

Analysis of the Aesthetic Characteristics of Costume Patterns

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Abstract

Costume pattern is a kind of art form with aesthetic and decorative nature. Here, it refers to the narrow sense of pattern only decorative patterns and colors on implements, or textile patterns. Clothing pattern includes the beauty of composition, color, technology, style and other factors. Clothing pattern design is an organic combination of various elements, making people feel unified in changes, diverse and orderly, and becoming a perfect finishing touch. Modern costume patterns are closely related to the development of science and technology, consumer groups and changes of The Times. Costume patterns have unique aesthetic features and should be designed and created according to the different styles and the objects worn. Due to the constraints of textile fabric texture and processing technology, it is necessary to make full use of advantages and avoid disadvantages to meet the needs of the design theme and control the cost of materials and process. So as to enhance the overall aesthetic effect of clothing, into the new era of popular style, environmental protection and health at the same time to meet the psychological needs of people in pursuit of beauty.

Keywords

Consumer group; processing technology; popular style.

1. PRINCIPLE OF BEAUTY OF COMPOSITION OF COSTUME PATTERNS

There are two main types of apparel pattern of composition forms, respectively is independence and continuous, independence can be divided into separate type and optimum shape and form, individual style can be applied in any position of the clothing style, lively and full of novelty, change and unity is the basic constituent elements of formal beauty, also emphasized symmetry and balanced, organized and repeatedly, proportion and balance, etc. The proper form is controlled by geometry. The continuous form is divided into two types: two square continuous and four square continuous. The former is mostly used for the decoration of the collar and the sideline of clothing, while the latter is the design technique of textile fabrics. The beauty of composition reflects the beauty of rhythm and rhythm, repetition and order. There are different forms of composition in different styles, and the composition needs to consider whether the modeling of the unit pattern is rigorous, and the overall artistic effect is enough to highlight the theme with distinct layers.

1.1. Independent Form

Independent patterns from a wide range of sources, including animal and plant figures landscape paintings and so on. The single form is not restricted by the external contour, and embodies the characteristics of the natural image in a generalized way. Generally symmetrical style and balanced style, rigorous structure, solemn appearance, quiet. In the center of the axis around the reasonable configuration of the same pattern, the same color decorative elements, full of sense of stability symmetry. The shape is lively, varied and unified, and the proper form must be arranged in the specified outline. The center of gravity is balanced without absolute

symmetry, and the pattern shape is affected and defined by the carrier. And then there's the rotary and the radial.

1.2. Continuous Form

Two-square continuous, also known as "banded pattern" is a pattern formed by a unit pattern (a pattern or two or three patterns combined to form a unit pattern), which is repeatedly continuous to the upper and lower or the left and right directions. Two - square continuous bone method has the following: vertical, scattered, wavy, inclined, wave, split - line. With the sense of beauty of orderly direction, the change is very rich, the four sides is continuous by a pattern or a few patterns form a unit, to the four sides repeatedly continuous and extend the pattern form. The common consists of four parts continuous arrangement methods include trapezoid continuous, diamond continuous and square continuous, scattered, connected, overlapping and so on. Patterns such as prints and wallpapers are usually organized in this way. This kind of pattern rhythm is gentle, rhythm is consistent, integral feeling is strong, distinct and colorful arrangement effect. Is the main form of clothing fabric design.

2. PRINCIPLE OF COLOR BEAUTY OF COSTUME PATTERNS

The decorative status of the color is self-evident, the nature of the multicolored, colorful struggle to catch one's eyes, linger. Because of color, the world has become pleasing to the eye, and all kinds of product design is inseparable from color assistance to become more commodity, attracting the eyes of different consumer groups, color has the same color adjacent color complementary color four relations, similar color adjacent color weak contrast color for hue strong contrast complementary color for the strongest contrast color can be reconciled, strengthen the consumption attribute and style of product design. Improve the aesthetic and artistic, bright and not vulgar. Color is an important part of clothing, but also affects the overall color of clothing and artistic style of one of the key elements. Color can also be divided into lightness changes, purity changes and color changes, subordinate to the overall style of clothing.

