



DESIGNING T- SHIRT USING TEMPLE MOTIF IN ADOBE PHOTOSHOP ON E-SURVEY METHOD

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ABSTRACT

Fashion industry is a global industry and one of the fastest emerging industries of India. The industry has made an outstanding performance in the recent years and has the potential to make a mark internationally. A lot of Indian fashion shows are organized every year at the metropolitan cities of India. All top designers to make clients and earn appreciation at such a popular stage. (www.fiber2fashion.com>articles) In this study designing the T-shirt using CorelDraw and adobe Photoshop to create traditional temple motif and Tamil font on E- survey method.

KEYWORDS

Traditional temple Motif, T-shirt, E-Survey.

INTRODUCTION

Shweta Vardia (2008) describes The construction of the temple is an art, a science and complicated creative study with a blend of mathematics, logic, geography, geology, science, ecology, art sculpting, music, light and sound religion, social sciences and astrology .

S.P.Gupta Shashiprabha Asthana (1989) discusses, An average Indian is very easy to understand and appreciate Indian art since everything is both old and contemporary, every day he lives with it. For foreigners also it is not difficult to appreciate it provided he or she devotes just a little time to know the background of the Indian traditions.

A.M. Paramasivanandam (1981) opines, that there are various temples in Tamil Nadu, those of Siva and Vishnu temples outnumbered those of Vishnu, it is said that there are 1008 temples dedicated to Siva. Madurai is also celebrated in song and story as the Scence of the Sport of Lord Siva.

A.Srinivasan (2009) explains, Tamil is one of the oldest and official languages in India. In Tamilnadu it is the prominent and primary language.

Adobe Photoshop 7.0 is a powerful tool for creating, editing, manipulating and maintaining images both for the web and in the printed medium. It can be used to create spectacular graphics for a web site, or to enhance digital photographs for vital presentations.

Corel Corporation (2012) points Corel Draw is a 'vector' based drawing package, as opposed to a 'bitmap' based package. Vector drawing packages work with mathematical precision, using coordinates and equations to plot a diagram, create and layer shapes, and color and pattern shapes. The benefit of this approach is that when printing a vector document, the print image is always sharp. If you need to scale the print up or down this is not a problem as it will still print as a sharp image. This is a perfect tool for drawing logos and illustrations which may be required to be printed at many different scales.

Coastal management (2013) says Social science tools, such as a survey instrument, can help identify the relationship between the community and natural resources. Surveys are a method of collecting data via telephone, mail, or the Internet, as well as in person, using an ordered list of questions to gather important information in a systematic fashion. This technique allows for the collection of information and opinions from a representative sample of individuals related to specific natural resource management issues.

Manage event registrations, create a quick opinion poll, and much more. With Google Form, you can create and analyze survey right in your mobile or web browser no special software required. You get instant result as they come in. And, you can summarize survey results at glance with chart and graphs. (gsuite.google.com>product)

METHODOLOGY

Shodhganga research project (2008) shows The Indian textile and apparel sector is known for its traditional products. India is yet to make its presence felt on the global stage with brands, chains, products and processes. Without innovation and R&D this would not happen. Government and industry need to work in partnership for this transformation. Business process innovation, building brands and creating designs should be the immediate priority.

Dr.T.S.Devaraja(2011) describes Industrial and commercial firms have both promoted globalization, establishing two types of international economic networks. One is "producer driven" and the other "buyer-driven". In producer-driven value chains, large, usually transnational, manufacturers play the central roles in coordinating production networks (including their backward and forward linkages). Buyer-driven value chains are those in which large retailers, marketers and branded manufacturers play

the pivotal roles in setting up decentralized production networks in a variety of exporting countries, typically located in developing countries.

GARMENT DESIGNING SOFTWARE ADOBEPHOTOSHOP7.0

An image editing software developed and manufactured by adobe systems inc. photo shop is considered one of the leaders in photo editing designing software. The software allows users to manipulate, crop, and correct color on digital photos the software is particularly popular amongst professional photographers and graphic designers.([www. businessdictionary.com](http://www.businessdictionary.com)).

This course will be broke down into four main areas:

- Introduction to the work area
- Creating simplegraphics
- Digital imagemanipulation
- Web sitecomposites.

Impratm Swanzy Enock (2006) narrates Corel draw is a vector based drawing program software that make it easy create professional art work from simple logos to intricate technical illustrations. It provides tools and effects that make it possible to work efficiently to produce high- quality graphics.

