

CREATING INNOVATIVE DECORATIVE DESIGNS AND EXECUTING THEM ON APPAREL (AN ENTRANCE FOR A SMALL PROJECT)

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ABSTRACT

Decorative designs are one of the most important portfolios that can be explored in a variety of innovative ways and methods to enrich the fields of fine arts, whether from an aesthetic or functional aspect. Also, through it, wide areas can be opened for established projects (productive families - small enterprises) to increase the income of persons and raise the economies of countries. This research aims to implement decorative designs on costumes with aesthetic and functional values, and using them to support small projects. Number of (10) decorative designs were implemented and executed on the costumes to achieve the aesthetic and functional side. The decorative designs were presented to a number of specialized referees (faculty members) to evaluate them through a questionnaire consisting of four main axes dealing with the achievement of aesthetic values, achieving functional values, economic feasibility and design success as a technical development for a small production project. Results were analyzed statistically and descriptively. From results, it could be proved the validity of the research hypothesis and the achieving the research goal, which states the possibility of using the decorative design as an artistic creation for a small production project.

KEYWORDS: *Decorative Design, Apparel, Aesthetic Values, Functional Values, Economic Feasibility & Small Production Projects*

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