The decorative status of color is self - evident, the nature of the colorful, compete with each other beauty looks let a person dizzying, linger. Because of the color, the world became feast for the eyes, and all kinds of product design is inseparable from the colour of auxiliary make its become more commercial, attract the attention of different consumer groups, the color is similar color adjacent colour contrast color four complementary, similar color adjacent colour is weak contrast hue contrast color for the complementary hue strong contrast color for the strongest contrast colour can reconcile, strengthen consumer attributes of product design and style. Improve aesthetic and artistic, gorgeous but not vulgar. Color is not only an important part of clothing, but also one of the key factors affecting the overall tone and artistic style of clothing. Color can also be divided into brightness changes, purity changes and tonal changes. The overall style of clothing.

2.1. The Similar Color

The intensity of color contrast can be expressed by the color distance on the color ring. Congener color refers to the same hue nature, but there are shades of chroma. Is the color within the 15° Angle of the hue ring. For example, dark green and light green, deep purple and light purple, such as red similar colors are orange and purple. Similar colors are a very natural color scheme, giving a feeling of harmony and pleasing to the eye. Suit to mold the dress style of fair maiden gentle and quiet, shortcoming is match color is drab need the change of contrast of lightness or purity to enhance color sense, this kind of contrast has elegant and harmonious aesthetic feeling on design collocation.

2.2. Adjacent Color

Adjacent color is the color adjacent to each other on the ribbon. All colors within the 60 degree range in the color ring belong to the adjacent color range. Such as yellow and green. Contain the same pigment pure soft, primary and secondary distinct reservation is able to bear or endure look for shaping white-collar clothing style, the disadvantage is the lack of certain contrast, not enough lively fashion, so in the pattern design can be combined with a small area of the contrast or color, used to increase the design in the clothing of jumping, the comparison on design collocation with the beauty of pure and fresh and lively.

2.3. Contrast Color

Contrast color refers to the contrast between the two colors of the interval of 120 degrees on the color ring, at the same time, the gray change of any color is the relationship between contrast color, such as: red yellow blue, orange yellow and cyan, orange and purple, the visual effect is also very strong. Suit to mold street different region dress style, bright and active was full of visual pleasure, easy to make a person excited defect is to see long easy visual fatigue, too jump is not elegant, can reduce lightness and saturation appropriately, mediate the contrast of color. This kind of color has the full luxuriant esthetic sense in the pattern collocation.

2.4. Complementary Color

Complementary color refers to the contrast between two colors separated by 180 degrees on the color ring. It has a very strong contrast. In the case of high color saturation, it can create a lot of striking visual effects. Examples are orange and blue, red and green, yellow and purple. Full of vitality, can stimulate the visual to achieve physiological satisfaction, but the disadvantage is that improper use is easy to produce vulgar, childish feelings; So complementary color use must control color area size, saturation and other aspects, can be a large area of use of a color, another color to do the ornament role; Reduce the saturation of the color and other methods, the final effect must achieve the overall feeling of harmony, avoid the two colors average or color too jumping phenomenon. It is suitable for shaping the style of dance or sportswear. This kind of color has a gorgeous and colorful aesthetic feeling on the pattern collocation.

The harmony of color, is the color nature of the approximate, refers to the difference, contrast, or inharmonious color relations, through harmonic arrangement, combination, arrangement, so that the overall harmony, stability and unity of the picture. The basic method that obtains harmonic, basically be to abate the contrast intensity of the color each respect, make color relation is not unsystematic, duplicate 3 fold 4. Color however 3, it is harmonious collocation, design color collocation and harmony should learn Morandi color effect, reduce saturation, sedate and solemn aesthetic feeling, achieve the theme prominent main tone bright, can join black and white gray without color department for harmony, mass-tone tonal area large auxiliary tonal area small. Hierarchical order aesthetic feeling. And the lightness change of the color is divided into high in low 3 levels, high lightness tonal can use the similar color or comparative color, reduce saturation, this kind of design matches color can produce bright and downy aesthetic feeling. In lightness tonal and ok the tonal that cohere small area high lightness tries to compare, whole presents harmonious inside collect aesthetic feeling. The style of low lightness tonal pattern has mysterious and solemn aesthetic feeling. The change of color purity, high purity tonal bright and striking, low purity tonal gentle and elegant. The tonal change of the color has cool and warm two kinds, the match color that gives priority to with cool color can add certain warm color to undertake ornament and contrast appropriately, increase the rich sense of pattern tonal. Warm colors should be added to the main amount of cool colors. Contrast and adjust to each other.

