

## Original Research Article

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### Preferences of Experts for Selection of Color Ways for Hand Painting

Renu\*, Nisha Arya, Vivek Singh and Neha Chauhan

Department of Textile and Apparel Designing, I.C. College of Home Science,  
CCSHAU, Hisar, Haryana, India

\*Corresponding author

#### A B S T R A C T

Embroidery is one of oldest and beautiful way of surface ornamentation. However, the revival of traditional *kasuti* embroidery needs to be twinned with ways to find new and contemporary expression in harmony with the needs and aspirations of future citizens of the world, while valuing the traditional. There is also a need to enhance understanding and to provide necessary support for professional marketing and adaptation to global demands as the craft moves into the new era. Therefore, the present study was conducted for exploring the possibility to enhance creativity by creating attractive and new color ways or different combinations for development of selected textile articles i.e. jacket and file folder using adapted traditional *kasuti* embroidery motifs for hand painting. Three color schemes i.e. triad, complementary and analogous were used to create three color ways for each selected design. Hence, a total of eighteen color ways were created for six selected designs. The color ways were created on computer with the help of CorelDraw software. These eighteen color ways i.e. three for each top ranked design were evaluated by the experts on three point continuum scale using developed preferential choice index. Top ranked color way of each design was selected for hand painting on jacket and file folder.

#### Keywords

Experts, Color  
Ways, Hand  
Painting, *Kasuti*  
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### Introduction

India is a land of rich culture and diverse traditions. India has always been known as the land that portrays culture and traditional vibrancy through its conventional art and craft. Indian arts and crafts encompass various forms such as painting, pottery, home decorations, cloth making, needle crafts, jewellery and so on with exquisite designs

and patterns. Every region in India has its own style and pattern of art known as folk art. The folk and tribal arts of India are very ethnic and simple and yet colorful and vibrant enough to speak volumes about the country's rich heritage. Indian arts and crafts have the great potential in the international market because of its traditional aesthetic sensibility and authenticity (Sharma, 2015).

Embroidery is one of oldest and most beautiful way of surface ornamentation. Its origin dates back to the prehistoric times when man first joined leaves and grass together to cover his body. The necessity of joining pieces of animal skin and fabric led to the evolution of a coarse method of stitching. With the invention of clothes, he had to find a method of repairing them when they were torn, so a needle was devised of thorn or fishbone. For thread, animal and plant fibers were used. Soon, it was realized that stitches could be decorative as well as functional and therefore, embroidery as an art was born (Kaur, 2015).

As a decorative technique, embroidery basically utilizes two components, a base fabric and a colored thread. It is the art of enriching a background fabric with a wide variety of stitches and threads in order to decorate it and to create something beautiful. Whether it is worked in a single color with just one or two simple stitches on cotton fabric, or elaborate stitches on silk with silver and gold thread, each type of embroidery serves its purpose in adding richness and value to the article it adorns. It may also be incorporated with other materials such as beads, pearls, stones and mirrors. By a careful choice of materials, thread and stitches, embroidery can be used to reflect one's way of life, personality and particular taste in fashion. Therefore, it is one of the most satisfying and interesting art which is gaining more and more popularity day by day as it requires minimum equipment and space (Lehri, 2006).

*Kasuti* is world famous embroidery of Karnataka state and is famous in many places of Bijapur, Dharwad, Belgaum and Jamakhandi districts. As an art form, it speaks about the people of Karnataka; their traditions, customs and professions. Its delicate rendition is an outcome of the honest,

zealous and innate desire of ‘mankind’ to practice the beautiful stitches on the articles of everyday use (Bennur and Gavai, 2015).

Now in the world of computers, computer science and technology, one can expect that the *kasuti* can be computerized so that innovative designs can give a new dimension to *kasuti* embroidery. Innovative designs are the designs which are creative and different than those of the existing practices. This also includes selection and placement of motifs, color combination and style as per latest market trend.

In an era of fast changing world of fashion and innovation, there is a need to explore the possibility of transformation of *kasuti* embroidery designs for fabric painting. The people engaged in the activity of fabric embellishment, will find fabric painting a convenient and time saving technique resulting in more earning. Use of *kasuti* embroidery motifs for transformation into fabric painting with different color ways or color combinations will help in popularization and preserving the reminiscent beauty of this art. This will also give fabric painting a new look as per latest fashion trend.