CORELDRAW

Corel Draw has been on the market since (1989) and is an industry leader in PC graphics and illustration. Corel Draw is part of a Graphics Suite: Corel DRAW® for vector illustration and page layout; Corel PHOTO-PAINT® for professional digital imaging. These two software applications have been available on the University of York's network for use by staff and students for many years and prove to be professional creation tools for design jobs from basic illustration to high quality Desktop publishing

This document provides insight into the various types and methods of survey research. The most important component of any successful survey project is to have a strong study conceptualization. Conducting a survey is much more complex than just asking a group of people a series of questions to try to solve a problem or better understand an issue.

SURVEYMETHODS

Surveys can be administered in many different ways, which are commonly divided into two categories: interview-based and self-completed. Common interview-based mechanisms include face-to-face interviews and telephone surveys. Self-completed survey instruments commonly include mail-back surveys, hand-delivered questionnaires, and Web surveys. Mail-back questionnaires provide an

opportunity to reach a much broader audience than many other survey methods. A greater portion of the general population possesses a mailing address than a telephone or Internet access. Cost, printing and postage, is relatively inexpensive compared to travel expenses.

SAMPLE

A sample is a relatively small group of individuals selected to represent one or more specific attributes of a greater population. Survey-related research must use a truly representative sample for questioning, and there are many strategies for acquiring a representative sample. Rating scales are a commonly used means of measuring attributes such as quality, satisfaction, or level of agreement. Rating scales should be made up of an odd number of selection choices. By having an odd number, a neutral mid-point can be established. This is helpful in creating a point of reference on which to base a response.

Darya Ganj (1998) says Research tools are administered on the sample subjects for collecting evidences or data. Most educational research will lead to the gathering of data by means of some standardized test or self-constructed research tools. It should provide objective data for interpretation of results achieved in the study. The data may be obtained by administering questionnaires, testing, personal observations, interviews and many other techniques of collecting quantitative and qualitative evidence.

Data Tables—more commonly known today as spreadsheets—were invented to organize arrays of information that our brains can't recall. Spreadsheets help us sort and label in a way that makes sense, so we can reference it and perform calculations later. The practice actually dates back thousands of years, to the papyrus spreadsheets in the diary of Merrer, an Egyptian Old Kingdom official involved in the construction of the Great Pyramid of Khufu.

GOOGLEFORM

Claire Amos (2010) quotes A Google form is the form with questions which is created stations are collated automatically on a spreadsheet and can be viewed in a number of formant filled in online. The questions can then be share by email, by a hyperlink or can be embedded in an existing wiki, website or Moodlepage.

The best part about Google Sheets is that it's free and it works on any device which makes it easy to follow along with the tutorials in this book. All we need is a web browser (or the Google Sheets app on your iOS or Android device), and a free Google account. On Mac or PC, head over to sheets.google.com, and then it's ready to get started.

SPREADSHEET

Zapier (2016) says AppSheet makes building a new mobile app as simple as adding your data to a spreadsheet. Just list all of your data contacts, products, inventory, property, or anything else you need to track in an app to a spreadsheet, and connect it to AppSheet. There, can customize the columns that are displayed, pull in images from Dropbox and other file storage apps, chart locations on maps, and tweak its

design to fit your branding. You can even add forms to gather text, images, and signatures on the go for a full mobile data collection tool built around your spreadsheet..

Once you've created the form, you don't need to do anything extra to store respondents' answers in Google Forms. By default, it'll save each answer in the Responses tab, showing summary graphs and lists of answers. An individual response view shows the live form along with the results from each respondent. That's great for quick form results, but for more tools to analyze answers, you can link your form to a Google Sheets spreadsheet. Just click the green Sheets icon in the Responses tab or click Select Response Destination in the menu, then create a new spreadsheet or select an existing one to store the answer

