

A Study of Brahmi Script for the Development of Textile Prints and Various Stylelines on Dresses for Young Generation



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Abstract

This study is based on the effects of new style lines and textile prints derived by our ancient Brahmi script on young generation. The Brahmi script is one of the most important writing system in the world by virtue of its time and influence. Brahmi script is the earliest writing system developed in India after the Indus script. It is one of the most Indian influential writing systems, all modern scripts and several hundreds of scripts found in South East and East Asia are derived from Brahmi. The main purpose of this study is to develop a range of garments inspired by our ancient Brahmi script and to evaluate their effects on young generation. The aim of this study is to connect young generation with their core tradition. The result of this study showed that participants were willing to wear these garments.

Keywords: Brahmi Script, Textile Prints, Apparel, Styleline, Fashion Lipi, Ancient Script, Screen Printing

Introduction

Brahmi is the oldest known writing system of ancient India. During its long history of development, there has been a large number of scripts derived from Brahmi. The origin of numerous writing systems currently in use across Asia including the Gurumukhi, Kamares, Sinhalese, Telugu, Thai, Tibetan, Javanese and several others can be traced back to the Brahmi script.

The earliest identifiable use of Brahmi script found on ceramic surfaces was to indicate ownership of the item towards the mid 3rd century BCE, we see the first example of Brahmi being used for official communication in the production of seals and on the Ashokan inscriptions. A few centuries later Brahmi begins to be employed in religious context, both in architecture and for the transmission of religious text.

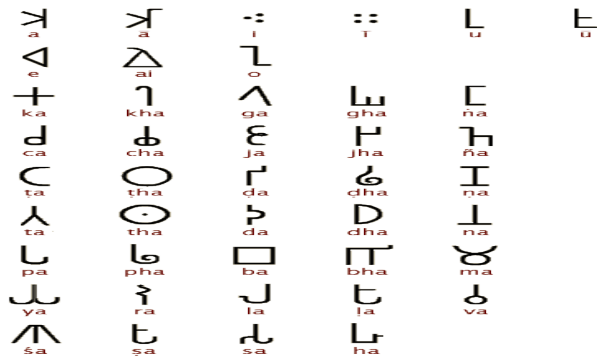
The purpose of this study was to collaboratively design nine garments ensembles incorporating stylines and textile prints derived by Brahmi Script and to evaluate perception of young generation about those ensembles as appropriate for fashionable attire. The concept aimed to make young generation aware about our traditional and core language and to connect them with their core tradition and culture.

The goal in the research was also to give modern and fashionable touch to Cotton. By In this study a design collection have been developed which is inspired by the Signs of Brahmi Script. Various letters of the Script have been taken as a motif to develop various textile prints and also for the creation of new and innovative stylines. Brahmi was the master of all later Indian language and their derivatives.

As all religious languages had been derived by Brahmi Script, the silhouettes and colours of dresses are inspired by traditional clothing of monks of different religions of India. Brahmi Script was found on rocks, caves, stones slabs and rock pillars in a carved form therefore the black colour has been chosen for the printing of textiles and the medium of printing is screen printing. Cotton is the only fabric used in a collection to make cotton more fashionable.

The study denotes that the language is not just the medium of expressing your thought or communication, it can be the medium of creation of new fashion and beautiful textile prints beyond the imagination. As this design collection is an attempt to create new language of fashion inspired by our traditional Brahmi Lipi, we have named the collection 'Fashion Lipi'.

Signs/Symbols of Brahmi script



Objectives of the Study

1. To design dresses with new style lines and textile prints derived by Brahmi Script.
2. To evaluate perception of young generation towards these designs.
3. To make young generation aware about their core traditional Brahmi language.
4. To give modern and fashionable touch to cotton fabric.
5. To establish new trends by geometric prints.

Research Hypothesis

Defining the research hypothesis Goode and Hatt has said that "Hypothesis is a proposition which can be put to test to determine validity." In this research work the researcher wants to make young generation aware about our core traditional language by developing collection of nine garments with the

combination of new stylelines and textile prints derived by Brahmi Script. The researcher also wants to evaluate perception of youngsters towards these dresses.

Design Process

The development and formulation of a design requires a proper process to be followed. In this study the designs were developed by going through a long design and development process. This collection was developed in two phases.

1. Product Design Process
2. Product Development Process

Product Design Process

Various steps were involved in this phase. Design process was started with the preparation of inspiration board and it proceed with preparation of concept board, trend research, research of monk clothing, color board and client profile. After the preparation of all boards prints were designed and then primary sketches were developed when the primary sketches were prepared color variation was done on selected designs and lastly final designs were selected to work on.

Product Development Process

In the second phase the products were developed by going through various steps such as preparation of technical packs, pattern making/draping, test fit, fabric sourcing, cutting, garment construction and finishing.

Developed Textile Prints



Developed Dresses



Research Methodology

This study has been limited to collage going females whose age group is 18 to 25 years. The research has been conducted in various colleges of Jabalpur. This research is based upon primary as well as secondary data

For primary data Sample of 100 young females was taken into study .Data was collected through purposive sampling from female college students. Simple Random sampling technique is used in this study. The data has been collected through questionnaire from the respondents. The survey, questionnaire was self developed based on the

literature review and consisted of items that measure fashion behaviour of respondents. After the collection of data interpretation of data is done by using statistical tools like pie diagrams and quantitative technique.

Findings

Qualitative results showed that participants were willing to wear the garments in this study, as the garments represented heritage, looked contemporary in terms of style lines, had comfort and interchangeable garment components, printed fabric, fabric used in garment designs and color. Quantitative results showed that the ratings for the final garments were generally higher than the first sketches in the first phase. Results of the nine designs in the collection revealed that the aesthetic aspect was the most referenced by the participants. Results also indicated that design no 5 (violet an grey) received the highest rating among the designs.

Conclusion

This research concluded that the dresses developed in this study were highly appreciated by the college going young females. They were willing to wear these dresses, as they found some unique style lines and prints on it. These dresses were helpful to connect them with their culture and tradition.

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