewing together different pieces of fabric into a larger design. Printed patchwork has the same look without the time-consuming labor. Thus, it is also called a "cheater cloth". The larger design is usually based on repeat patterns built up with different fabric shapes and which can be of different colors and prints as well.

In the late nineteenth century, when much more quilts were made by hand in America than ever before, printed patchwork was easy to produce. Often, two patchwork printed fabrics were joined to make quilts or lengths of it was used to make backing of a genuine patchwork quilt. Even on the printed patchwork quilt, quilting was done on the top of the quilt, to prevent backing and padding to slip. Maybe the manufacturers just wanted the look and feel of the patchwork in the quilt and reduce the production time and cost.

Some common patchwork block names are Log Cabin, Drunkard's Path, Bear's Paw, Tulip, and Nine Patch.



Printed Textile

These days, patchwork print is used in home textiles- quilts, bed covers and cushion covers. In accessories- bags, scarves, stoles, shoes and caps. It is also being used for skirts, t-shirts, jackets, shorts, casual wear and for kid's garments. (Fig. 2.13.1, 2.13.2, 2.13.3, 2.13.4)



Fig 2.13.1



Fig 2.13.1

Patchwork prints



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UNIT - II



Fig 2.13.3 Patchwork print



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UNIT - II

Fig 2.13.4 Patchwork print



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Fig 2.14.3 Script print

UNIT - II



2.15 Oriental Prints

Oriental prints take their inspiration from Asian countries like China, Japan, Indonesia, Thailand, Tibet, Bhutan and Mongolia. The motifs, designs and layouts are specific to each region. Motifs like clouds, Buddha, dragons, cherry blossoms, pagodas, regional scripts, bamboo etc. are used. The uniqueness of these prints is that they are so intricate and detailed that they look like paintings. Colours used in these prints are usually specific to each region. These prints were traditionally seen on kimonos, Chinese jackets, skirts and wall panels. (Fig. 2.15.1, 2.15.2, 2.15.3)



Fig 2.15.1



Fig 2.15.2

Oriental prints



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UNIT - II

Fig 2.15.3 Oriental print



2.16 Conversational Prints

In 1800, Conversational prints were printed with images of plants and animals and gradually by 20th C they had wide range of themes which had people, birds and animals as part of a whole scene, landscape or an event.

Conversational prints convey and communicate. They nearly speak to us. Any print with recognisable pictures in it like ducks, frogs, fairies, castle, which can begin a conversation, is a conversational print.

These prints in all multi-colours are used for women's - tops, skirts, dresses, scarves, trousers, jackets and hand bags. (Fig. 2.16.1, 2.16.2, 2.16.3)

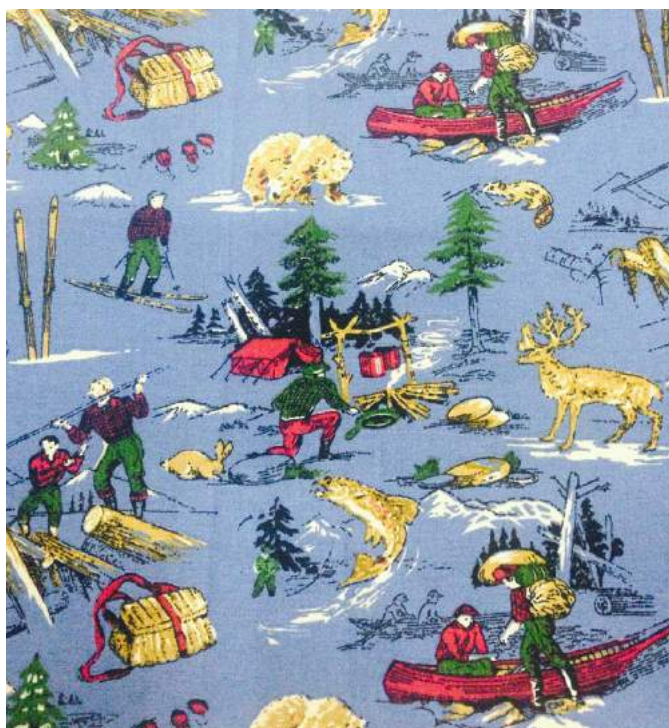


Fig 2.16.1



Fig 2.16.2

Conversational prints



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Fig 2.16.3 Conversational print



2.17 Victorian Prints

Victorian prints are seen extensively on wallpapers furnishing fabrics and drapery. Designs are very elaborate and ornamental. The motifs seen in such prints are inspired from nature. Forms such as pomegranate, thistles, leaf-like peacock feathers, grapevines, stylized leaves, latticework, ivy leaf, and trellis and olive wreaths are also depicted.

Simulations or imitations of architectural elements such as pillars, plaster mouldings and wooden carvings, windows are also seen in these prints.

