



Experimenting with typography in fashion design to create teenage female garments at Nkumba University

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Key words: *Typography, teenage female, stench and cotton fabric, garment construction, creativity, fashion design*


Introduction

This study focused on the experimenting with typography in fashion to create teenage female wear at Nkumba University. The purpose of this study was to create innovative teenage female garments influenced by typographic elements and principles using stench and cotton fabric, at Nkumba University. Four objectives were set in order to achieve the main focus of the study.

Study objectives

1. To collect and study different types of typography that could influence teenage female wear,
2. to identify and compare visually, the teenage female wear materials influenced by typography and those which were free from typography,
3. to involve selected elements and principles of design in teenage female garment construction as it related to typography,

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4. to execute teenage female wear enhanced by typography.

Methodology

The researcher used an exploratory and experimentation research in which qualitatively and quantitatively approaches were used to collect and analyze data in accordance with the four research questions. Both qualitative and quantitative methods of data collection, processing and analysis were used. Observation and qualitative descriptions were used to collect and analyze data for objective one. Studio experimentation was carried out for objective two, three and four in which five (5) teenage female garments influenced by typography, and objective five (5) those who were free from typography involving the selected elements and principles of design. The researcher worked with the sampling strategies including the following: random, purposive, stratified sampling strategies. The researcher compiled, tabulated and analyzed data that were collected and presented in form of technique, total and material below

Key findings

The researcher found out that the typographic designs were fully used to create the teenage female garments in Nkumba University. The study further revealed that colour played a very big role in fashion design. Colour is used for its emotional effects in conveying the tone and nature of the subject matter.



Key recommendations

The research has only covered typography in fashion design using screen printing, stencil printing, block printing, hand sewing technique. There is a possibility of researching further on the same designs using digital printing and embroidery techniques

Teenage female garments were executed to enhance typography as earlier pointed out. Therefore, the researcher encourages other fashion designers to go ahead and discover, through experimentation with other typefaces which seem less or not attractive at all, and justify the artists' feeling that everything is aesthetic.

Key references

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