

**TEXTILE & DESIGN LABORATORY  
CASE STUDY 04/2008**

**PROJECT TITLE:** 3D ILLUSION  
**STUDENT:** NADEESHA GODAMUNNE  
**COURSE:** BACHELOR OF FASHION (3<sup>RD</sup> YEAR)  
**PROJECT PERIOD:** JUNE - OCTOBER 2008

**BACKGROUND:** Nadeesha Godamunne has been studying fashion at the AUT's School of Art and Design for three years and completes her Bachelor of Fashion Degree at the end of 2008. Nadeesha and many of her peers attended familiarisation workshops for 3<sup>rd</sup> year students in April 08 in order to find out how the Textile & Design Lab could offer support in putting together their final year collections. During the workshops, students were advised that the lab's resources are limited and only proposals that had a high innovative content would be considered for processing.

One of Nadeesha's strengths is her drawing ability but converting her artworks into digital image files was something she was not totally familiar with. After a number of sessions with a member of the School's textile design staff, she reproduced her artworks digitally using Photoshop, and formatted them in readiness for digital printing. Her designs were inspired by Cubism, an early 20<sup>th</sup> century art movement pioneered by Picasso and Braque, in which she hoped to create a three dimensional illusion with the use of two dimensional prints. For example, a viewer of the finished article would perceive that two separate garments are being worn, but in reality it is only one, the illusion being a feature of the printed design.

**PROJECT METHODOLOGY:** Due to the colour variation and detail within each image, it was decided to conduct a series of test prints using both reactive dyes and pigment inks in order to establish the optimum processing route. Pigment inks were deemed favorable as they produced sharper images and the colours were closer to what she had envisaged. A simple single jersey cotton fabric was chosen for the substrate.

The maximum number of garment panels was laid up on the printer to optimize fabric usage. After printing and drying, the fabric lengths were washed to remove the pre treatment material and soften the fabric prior to make up. Fabric shrinkage had been determined during test printing and the appropriate percentage had been factored into the size of each panel.

Seeing the effects of the printed designs, even in fabric lengths, suggested that the end products would be something special. This since proved to be the case and her collection was subsequently chosen for the 2008 Rookie Show, scheduled for the end of October.

**LEARNING OUTCOMES:** As far as the project itself was concerned, the processes involved were fairly routine. However, it does highlight the enormous benefits that digital printing can offer to students and designers alike in terms of producing customised designs.

**FEEDBACK:** Nadeesha is delighted with the outcome of her printed garments and students and staff who have seen her work have been extremely complimentary. She intends taking her artistic skills into the workplace next year and hopes to find a position as a graphic designer working in the printed apparel sector.

