

## Research on Fashion Illustration Creation

Sun Lu

Liaoning Communication University, Shenyang, Liaoning, China

**Keywords:** Fashion illustration, creative inspiration, creative philosophy, creative style, expressive elements, color relationships

**Abstract:** Fashion illustration is the use of illustration as a carrier to convey trends and messages. This article introduces the creative process of fashion illustration from several aspects, such as inspiration, concept, style, expressive elements, and color relationships. Creative inspiration is the soul of fashion illustration, and creative philosophy is the dominant concept and central idea in the process of fashion illustration creation. Fashion illustration creation style is the style and style formed by fashion illustration creation under the guidance of creative philosophy. The expressive elements of fashion illustration are the basic symbols in creation and the carrier of style presentation. The color relationship of fashion illustrations is closely related to the creative concept, style, and elements of expression. There are usually two types of color relationships: contrast and harmony. Fashion illustration creation presents both fashion and fashion, combining artistry and design, which can both replicate fashion and lead the trend.

### 1. Introduction

Fashion illustrations use illustrations as a carrier to convey trendy trends and popular messages, with a sense of modernity, advocating fashion concepts, presenting fashion styles, expressing fashion attitudes, and leading fashion lifestyles. Fashion illustration creation is loved by young artists and designers, who showcase their personalized attitudes through the creation and publication of fashion illustrations, which has also driven the vigorous development of fashion illustration. Below, I will introduce the creative process of fashion illustration from several aspects, such as inspiration, creative philosophy, creative style, expressive elements, and color relationships, to exchange ideas with everyone.

### 2. Seeking and obtaining inspiration for fashion illustration creation

Creators should pay attention to observing life, observing nature, observing all people, things, and things they can come into contact with, and derive inspiration from them. The generation of inspiration may be random, accidental, or intentional exploration with predetermined goals. When inspiration truly arrives, we usually feel inexplicable joy and excitement, which is a kind of creative thinking.

Creative inspiration is the soul of fashion illustration. The creative inspiration mainly comes from aspects such as natural ecology, history and humanities, folk life, technology and art. In nature, mountains, rivers, oceans, birds, beasts, and ecological diversity are the common sources of bionics in fashion expression, such as leopard print jackets, armadillo shoes, etc., providing creators with endless imagination space; In history and humanities, we have once again expanded our horizons, taking traditional Chinese cultural materials as examples, such as bronze, jade, lacquerware, silk brocade, calligraphy and painting... The cultural river of five thousand years up and down is inexhaustible and inexhaustible; In folk life, we have experienced the profound meaning of "art comes from life", such as wood carving and embroidery. From shape, materials, patterns, and color matching, civilization and wisdom are everywhere displayed. For example, in a brand press conference, we capture trends and also ponder the designer's expression methods and good intentions. This not only provides inspiration for creators, but also a wonderful experience; In a more avant-garde technological world, the combination of more imagination and new technologies fills us with surprises and deep thinking, and we look forward to the future with a nervous and hopeful mood.

Some people will gather the inspiration generated from it and create a creation through a certain item; Some people will select some records from them and use them to extract elements and combine them with other content in the process of fashion illustration creation; And some people already have a clear creative concept in their minds, and these inspirations revolve around this concept layer by layer... Anyway, the search for and acquisition of creative inspiration is crucial, affecting the direction of subsequent creations.

### **3. The establishment of the concept of fashion illustration creation**

The creative concept is the dominant concept and central idea in the process of fashion illustration creation. There are two interpretations of "idea" in "Cihai" (1989), one is "opinions, thoughts. The result of thinking activities", and the other is "idea. Usually refers to thoughts. Sometimes it also refers to the summarized image left by appearances or objective things in the human brain." Before creating, we first need to clarify the concept of creating this work in our minds. This is an invisible "line", which is a cultural literacy, way of thinking, or a certain belief, intention, or the expression of true feelings. It has constraints and guidance on the completion of the work, and it will make the work more distinct.

The creative concept of fashion illustration endows the work with deep connotations and reflects its uniqueness. It will create a unique "field of thought" in the work, bringing a different "atmosphere". Some works will be revealed through the "theme" of the work, some will be coaxed through the "theme" of the work, and some will simply use the word "untitled". The viewer can experience this on their own, which leads to the invisible interaction between the work and the viewer. Whether it's speculation or thinking, the so-called "playfulness" is interesting here<sup>[2]</sup>.