NOMENCLATURE OF THE CREATEDDESIGN

TABLE - I

S.NO	CODE	DESCRIPTION
I	CCD	Corel draw Classical Dance motif
II	CPA	Corel draw Pillar Abstract motif
III	CTC	Corel draw Cholas Period Horse and Wheel sculpture with Tamil fonts motif
IV	CTD	Corel draw lord Shiva divine Dance with Tamil fonts motif
V	CTE	Corel draw Yali Elephant with Tamil fonts motif
VI	CTF	Corel draw Yali Elephant with Tamil fonts motif
VII	CTG	Corel draw Tamil fonts (ற, ல, ள) motif
VIII	CTH	Corel draw Yali Head with Tamil fonts motif
IX	CTI	Corel draw South Indian Musical Instrument with Tamil fonts motif
X	CTK	Corel draw Tamil fonts (க, ஞ, ய, ஞ) motif
XI	CTL	Corel draw Tamil fonts (ற, ள) motif
XII	CTM	Corel draw Mamallapuram temple with Tamil fonts motif
XIII	CTN	Corel draw Tamil font (ள) motif
XIV	CTP	Corel draw Puspa potika Inside Tamil fonts motif
XV	CTR	Corel draw Radha Krishnan Art with Tamil fonts motif
XVI	CTS	Corel draw lord Shiva penance Dance with Tamil fonts motif
XVII	CTY	Corel draw Yali lion with Tamil fonts motif
XVIII	CTZ	Corel draw Yali lion with Tamil fonts motif
XIX	PBS	Photoshop Brihadeeswara temple with Sunset motif
XX	PCL	Photoshop Charcoal effect Lady gods Collage motif
XXI	PKC	Photoshop King Cholas Warrior motif
XXII	PKL	Photoshop Krishna Leela collage motif
XXIII	PLB	Photoshop Lady with Bird motif
XXIV	PMW	Photoshop South Indian Musical Women motif
XXV	PSB	Photoshop Lord Shiva Blessing Scene motif

XXVI	PST	Photoshop Lord Shiva penance motif
XXVII	PTC	Photoshop Crayon Effect Temple Collage motif
XXVIII	PWT	Photoshop Wind effect Temple Art motif
XXIX	PYC	Photoshop Yali Heads Collage motif
XXX	PYE	Photoshop Yali Elephant with Checked motif





RESULTS AND DISSCUSION

The Results of the study are discussed under the Subjective Evaluation.

SUBJECTIVE EVALUATION

VISUAL INSPECTION E- SURVEY METHOD:

The survey was collected from 117 Persons who are working under the fashion field in different regions. The selected respondents are from 1- International level, 5- National level, and the other comments are received from the Local region.

TABLE – II

Visual Inspection from the Respondents

S.NO	DESIGNS	NO.OF LIKES FROM RESPONDENTS	PERCENTAGE (%)
I	CCD	2	4
II	CPA	0	0
III	CTC	0	0
IV	CTD	0	0
V	CTE	2	4
VI	CTF	1	2
VII	CTG	3	6
VIII	CTH	0	0
IX	CTI	1	2
X	CTK	2	4
XI	CTL	4	8
XII	CTM	1	2
XIII	CTN	9	18

XIV	CTP	3	6
XV	CTR	1	2
XVI	CTS	2	4
XVII	CTY	2	4
XVIII	CTZ	0	0
XIX	PBS	3	6
XX	PCL	4	8
XXI	PKC	2	2
XXII	PKL	3	6
XXIII	PLB	0	0
XXIV	PMW	5	10
XXVI	PSB	9	18
XXVII	PTC	10	20
XXVIII	PWT	8	16
XXIX	PYC	6	12
XXX	PYE	2	4

