

Applying Fashion Design Principles to Create Distinctive Designs Inspired by Psychological Disorders to Enhance Creative Thinking

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Abstract

At the beginning of the design process, the designer must rely on his creative imagination to create designs in order to come up with a new creative idea, as creative thinking constitutes a new turn in fashion design field that aims to achieve the desire of modern societies for new ideas with advanced methods.

Many people suffer from some degree of psychological disorder, and it is important to draw more attention to this through the field of fashion design. Therefore, this research sheds light on some types of psychological disorders that many people suffer from, hence, translating these disorders into distinctive women's clothing designs by enhancing creative thinking. Where the applied study relied on the design and implementation of 4 distinctive designs that are affected by some types of psychological disorders and reflect the inner feelings felt by the patient, by applying some of the principles of clothing design with using many techniques such as laser cutting, drawing on fabric, manual and automatic embroidery.

Keywords

fashion design principles ,psychological disorders,Creative thinking.

المخلص

في بداية عملية التصميم يجب على المصمم أن يعتمد على مخيلته الإبداعية في ابتكار التصميمات من أجل الخروج بفكرة إبداعية جديدة، حيث يشكل التفكير الإبداعي منعطفاً جديداً في مجال تصميم الأزياء يهدف إلى تحقيق رغبة المجتمعات الحديثة لأفكار جديدة بأساليب متقدمة. يعاني الكثير من الأشخاص من درجة ما من الاضطراب النفسي، ومن المهم لفت الانتباه أكثر إلى ذلك من خلال مجال تصميم الأزياء. ولذلك فإن هذا البحث يسلط الضوء على بعض أنواع الاضطرابات النفسية التي يعاني منها الكثير من الأشخاص ويترجم هذه الاضطرابات إلى تصميمات ملابس نسائية مميزة من خلال تعزيز التفكير الإبداعي، حيث اعتمدت الدراسة التطبيقية على تصميم وتنفيذ ٤ تصميمات مميزة تتأثر ببعض أنواع الاضطرابات النفسية وتعكس المشاعر الداخلية التي يشعر بها المريض، وذلك من خلال تطبيق بعض مبادئ تصميم الملابس واستخدام العديد من التقنيات مثل القطع بالليزر، والرسم على القماش و التطريز اليدوي والآلي.

الكلمات المفتاحية

أسس تصميم الأزياء- الاضطرابات النفسية- التفكير الإبداعي

Research Problem

- How to link the principles of fashion design and psychology by enhancing creative thinking to create designs influenced by the internal feelings of a patient with a psychological disorder?
- How can fashion design be used to enhance creative thinking?
- How can fashion design be used to reduce stigma and promote awareness of psychological disorders?

Research Objectives

Identifying some types of psychological disorders suffered by the psychiatric patient and trying to translate them into clothing designs for women by applying some principles of fashion design in order to promote creative thinking in the field of fashion design.

Research Hypothesis

- Fashion design can be used to express the inner feelings of patients with mental disorders.
- Creative thinking in the field of fashion design can be enhanced by linking it to psychology

Research Methodology

The descriptive analytical approach was used by describing and analyzing some types of psychological disorders and translating them into distinctive garment lines and cuts.

1- Introduction

Fashion design is, at its essence, a form of art. It is a creative process that allows designers to convey their thoughts, feelings, and identities. However, fashion design may also play a crucial part in introducing psychology and mental health. The process of creating, of bringing a concept to life, can be therapeutic. It can serve as a form of self-expression, a way to communicate feelings and experiences that may be difficult to put into words.

Unfortunately, most people are alienated from the mental patient, because they do not know the truth about what the mental patient feels and what happens inside him in terms of conflicts, fear, and anxiety. Therefore, this research focuses on stimulating the innovative thinking of fashion design students by analyzing some psychological disorders and translating them into distinctive clothing designs that express the internal conflicts and feelings that the patient feels in an attempt to deliver a societal message about the suffering of these patients and make everyone accept them. Where the research focused on applying some principles of fashion design with the use of laser cutting techniques, printing, hand and automatic embroidery, and direct drawing

on cloth to create distinctive designs that reflect what a patient with a psychological disorder feels.