3. PRINCIPLE OF CRAFT BEAUTY OF COSTUME PATTERNS

Clothing design process technique in general are: printing, embroidery, hand-painted, sprayed (painting), sewing beads, printing a alone into the water slurry, mucilage, thick plate, stone slurry, foam slurry, printing ink, the nylon slurry, drops of gel, gel, beads, printing, silver powder, silver, non-ferrous, laser flash grain, embossing and partial pressure and pressure glue thermal transfer, thermal sublimation, digital inkjet, flocking, hand-painted, spraying carved, very hot drill beads and computer embroidery. Each process according to the realization of the method is different, and there are subdivisions, such as heat transfer printing is divided into silk-screen heat transfer; gravure heat transfer, offset heat transfer. Each process has its corresponding application scope, and the combination of various schemes forms the diversification and creativity of personalized clothing, while producers are constantly integrating various methods to enrich their products. The mixed application of a variety of materials, rich texture effects play a visual and psychological role of suggestion, enhance the three-dimensional pattern and artistic appeal, enhance the sense of volume and space, and create a vivid and well-proportioned aesthetic feeling of patterns. Here we briefly introduce three commonly used techniques of clothing patterns.

3.1. Costume Pattern Nailing Beading Craft Performance

Heavy industry nail beads: commonly used clothing textile technology. The process of stitching beads and pieces of beads (or machines) on clothing, shoes, bags, or household goods is collectively referred to as nailing beads (also known as heavy industry nailing beads).

Handmade beads with unique decorative techniques and artistic style, through professional manual (or machine) sewing beads and beads from the suture. A decoration commonly used on clothing. Nail beads are usually made of plastic beads, glass beads, metal beads, crystal beads. Some of the more luxurious and ornate clothing, will use hollow beads, metal sequins, such as expensive decorative items to sew on the clothing, to reflect the dignity of the clothing. It is a perfect blend of classical beauty and modern beauty. The nail-bead craft has been combined with many other crafts. It has been sewn with colored silk beads since the Tang Dynasty. It reflects the gorgeous, noble and dazzling design aesthetic feeling. It can also be combined with the knitting technique and nail bead technology, generally as an ornament or highlight the center point in the pattern design, or enrich the connotation of the pattern to strengthen the shape of the edge of the pattern, enhance the volume sense of the pattern and the sense of space, and create the aesthetic experience of 3D pattern. Used for clothing such as jeans, leather and jackets.

3.2. Clothing Pattern Flocking Printing Process Performance

Printing pattern refers to the pattern obtained by printing patterns with certain dyeing fastness on textiles with dyes or pigments. It is generally the printing and dyeing of patterns and colors on the woven fabrics, which belongs to local dyeing. Electrostatic flocking printing technology is one of the three-dimensional printing technology. It can be divided into direct printing and discharge printing. The principle is to transfer the high-strength compound resin adhesive brightener to the substrate surface with screen printing containing the desired flower position, and then make the fiber villi electrified through a high-voltage electrostatic field of hundreds of thousands of volts. The fluff is rapidly and vertically evenly "hit" into the adhesive, and a layer of fluff is "laid" on the surface of the fabric, and then cured by high temperature. The products printed with flocking process have strong stereoscopic effect, bright colors, soft hand feel and good friction resistance. Cotton cloth, silk hemp, leather, nylon cloth, denim, rubber, sponge, metal, foam, plastic, resin without cloth and so on can be printed. The flocking process can be used for a wide variety of purposes, such as decoration, cars, hotels and clothing. The features of flocking fabrics can be suede or velvet, or even plush, which is not possible with any

other printing. Flocking fabrics, plush, soft feel, bright color, chic style, won the favor of consumers. Flocking features: strong three-dimensional sense, bright color, soft feel, luxurious and noble, gorgeous warm, vivid, non-toxic and tasteless, heat preservation and moisture-proof, not off, friction resistance, smooth no gap. Oxford cloth has the advantages of soft hand, strong drape, novel style, good waterproof performance, etc. The cloth mask nylon silk luster effect, and soft color, soft cloth body, good air permeability, comfortable to wear, easy to wash and dry, and is often used for shirts, sportswear and pajamas.