There is a large influence from the Greek Mythology. Motifs such as emblems, armour, cords, braids, tassels, swags, garlands, ribbons, bows and chains are seen.

Roses in bouquets, scroll forms, daisies, violets, simple and delicate flowers are also typical of the Victorian Prints. Designers use victorian prints to create a classic and sophisticated look. (Fig. 2.17.1, 2.17.2, 2.17.3)



Fig 2.17.1



Fig 2.17.2

Victorian prints



Printed Textile



UNIT - II

Fig 2.17.3 Victorian print



2.18 Pucci Prints

Pucci Prints are named after Emilio Pucci, who was an Italian fashion designer and politician. He designed prints which are characteristic of geometric in a kaleidoscope of colours. Emilio Pucci is known as the 'Prince of Prints'.

The designs are psychedelic and abstract in multi colours. Along with geometric shapes there are swirls, circles and organic shapes in the print designs. These prints are seen on skiwear, swimwear, women's blouses, casual chiffon dresses and scarves.

His boutiques around the world have Pucci prints on women's dresses and accessories like handbags, scarves, hats, shoes and jackets for men. (Fig. 2.18.1, 2.18.2)



Fig 2.18.1

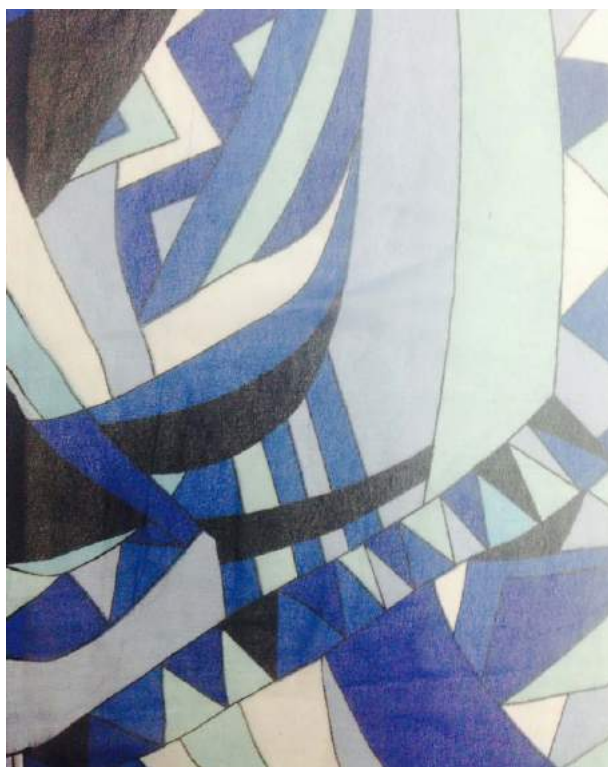


Fig 2.18.2

Pucci prints

2.19 Country Inspired Prints

These prints are also known as country fresh prints. These prints bring about an essence of the landscape and scenery of a country side, with farm animals, lakes, ducks etc.

They bring out the characteristics of the European countryside. Prints are vibrant in colour and are very lively.



Printed Textile

Often these prints are seen in the form of patchwork. Farmers, Shepherds, Windmills and Herds are some common motifs, along with printed checks, stripes and plaids. (Fig. 2.19.1, 2.19.2, 2.19.3)



Fig 2.19.1



Fig 2.19.2



Fig 2.19.3

Country Inspired prints

2.20 Graphic Prints

Graphic prints are essentially minimalist and have very bold colour combinations. Often they also comprise of script writing. The look of the print is very animated and contemporary. These prints were introduced in the late 20th century and became popular because of digital printing. These prints are also not very intricate and generally have simple motifs. (Fig. 2.20.1, 2.20.2, 2.20.3)



Fig 2.20.1



Fig 2.20.2



Fig 2.20.3

Graphic prints



Exercise

2.1 Fill in the blanks

1. _____ is the process of applying color to fabric in definite patterns or designs.
2. _____ Prints are cotton or linen, printed with designs of landscapes and figures.
3. A _____ print comprises of designs with regular shapes like circle, square, triangle, octagons, pentagons and other polygons.
4. Polka dots come under the category of _____ prints.
5. The layouts of the floral prints are found in _____, _____, _____ and _____.
6. Shades of _____, _____ and _____ are typical to nautical print.
7. Motifs seen in nautical prints are _____, _____ and _____.
8. _____ are designs that feature scenes from nature.
9. Warli prints come under _____ category of prints.
10. Prints that have some kind of script written are known as _____ prints.

2.2 Match the Following

- | | |
|-----------------|--------------------------|
| • Nautical | Animal prints |
| • Floral | Scenic Prints |
| • Landscapes | Patchwork |
| • Quilts | Anchors, captain's wheel |
| • Zebra Stripes | Laura Ashley |