2- Fashion design

Fashion design is a creative process that entails more than just making garments. It's a self-expression journey, a method to tell a story, and a way to communicate one's individuality. Every stage in the fashion design process, from the initial concept to the finished product, provides a chance for self-expression. (14)

3- Principles of fashion design

Fashion design principles are the major reason for creating consistency across design elements. They are a set of aesthetic principles that guarantee designs are harmoniously combined and integrated in a way that achieves eye comfort.

3.1 Balance

Balance, according to Wolfe (2011), denotes an equilibrium or uniformity between the design elements. A garment or ensemble should have equal visual weight throughout the design in order to be considered balanced. The appearance of a garment or ensemble's balance depends on how structural elements embellishments and decorations are used.

Formal and informal balance are two categories of balance used in clothing design. Formal balance is achieved when a garment or ensemble is symmetrical or has equal visual weight on either side.

As shown in fig. (1)

For informal balance, a garment is established with asymmetrical elements including lines, colors, forms, and textures. (19) - As shown in fig. (2)



(Fig.1) formal balance

<https://www.harpersbazaar.com>



(Fig.2) informal balance

<https://www.pinterest.com>

3.2 Emphasis

Also known as the “center of interest,” “focal point,” and “dominant idea”. Emphasis captures attention to the most significant item of an arrangement by focusing attention on it and allowing the rhythm to lead the eye from this point to other interesting areas. (20)

The emphasis principle is used in fashion design to draw attention to the body's features while hiding its flaws. The designer can utilize this principle to attract attention to a particular area that he wishes to emphasize. (11) - As shown in fig. (3)

3.3 Rhythm

○ In different domains of art, Rhythm has been described as sharing the main meaning of a recurring pattern, repetition, or movement in actions or artifacts. Rhythm in design is the harmonious, systematic repetition of a particular element, often a single distinct item coming from the line, shape, form, color, light, and shadow categories. A motif or pattern is produced if a designer selects elements from these categories and makes a synthesis of them in some way. (2) - As shown in fig. (4)

It is important to use rhythm to produce attractive effects. Using rhythm in design produces recurring lines and masses. These repeats might be regular in size or decreasing or rising in size. (13)



(Fig.3) emphasis in fashion design

<https://in.pinterest.com/pin/799459371366390718/>



(Fig.4) rhythm in fashion design

<https://purushu.com/2010/08/elements-of-design-in-fashion.html>

3.4 Repetition

Means reusing a certain element throughout a design more than once. It's an effective way to guide the viewer's attention through a design; pattern, color, texture, line, or any other element that is repeated across a design. To produce visual rhythm, combinations of these can be employed repeatedly. (21) - As shown in fig. (5)

▪ 3.5 Unity (Harmony)

Unity is more of an overarching principle as the primary purpose of good design is to have a unified design. (18)

When design principles and elements come together, a successful design is produced. All design principles and elements are summed up by the unity. To achieve a common result, all items must work in perfect harmony with one another. (11) - As shown in fig. (6)



(Fig.5) Repetition in fashion design

<https://www.pinterest.com>



(Fig.6) Unity in fashion design

<https://purushu.com>

4- Psychological disorders

Throughout history psychologically abnormal behavior has been described as many things such as madness, insanity, craziness, lunacy, mental disorders, mental illnesses, psychopathology, maladjustment, behavioral disturbances, emotional disturbances, personal problems, etc. All of these descriptions are influenced by the society and culture in which they emerge, as well as the specific ideas individuals have about why people exhibit these problems. (10)

The American Psychiatric Association's Diagnostic and Statistical Manual (DSM-5) describes some specific abnormal psychiatric conditions and defines these "mental disorders" as "syndrome[s] characterized by clinically significant disturbance[s] in an individual's cognition, emotion regulation, or behavior that reflects a dysfunction in psychological, biological, or developmental processes underlying mental functioning. Mental disorders are typically

accompanied by severe suffering or impairment in essential social, vocational, or other activities. (6)