3.3. Embroidery Performance of Costume Patterns

Embroidery is one of China's traditional folk handicrafts with a history of at least two or three thousand years in China. In ancient times it was called "last", "last". Because embroidery is mostly done by women, it is also known as "lady red". There are four main categories of Chinese embroidery: Su embroidery, Xiang embroidery, Shu embroidery and Yue embroidery. Embroidery is the general term for various decorative patterns embroidered on the fabric by needle and thread. It is a decorative fabric that USES a needle to puncture the yarn with a certain pattern and color on the embroidery material to form a decorative pattern with seam marks. Embroidery techniques include: plain embroidery, towel embroidery, toothbrush embroidery, touch embroidery, three-dimensional embroidery, vacuum embroidery, water-soluble imitation rope embroidery, paste cloth embroidery, rice embroidery, needle embroidery and so on. It is the art of using needles and thread to add human design and fabrication to any fabric that exists. The use of embroidery mainly includes a variety of decoration, such as clothing, bedding, tablecloth, stage, art decoration. Embroidery can shape colors and patterns to enrich the surface texture of clothing. As a handicraft, it has a cultural implication that cannot be matched by mechanization. Besides, it is rich in regional and national characteristics and has a strict and delicate artistic aesthetics. To carry forward embroidery handicraft is to inherit the treasure of traditional national culture, which embodies the beauty of Chinese artistic conception.

4. PRINCIPLE OF STYLE BEAUTY OF COSTUME PATTERNS

Should be harmony with the overall clothing style clothing design, have the effect of rendering and emphasis on overall style, bold or simple or traditional or modern, costume design comes from life, also will change along with the progress of The Times, designs can be assisted and enhance clothing styles and colors, patterns as a symbol of symbolization, represents the characteristics of an era, carrying forward the culture of the spirit of the time the United States, has a deep connotation of the connotation, also can be the representative of the national culture.

4.1. The Genre and Style of Chinese Traditional Style

Chinese traditional clothing design along with the development of The Times and change, our country's clothing design has the development course of one thousand years, just like the inside of the Dunhuang grottoes murals general faithfully recorded the ancient industrial technology development and social environments, from the pre-qin period bronze civilization gradually pattern is applied to the clothing pattern design, Shang dynasty slave owners in ray turtle grain appearance or lozenge grain clothing, previously only applied to vessels, behind gradually used in clothing, in the Zhou dynasty, the corona and decorative pattern, chapter 12 ruling class identity and status as the division of the pattern, the spring and autumn period and the warring states period pattern become rich artistic quality with the disintegration of the slavery, Open curve type, the Han clothing pattern changing atmospheric concise, repetition, extend all around, to form the moire, bird patterns and dragon pattern, preliminarily formed the consciousness of totem worship and appeared clad "five" Wei jin northern and southern dynasties to absorb foreign culture patterns, and dress pattern is colourful, sui and tang dynasties have treasure phase pattern, brocade, wearing flowers, etc. The song Dynasty's

clothing patterns are mainly silk, influenced by the sketching of flowers and birds, the patterns are realistic and closely composed, with bada halo, tianxia Music, etc. Patterns of Ming dynasty created the harmonics pattern and allegorical figure, such as sweet osmanthus and evergreen, all present a stylized modelling characteristic, xuan emperor huang zi three color for the exclusive, Qing dynasty costume pattern is multifarious piled up, fill in the pattern of dividing the level of high and low, the official Chinese dress design colour: Xia is black, it is white, Zhou Shangchi, qin is still dark, han is still red, tang is yellow, the song is purple, Chinese traditional costume pattern of composition, process, the color is precious historical and cultural property, gave us a huge accumulation of material.