The present study was conducted to strengthen creativity by exploring the possibility of adaptation of *kasuti* embroidery motifs for hand painted textile articles incorporating different color ranges by developing new color ways for selected created designs.

## Materials and Methods

The methods, techniques, tools and procedures adopted for the present investigation have been categorized under following steps to achieve the planned objectives.

## Collection and Selection of motifs

*Kasuti* embroidery motifs were collected, screened and categorized as geometrical, floral and animal and bird motifs, including ten motifs each. Thirty motifs were got assessed by experts with the help of developed preferential index. The experts were asked to give their preferences for each motif separately in different categories for its suitability to hand painting. Their preferences were taken on three-point continuum scale as most preferred, preferred and least preferred. A total of fifteen motifs including five top ranked motifs from each category i.e. geometrical, floral and animal & bird motifs were selected to create designs.

## Creation and selection of designs

Fifteen selected motifs i.e. five top ranked motifs from each category were used to develop designs. Designs were created on the basis of their suitability for fabric painting on jacket with the help of Corel Draw using graph of 2.0 mm size. Each motif was converted into three designs. Hence, a total of forty-five designs were created. The created designs were got assessed by experts and three top ranked designs each from three different categories were selected for preparation of design placements on selected articles i.e. jacket and file folder.

## Creation and selection of color ways

Three color schemes i.e. triad, complementary and analogous were used to create three color ways for each selected design. Hence, a total of eighteen color ways were created for six selected designs. These three different color schemes were selected as per their suitability for base material of jacket and file folder and commonly used color for *kasuti* embroidery, as per observations during collection of motifs. The color ways were created on

computer with the help of CorelDraw software. These eighteen color ways i.e. three for each top ranked design were evaluated by the experts on three point continuum scale using developed preferential choice index. Top ranked color way of each design was selected for hand painting on jacket and file folder.

## Results and Discussion

This section includes the information regarding preferences of respondents for created color ways for selected articles and preferred designs.

### Preferences of experts for selection of color ways

Three color schemes i.e. triad, complementary and analogous were used to create three color ways for each selected design. Hence, a total of eighteen color ways were created for six selected designs. These are presented in Plates I, II & III and data regarding preferences of respondents for created color ways has been presented in table 1.

It is apparent from the data in table 1 that for jacket, color way I (triad) of design number 5 was highly preferred color way which got I<sup>st</sup> rank with 2.8 WMS. Color way III (analogous) of design number 5 was preferred color way which got II<sup>nd</sup> rank with 2.55 WMS followed by color way II (complemented) with 2.0 WMS and got III<sup>rd</sup> rank. Color way II (complementary) of design number 11 was highly preferred color way with 2.9 WMS and got I<sup>st</sup> rank. Color way I (triad) of design number 11 was preferred color way with 2.5 WMS and got II<sup>nd</sup> rank followed by color way III (analogous) with 2.45 WMS and got III<sup>rd</sup> rank. Color way II (complementary) of design 16 was highly preferred color way with 2.7 WMS and got I<sup>st</sup> rank. Color way I (triad) of design number 16 was preferred color way

with 2.65 WMS and got II<sup>nd</sup> rank followed by color way III (analogous) got III<sup>rd</sup> rank with 1.9 WMS (Plate I).

For file folder color way I (triad) of design 21 was highly preferred color way with 2.45 WMS and got I<sup>st</sup> rank. Color way II (complementary) of design number 21 was preferred color way with 2.1 WMS and got II<sup>nd</sup> rank followed by color way III (analogous) got III<sup>rd</sup> rank with WMS 1.8. Color way II (complementary) of design number 28 was highly preferred color way with 2.5 WMS and got I<sup>st</sup> rank. Color way III (analogous) of design number 28 was preferred color way with 2.4 WMS and got II<sup>nd</sup> rank followed by color ways I (triad) with 2.35 WMS and got III<sup>rd</sup> rank. Color way II (complementary) of design 37 was highly preferred color way with 2.65 WMS and got I<sup>st</sup> rank. Color way I (triad) of design number

37 was preferred color way with 2.43 WMS and got II<sup>nd</sup> rank followed by color way III (analogous) got III<sup>rd</sup> rank with 2.25 WMS. Top ranked color way of each selected design was selected for application on selected articles (Plate II).