A pattern of behavioral or psychological symptoms that significantly distress a person and affect their capacity to function in one or more areas of life, or both, is referred to as a psychological disorder. (12)

4.1 Examples of Psychological Disorders

4.1.1. Anxiety disorders

When the fear response triggered is out of proportion to the reality of the danger of situation anxiety disorders are identified. Most people who feel this anxiety are aware that their fear is illogical; nevertheless, find it difficult to manage this response. (12)

Examples of anxiety disorders (10)

- Specific phobia is an irrational fear of some specific object or situation.
- Agoraphobia is literally “fear of the marketplace”; it includes dreading and avoiding locations or circumstances that might result in panic and feelings of being trapped, helpless, or embarrassed.
- Social anxiety is the fear of being humiliated in front of others in one or more social situations.

4.1.2- Obsessive-compulsive disorder: The key aspects of this disorder are repetitive thoughts; images or impulses that are unwelcome, produce anxiety, and are difficult to control (obsessions). (10)

4.1.3- Depressive disorders: As depression is a public health issue due to its high incidence and it involves considerable disability, depressive disorders are currently among the most common groups of psychopathological diseases. (5)

4.1.4- Delusional disorder (paranoia): Delusional disorders are enigmatic and unusual; many people who are described as "paranoid" really have paranoid schizophrenia or a severe personality disorder. (8)

5- Creative thinking in fashion design education (4)

Creativity is important for modern advancement. Designers, particularly fashion designers, can create distinctive unique clothing and strengthen their competitiveness in the industrial competition only via continuous creativity. This highlights the importance of creative thinking. As the times change, people work to develop their personalities and fashion therefore fostering students' creative thinking should be the aim of clothes design education.

Creative thinking is a symbol of artistry. This artistic practice derives from life, higher than life.

For the future development of students in this major, fashion educators must recognize the

significance of creative thinking in the educational process of clothing design. They must give students more creative opportunities during the teaching process and encourage them to design and imagine with unique prospects.

5-1 Cultivate Innovation Awareness

The development of creative thinking should first stimulate students' curiosity and realize what innovative consciousness means. This is also the first step of creative thinking in fashion design education. In general, students' creativity is influenced by many factors: First, creative consciousness, innovative thinking, and thinking ability; second, innovative thinking ability; third, professional skills. This needs teachers continually stimulating students, guiding, and encouraging them to think creatively based on their individual traits in order to foster interaction and communication. (1)

The promotion of creative thinking in fashion design class is a type of soul innovation. Teachers should foster students' creative thinking skills through hands-on practice and effective guiding strategies. (4)

As a result, a skilled fashion designer needs inspiration in order to create superior works of art. The birth of inspiration, on the other hand, is not dependent on imagination, but on the ongoing analysis and research of existing information. (7)

The appearance of inspiration is flash, necessitating fashion designers' ability to capture inspiration in time and produce successful designs. Designers are creating an increasing number of new things in the information era. Some successful pieces of art serve as a source of inspiration for fashion design students. In the classroom, educators must list the successful experiences of prominent designers and previous designers, assist students in stimulating their creative thinking capacity, and lead them in learning the concept and source of design inspiration. (9)

The thought process behind a fashion collection is what distinguishes one designer from another since learning to push ideas ahead, develop concepts, and challenge the status quo is what offers us some of the greatest innovations in fashion. (3)

Therefore, this research was based on choosing psychological disorders as an inspiration in designing distinctive clothes by motivating students to think creatively and analyze types of disorders and tries to reach what the patient of each type of these disorders feels, translating his feelings into creative fashion designs.

6 - Examples of fashion designs affected by psychological disorders

Many people suffer from some painful psychological disorders, and for fashion designers, part of the design process relies on these disorders as a source of inspiration and creativity to design clothes that reflect the struggles of inner feelings.

The University of Southampton and its Winchester School of Art collaborated to create apparel inspired by mental disorders such as schizophrenia, bipolar disorder, stroke, epilepsy, autism, and Alzheimer's disease.