4.2. Schools and Styles of Foreign Modern Styles

Foreign modern dress pattern style is varied, but actually according to different social structure and economic life, the development of cultural background has its own characteristics, when a period of retro trend comes, we will meet with the classic. Romantic style features clothing including Baroque and Rococo, Bohemian style, punk style, etc., reflecting the beauty of national culture. Baroque whole clothing style for romance, double stack pleated ribbon combined with velvet lace heavy and complicated, the clothing design of baroque period prior to the deformation of flower garlands of fruit shell as the theme, the late with lotus palm leaves as the theme, shell patterns of the curve with the dolphin tail wavy curve using is one of the most important feature. In the period of Louis XIV, the pattern embroidery of gold and silver thread was mainly composed of large and gorgeous flower patterns and fruit patterns, which had a graceful and elegant aesthetic feeling. The colors were bright and bright. The technique of the pattern was the hollow-out weaving of bead embroidery, which enhanced the romantic and elegant aesthetic feeling. The girdle with silk and intricate drawstring superimposed with satin lace reflects feminine softness and mystery. The rococo period design USES bright and strong colors and natural forms to present the visual effect of luxury and romance. One of the most common elements of the Rococo era is the long oval shape and one end of rolled grass, the original peisley frame, which is beautifully intricate, delicate and luxurious. Bohemian style refers to a style of clothing that retains a certain nomadic flavor, characterized by bright hand-made decorations and bold, heavy fabrics. Layered lace, batik prints, leather tassels, hand-knotted twine, embroidery and beaded strings are all classic elements of the Bohemian style. Ethnic patterns are given priority to, emphasizing the color of local patterns and the wide and colorful stripes in the horizontal direction of irregular decorative pattern patterns. The representative color with high color saturation is red khaki color and dark grass green, reflecting the aesthetic feeling of a kind of nomadic luxury and alternative. The punk style patterns are characterized by skull, pirate, graffiti and Scottish patterns. In the early days, punk was the short name of rock music, representing the rebellious and unruly violence aesthetics. With the decoration of broken metal rivet pins and zippers, it cooperated with the spray painting to create the street fashion style of rock and roll. Bright colored blazers and so on are the new punk style representative.

5. CONCLUSION

Clothing pattern design with the development of science and technology changes with each passing day and the discovery of new type of textile material, enrich the change different era will be born of different nationalities of different symbolic aesthetics, aesthetic as a social science, is the human aesthetic practice and development of artistic practice to a certain historical stage of the product, is the philosophy of human aesthetic and artistic practice. Born and developed on the basis of social material life and spiritual life, it is a science to study beauty, aesthetic feeling, creation of beauty and law of aesthetic education. The aesthetics of costume patterns involves all aspects, including national aesthetic concept, color system, technological

change, principles of formal beauty, rhythm and rhythm, proportion and balance, contrast and harmony, interspersing and echoing, misunderstanding and so on. But also take into account the market and different consumer groups of aesthetic new demand. To satisfy people's dual experience of vision and functionality. The pattern is subordinate to the style of clothing, fits the function of clothing, fits the style of clothing, and fits the structure of clothing. The application of patterns can also be extended to textile patterns, architectural patterns, furniture patterns, ceramic patterns, advertising patterns and so on. When we design clothing patterns, we can extract and recreate them from concrete patterns, abstract patterns, traditional patterns and popular patterns. Different patterns have different positions in the garment. It is generally located in the center of shoulder or front garment piece, which can produce the effect of visual error when combined properly. It can also be divided into single piece decoration, matching decoration, series decoration, edge decoration, center decoration and ornament decoration. Textile patterns used in different types of clothing, such as home wear or business wear, can vary greatly. At the same time take into account the annual fashion color development trend. The sources of pattern materials are also various, which can be in the form of sketching or abstract freehand brushwork. The creative ideas of patterns can be recreated through associative thinking or reverse thinking.

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