Thus, color way I (triad) of design number 5 and color way II (complementary) of design number 11 and 16 were the highly preferred color way for jackets. Color way I (triad) of design number 21 and color way II (complementary) of design number 28 and 37 were the highly preferred color way for file folder. It can be concluded that it is possible to produce a single design with several color combinations either by changing the background or color of the pattern to attract the buyers and to know the trend of color combination (Namrata (2006)).

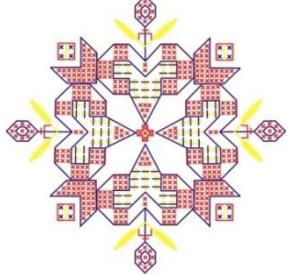
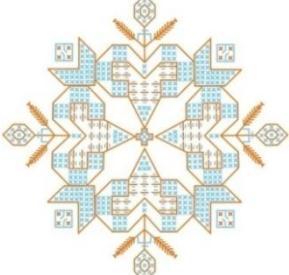
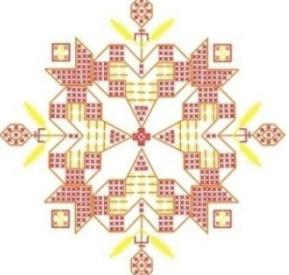
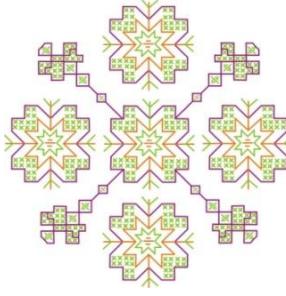
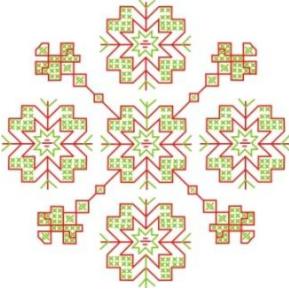
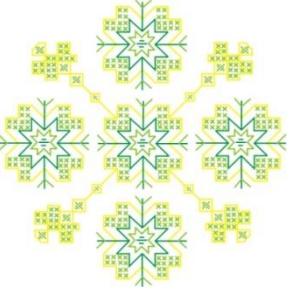
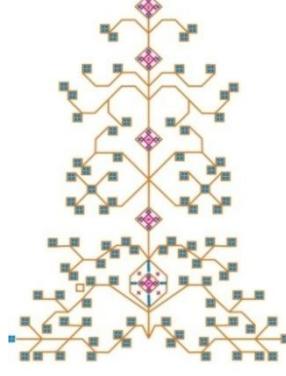
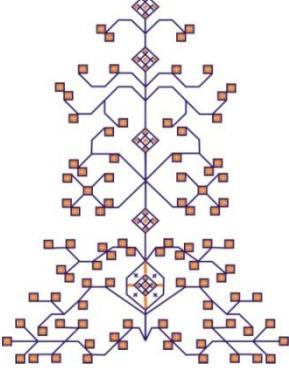
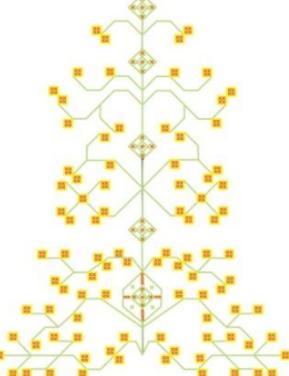
**Table.1** Preferences of experts for selection of color ways

n=20

Design numbers	Color way I (Triad)		Color way II (Complementary)		Color way III (Analogous)	
	WMS	Rank	WMS	Rank	WMS	Rank
<b>Jacket</b>						
5	2.8	I	2.0	III	2.55	II
11	2.5	II	2.9	I	2.45	III
16	2.65	II	2.7	I	1.9	III
<b>File folder</b>						
21	2.45	I	2.1	II	2.1	III
28	2.35	III	2.5	I	2.4	II
37	2.43	II	2.65	I	2.25	III

WMS –Weighted Mean Score, Highly Preferred (2.34-3.00), Preferred (1.67-2.33), Least Preferred (1.00-1.66)

**Plate.I** Created color ways of selected designs for jacket

Color Ways			
Design number	Color way I (Triad)	Color way II (Complementary)	Color way III (Analogous)
5			
11			
16			

**Plate.II** Created color ways of selected designs for file folder

Color Ways			
Design number	Color way I (Triad)	Color way II (Complementary)	Color way III (Analogous)
21			
28			
37			

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