In the process of establishing the concept of fashion illustration creation, creators first need to clarify their own ideas and expression intentions. In this creative behavior, they should give themselves direction. "Concept first", which may seem simple, actually determines all subsequent completion actions. The fashion sense in "concept" requires creators to have sharp awareness, excellent creativity, the ability to appreciate beauty, and clear expression ability. At the same time, it has a unique creative perspective, rich connotation accumulation, and create illustrations that are beneficial to the development of the times and society.

For example, Ignasi Monreal, an illustrator from Barcelona, Spain, was influenced by his mother since childhood and enjoys Western mythology. He often draws inspiration from Renaissance oil paintings and mythological stories to depict "surrealism" through "reality", which is avant-garde and playful. In the "Utopian Fantasy" fashion illustration series collaborated with the GUCCI brand, we can see the perfect fusion of modern fashion and classical art. Ignasi Monreal creates a surreal and charming illusion, bringing viewers a magical journey.

### **4. Presentation of fashion illustration creation style**

Fashion illustration creation style refers to the style and style formed by fashion illustration creation under the guidance of creative concepts. The creative style is influenced by the subjective consciousness, value orientation, and internal character of the creator, while also being constrained by objective factors such as the creative theme, creative conditions and methods, creative era and environment, and presented through the final work.

The current popular fashion illustration creation styles include flat style, 3D three-dimensional style, retro future style, texture expression style, China-Chic style, etc., of which the flat style is particularly popular in recent years. The creator abstracts the elements of the screen, giving people a simple, fresh, and carefree feeling, which is very "healing" and has won the favor of the public; The 3D three-dimensional style is full of fun, usually created through computer software drawing, modeling, and rendering, presenting a more three-dimensional and realistic effect, with a built-in sense of "technology". The presentation effect is more three-dimensional, approaching reality, and comes with a sense of "technology"; The retro futuristic style often combines the lines and light shadow relationships of early comics with fantastical and bizarre colors, assisted by digital processing,

and combines technology with retro content to create a new fashion illustration trend; In the texture expression style, we can usually see a combination of color blocks without borders, giving people a feeling of novelty, boldness, ease, and randomness, with a unique visual effect. The "graininess" in the changes in color block brightness enriches the image with layers, full details, and enduring aftertaste; China-Chic style is a popular fashion illustration style at the moment, and it is a national cultural display with the tide flu. It has both fashionable appearance and traditional cultural connotation. It has various forms and means of expression, and is loved by the younger generation.

## **5. The selection of elements for fashion illustration expression**

The expressive elements of fashion illustrations are the basic symbols in creation and the carrier of style presentation. According to their roles in fashion illustration works, they are generally divided into: main elements, sub main elements, auxiliary elements, and decorative elements. The selection of main elements should be highly consistent with the creative concept and style of the work, and be the "protagonist" of the entire screen performance; The selection of sub main elements should consider the relationship with the main body, whether it is a foil or a foil, and what kind of role it plays; Auxiliary elements are mainly used to enrich the level of the screen and make people feel 'content rich'; Decorative elements are generally configured according to actual needs, and can be present or absent. Proper selection can increase the "highlights" of the image.

In the process of creating fashion illustrations in the series, it is also necessary to consider the continuity of presentation elements. There are three commonly used methods for presenting continuity: firstly, the continuous use of the same element, where the same element or element of the same type repeatedly appears in a series of three or more works; The second is the cross appearance of different elements, 'You have me, I have it, it has you'; The third is the regular appearance of different elements, such as gradients, intervals, rhythms, etc., presenting a certain sense of sequence. In the creation of fashion illustrations in the series, expressive elements play a crucial role<sup>[3]</sup>.

The acquisition of "popular elements" requires creators to have sharp fashion insights, capturing elements from each season's fashion conferences, fashion bloggers' spaces, or on the streets, and finding suitable opportunities to apply them to their creations.

