

Practitioner's Statement

Textile and pencil case design

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The aim of this practical was to design three fabrics that were to be used to create three unique pencil cases. The target audience of my products are students and young adults so the pencil cases needed to be durable, easy to store and practical. A budget was set for \$100 to complete the task, covering the cost of materials required to make the pencil cases as trial fabrics, Photoshop Elements and sewing equipment were readily available.

The inspiration for my fabric patterns came from snakes. I chose to focus on the scale patterns and converted them into simple, blocked colour compositions. I used a colour palette of navy blue, dark red and yellow as they are consider gender neutral and the dark tones would not discolour after constant use. These fabrics were then printed on a light cotton fabric using the SpoonFlower printing service.

The inspiration behind for pencil case designs came from products produced by well known, popular stationary brands such Kikki.K, Kipling and Smiggle. Many designs sacrificed functionality in order to achieve a minimal aesthetic which meant few products were suitable for students and young adults that are required to travel with their stationary on a day to day basis. The main problem seemed to be with size; pencil cases were either too small to fit the necessary stationary for a student or too large to fit neatly in bags. Products that were suitable a student/young adult were often expensive with prices starting at \$25. I decided that designing three pencil case shapes would satisfy the needs of my brief; one large, one small and one that could fold into a smaller shape. This provides a number of options for the customer, therefore matching their needs.

My final product successfully met my original design brief. The three fabrics designed for the pencil cases followed a theme of snake-inspired patterns but contain enough variety in shape, composition and colouring to appeal to a large audience. The form of the pencil cases are versatile and would be suitable for people who need to travel regularly for school or work with their stationary. All extra materials required were obtained under the set budget, meaning the pencil cases could be sold for under \$10 each. By researching pencil cases, I was able to draw inspiration from stylistic features such as rounded zipper corners and elastic bands to store pens/pencils. These features improved the functionality of my pencil cases without compromising the aesthetic appeal.

Techniques I learnt during this task include using the over-locking stitch, sewing curves and installing zippers. While I am satisfied with the quality I achieved when sewing my pencil cases, they have some faults. As they were made by hand, they are not as strong as some of the pencil cases available from retail stores and small details like corners not turned properly and slightly irregular sizing do not give my pencil cases the same polished finish that more experienced designers and sewers are able to achieve.