"It's a black dress with colorful embroidery," said Nicky Day of the University of Southampton, of her schizophrenia dress- the right side on Figure (7) - which reveals the biological mechanisms of the disorder, demystifying it and making it less terrifying. When Nicky Day threaded the intricate pattern into the garment's left side, she had more than style in mind.

A British fashion design and knitwear student researched the morphology of various classes of cortical neurons and then embroidered images to reflect the theory of schizophrenia as a disease of aberrant brain circuit connectivity. The outfit- the left side on figure (7) - is tight and somewhat restrictive in a movement to reflect how these brain cell disorders can have in limiting patients in their daily lives. (16)



(Fig.7) Clothing designs influenced by schizophrenia

The "Changing Minds" project motivated designers to create clothes that explain neurological conditions including bipolar disorder and Alzheimer's, as well as convey what it must feel like to live with them.

The odd garment designed by British fashion design student Chloe Ride tries to reflect the confusion that a person suffering from Alzheimer's disease must experience. One hand is restricted, and a pocket that also serves as an opening entirely covers the head, causing confusion to the wearer and trapping him in a swirl of fabric. As shown in fig. (8)

At the Festival of Neurosciences, a part of the biennial meeting of the British Neuroscience Society, Amber Newton's costume is presented that was inspired by schizophrenia. Agnes Richter, a patient in an asylum during the 1890s who embroidered her ideas and feelings into a

straitjacket, served as a partial inspiration for Newton's embroidered jacket. (22)- As shown in fig. (9)



(Fig.8) Chloe Ride's Alzheimer's disease-inspired costume



(Fig.9) Amber Newton's schizophrenia-inspired costume

The singer of "Say So" donned a garment from the Spring/Summer 2023 Haute Couture show in Paris that was covered in 30,000 Swarovski crystals that were all manually applied. The dress represented the trypophobia, or fear of holes, condition. (23) - As shown in fig. (10)



(Fig.10) a design of Spring/Summer 2023 Haute Couture inspired by trypophobia

Having had several head and brain injuries, Rachel Macnab, a Fashion Design student at Ara, considered how she might use her suffering to create a dress that would convey her experience and feelings to others. She created big clouds around the head to represent brain fog, and a large bruise on the back to present the impact of the injury's cause. (15)- As shown in fig. (11)



(Fig.11) Rachel Macnab's dress that was affected by her head and brain injuries

A graduate of the Rhode Island School of Design (RISD), Violet Zhou, creates fashion lines by translating mental states. The various looks, in her fashion collection, titled “Within”, each represents a step in the process of going through and overcoming various emotional and mental challenges. She said that she wanted it to look like the model is vacuum-sealed in between two plastic sheets, as she wanted a sense of helplessness and paralysis to seep through." (17) - As shown in fig. (12)



(Fig.12) Fashion collection of Violet Zhou inspired by mental states

7- The Applied Study

The applied study is based on the creation and implementation of 4 clothing designs for women between the ages of 20 and 35 years that reflect the mental disorders and the inner feelings felt by a patient with a mental disorder and translate these struggles and feelings into innovative

cuts and designs by applying the principles of fashion design. This study was applied to final-year students of the Faculty of Applied Arts, department of Ready-made Garments, Damietta University, where the following designs were implemented under our supervision in the graduation project.

7-1 Steps of the design method followed:

- Finding a source of inspiration: Fashion is the visual story told by a fashion designer. This study was based on motivating students to think creativity to find an innovative source in an attempt to link fashion design and psychology in line with fashion trends.

- Analytical phase: In this stage, the students collected information about the design idea and attempted to analyze this information by determining the type of psychological disorder chosen and reviewing scientific research and references for this type of disorder to try to understand the symptoms and pain that the patient feels.

- Sketching ideas: At this stage, the students began drawing sketches that presented the design idea in a tangible way in order to communicate the idea and try to translate the patient's inner feelings into creative clothing designs.

- Mood Board: Students created a mood board or inspiration board to focus on their design style. These reference points can help organize concepts or inspirational materials and figure out the most interesting creative ideas. This step also included obtaining fabric samples.