## **6. The handling of color relationships in fashion illustrations**

The determination of color relationships in fashion illustrations is closely related to creative concepts, styles, and elements of expression. Usually, color relationships are divided into two types: contrast and harmony. When expressing intense emotions and impactful theme styles, the use of color contrast relationships will dominate. The processing of color contrast relationships includes color contrast, brightness contrast, purity contrast, warm and cold contrast, light and heavy contrast, area contrast, and so on; When expressing the theme style of calmness, tranquility, and beauty, the use of color harmony will be dominant. The color harmony relationship is also considered based on the three attributes of color hue, brightness, and purity. For example, using adjacent colors, different brightness changes of the same hue, and different hue combinations of the same purity to form the color of the picture can present a sense of hierarchy in the picture, and also demonstrate the creator's control over the picture.

In the field of fashion expression, there are color schemes, including red, orange, yellow, green, cyan, blue, purple, etc., which can be designed and matched according to the above methods to make the screen colorful, with distinct themes and distinctive features; The colorless colors in the color scheme, including black, white, and gray, are timeless "fashionable colors". There is a saying that "if you want to be handsome, you should be filial", which means that there are no colored schemes. At the same time, colored schemes can also be paired with colorless schemes to highlight the "design sense" of colors; The independent color schemes in the color scheme, including gold, silver, and fluorescent colors, are eye-catching entities that can add a sense of luxury, exotic charm, and fashion. They can be used in a flexible and diverse manner, sometimes serving as the finishing touch.

In the process of creating fashion illustrations, hand drawn and digital drawing techniques can be

used alone or in combination. Fashion illustration and hand drawing are commonly available in both pure hand drawing and design hand drawing. Pure hand-painted, also known as artistic hand-painted, relies on the creator's pure imagination and subjective consciousness to create expressions, which is time-consuming, labor-intensive, and difficult; Design hand drawing differs from pure hand drawing in that it uses freehand presentation tools to record creative elements and related content, and uses design methods such as structure and deconstruction, dispersion and recombination, local exaggeration and distortion to systematically reconstruct known elements. It is a planned and purposeful structural completion. Common drawing tools include pencils, erasers, colored lead, markers, gouache, watercolor, and so on; Fashion illustration and digital drawing are powered by technology and digital empowerment, commonly known as computer drawing. Creators create on electronic devices by using corresponding software and digital mapping tools. With the rapid development of computers, software technology, and related drawing tools, digital painting using artificial intelligence will continue to be recognized and mastered by creators. Fashion illustration digital drawing is classified according to its form of expression, with two common forms: static illustration and dynamic illustration. Commonly used software includes EasyPaintToolSAI, Photoshop, Painter, and more.

From the initial inspiration of fashion illustration creation to the establishment of creative concepts, creators gradually present the style of the picture through depiction. The combination of those elements and the handling of color relationships are the results of creators' thinking. They deeply understand that the clothing of an era can clearly reveal the religious concepts, moral concepts, political conditions, differences and connections between different classes and levels of that era, Even the deepest impulses and subconscious of human nature. They are creating a fashion illustration, which is a microcosm of a certain angle of this era<sup>[1]</sup>. Fashion illustration creation presents both fashion and fashion, with both artistry and design sense. It can both replicate fashion and lead the trend. Creators often express their fashion concepts and attitudes through visual representation, and often shape trendy images or guide certain fashion lifestyles through visual representation. Creators also have the opportunity to collaborate with fashion brands to create illustrations for the fashion industry. Creators will continue to explore in practice, Create higher quality works.

## 7. Conclusion

Fashion illustration creation involves seeking and acquiring inspiration, establishing creative concepts, presenting styles, selecting expressive elements, and handling color relationships. In order to create unique and influential fashion illustrations, it is crucial to deeply understand and master these elements. By combining art and design, fashion illustration can both showcase fashion and lead fashion trends.

## References

- [1] Yang Daosheng. Fashion Aesthetics [M]. Chongqing: Southwest Normal University Press, 2003
- [2] Ma Long. Application of Popular Color in Fashion Illustration Creation [J]. Modern Decoration (Theory), 2014, (10): 133.
- [3] Yu Xiaoguang. Application of Line Drawing in Fashion Illustration Creation [J]. Journal of Chifeng University (Natural Science Edition), 2014, 30 (19): 45-46.