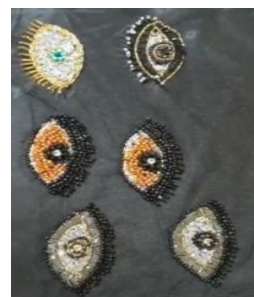
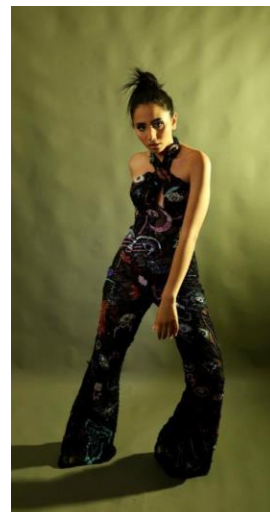
- Choosing fabrics and colors: At this stage, the students chose the appropriate type of fabric to express their design ideas appropriately and determined the colors that suit the design and could express the type of psychological disorder.

Prototyping: Ultimately, the students created the first sample using muslin material to test the shape of the clothing and make modifications before cutting the final product.

Assembling the garment: At this stage, the different techniques used by each student were identified depending on the form of the design and the type of disturbance chosen. This is the final stage in which the design comes to life.

The following are the implemented designs and their analysis according to the principles of fashion design:

The first design

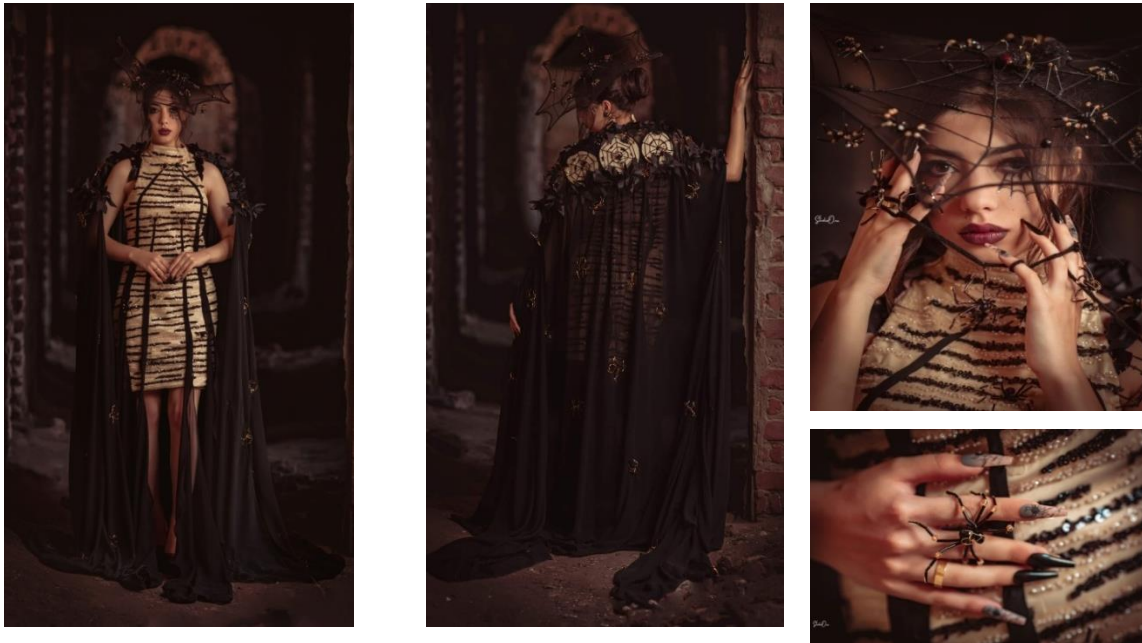


The design translates what the paranoid patient feels. Paranoia is a neuropsychiatric disorder in which the patient constantly feels threatened and persecuted by others. Although he often feels grandiosity and exaggerated self-esteem, he has irrational suspicion and distrust of others. He always feels that he is surrounded by people's faces and looks, that all eyes are directed toward him and focused on him, and that others are conspiring against him, which makes the patient feel psychological pressure and constant anxiety, and this makes him very aggressive.

The design is a soft tulle jumpsuit hand-embroidered with eyes and faces, which he believes represent the biggest source of his fears. The jumpsuit represents the paranoid patient from the inside (scared and confused), and the design of the gown represents what he shows to people that he is always the best. An extension was made, which is a very wide skirt with forms of abstract faces that were created through direct drawing on the fabric, laser cutting, and machine embroidery.

Application of design principles: Rhythm was applied by repeating the embroidered units (eyes - faces) consistently throughout the design. Unity was applied in the design through harmony between all design elements, which resulted in a kind of movement that made the eye pass easily between all parts of the design.

The second design



The design is inspired by the phobia of spiders what is known as arachnophobia, it is one of the most common types of phobias, as soon as the patient sees spiders; he becomes anxious, tense, and afflicted with irrationally intense fear, so the patient feels that spiders surrounded his body and wants to devour him. The design is a short dress made of champagne satin fabric covered with a layer of golden tulle, which contains strips of hand-embroidered beads. The dress also contains longitudinal strips of black tulle that start thin from the top and increase in width at the bottom this indicates that seeing the spider's thin legs raises the increasing fear and anxiety for this patient. A long separate black gown was made to reflect the fear and tension felt by the patient. Shapes of spiders were made of thin wires and beads and placed on all parts of the dress and gown to reflect the patient's feeling that spiders were attacking him.

Application of design principles: The principle of symmetrical balance was achieved in the design through the use of embroidery and decorative bands with equal visual weight throughout the design. The principle of repetition was also achieved through the repeated use of embroidered units (the shape of spiders - ribbons - black beads), which resulted in achieving

the principle of rhythm through repeating the movement regularly combining unity and integration.

The Third design



The design translates what a depressed patient feels, as the patient suffers from multiple bouts of crying, sadness, a sense of despair, and stressful thinking that may sometimes lead to suicide. The design is a black-white dress with a very wide and long black cape; black prevails to reflect the despair and sadness that the patient lives. The use of red color in the embroidery (the color of blood) reflects the patient's desire to commit suicide due to the severity of the pain he is experiencing, and the white color reflects the patient's attempts to get rid of this killer feeling. The design reflected the internal feeling of the patient through the cutting parts of the dress with embroidery in the form of tears with red color (blood color).

Application of design principles

The principle of emphasis was applied in the design through the areas embroidered with red beads, as it is an area that differs in color, texture, and shape from the rest of the design parts, which led to attracting the eye. Asymmetric balance was achieved through the asymmetrical distribution of the units and the use of one sleeve in the design, which led to more attracting attention. The principle of repetition was achieved by repeatedly distributing the embroidered units (the shape of tears) on the black cape.

The fourth design



The design is inspired by fear of dark or Noctiphobia which is a type of specific phobia, meaning it is an enduring, overwhelming, and irrational fear of the night. Someone with this phobia will likely experience intense fear, anxiety, or panic if they are outside at night, see something they associate with nighttime.

The design translates the feelings of the noctiphobia patient through the use of black and the use of sharp shapes in the design to reflect the patient's sense of intense fear of darkness and what could be present at night from ghosts or wild animals. The corset was used to express the distress and suffering felt by the patient. In the back, there is a cape attached to the dress that includes sharp parts to reflect the distress and tension felt by the patient. Accessories (black horns, gloves, and long nails) were used to translate the patient's fears of what he might see in the dark.

Application of design principles

The principle of rhythm in the design was achieved through the repetition of the ruffles in the black cap and the repetition of the black color in the design - the principle of unity in the design was achieved through the integration of all design elements together, which produced an attractive visual effect.

8- Results

- The principles of fashion design and psychology can be linked by promoting creative thinking to create designs influenced by the inner feelings of a patient suffering from a psychological disorder.

- Fashion design can serve as a form of expression of emotions and psychological disturbances.
- Innovative thinking in fashion design students can be stimulated by linking fashion design and psychology

9- Conclusion

In conclusion, the primary goal of this study is to confirm that fashion design can create awareness about psychological disorders through the implementation of distinctive clothing designs that attempt to remove the stigma and demystify psychological disorder patient which enhance creative thinking in the field of fashion design.

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