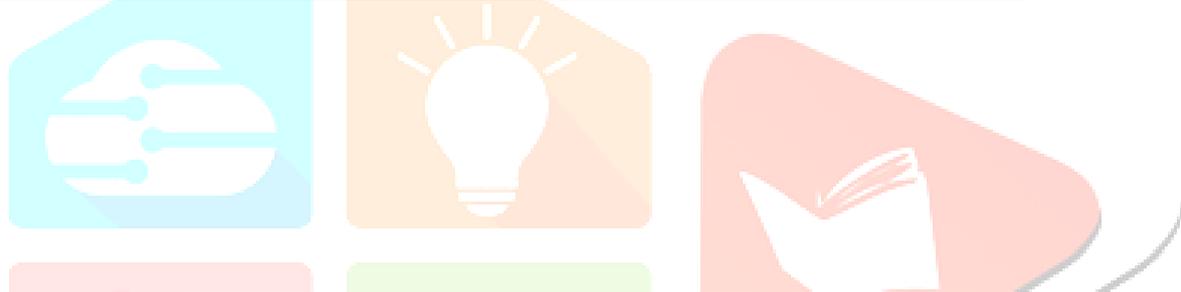


FIGURE - I

Visual Inspection from the Respondents

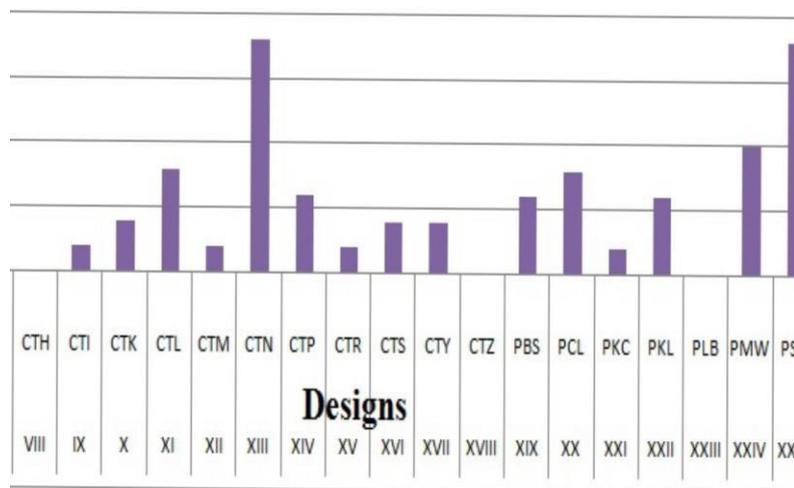


TABLE – III

COLLECTION OF DATA BY E- SURVEY METHOD

Collection of data by the online survey method from the 100 respondents, and the opinions are categorized as follows

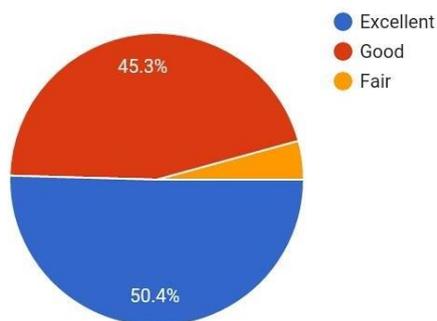
S.No	Designs	General Appearance			Theme Selection			Design Development			Final Opinion
		G	F	P	G	F	P	G	F	P	
I	CCD	40	30	30	30	40	30	30	60	10	GOOD
II	CPA	10	40	50	20	30	50	20	40	40	POOR
III	CTC	60	30	10	50	40	10	70	20	10	GOOD
IV	CTD	40	50	10	45	30	25	35	45	20	GOOD
V	CTE	30	40	30	10	60	30	20	30	70	FAIR
VI	CTF	35	45	20	40	50	10	45	30	25	FAIR
VII	CTG	15	30	55	10	35	45	25	35	40	POOR
VIII	CTH	20	30	50	20	40	40	10	40	50	FAIR
IX	CTI	25	35	40	15	30	55	10	35	45	FAIR
X	CTK	35	45	20	40	50	10	45	30	25	FAIR
XI	CTL	60	30	10	50	40	10	70	20	10	GOOD
XII	CTM	15	30	55	10	35	45	25	35	40	POOR
XIII	CTN	30	40	30	10	60	30	20	30	70	FAIR
XIV	CTP	40	50	10	45	30	25	35	45	20	GOOD
XV	CTR	10	35	45	25	35	40	15	30	55	POOR
XVI	CTS	40	50	10	45	30	25	35	45	20	GOOD
XVII	CTY	35	45	20	40	50	10	45	30	25	GOOD
XVIII	CTZ	20	30	50	20	40	40	10	40	50	FAIR
XIX	PBS	65	35	10	70	20	10	65	35	10	GOOD
XX	PCL	70	20	10	65	35	10	55	25	20	GOOD
XXI	PKC	45	30	25	35	45	20	40	50	10	FAIR
XXII	PKL	15	30	55	10	35	45	25	35	40	POOR
XXIII	PLB	20	30	50	20	40	40	10	40	50	FAIR
XXIV	PMW	10	35	45	15	30	55	25	35	40	POOR
XXVI	PSB	70	20	10	65	35	10	55	25	20	GOOD
XXVII	PTC	65	35	10	70	20	10	65	35	10	GOOD
XXVIII	PWT	65	35	10	70	20	10	55	25	20	GOOD

FIGURE – II

The status are received by the online survey method from the 100 respondents, and the opinions are categorized as follows

How's the designs

117 responses



Form the above Table – II, it is clearly stated, that

- The Blue colour in the circle denotes the PTC Design which is **50.4% EXCELLENT** in General Appearance, when compared to other designs.
- And also the Red colour denotes the design PSB which is **45.3% GOOD**
- Finally, the Orange colour denotes the design CTN which is **4% FAIR** when compared to the other designs.
- The Respondents comments are shown in the Appendix –IV

FIGURE – III

Photoshop kurti designs



FIGURE – IV

Corel draw kurty designs



FIGURE – V

Photoshop T-shirt designs

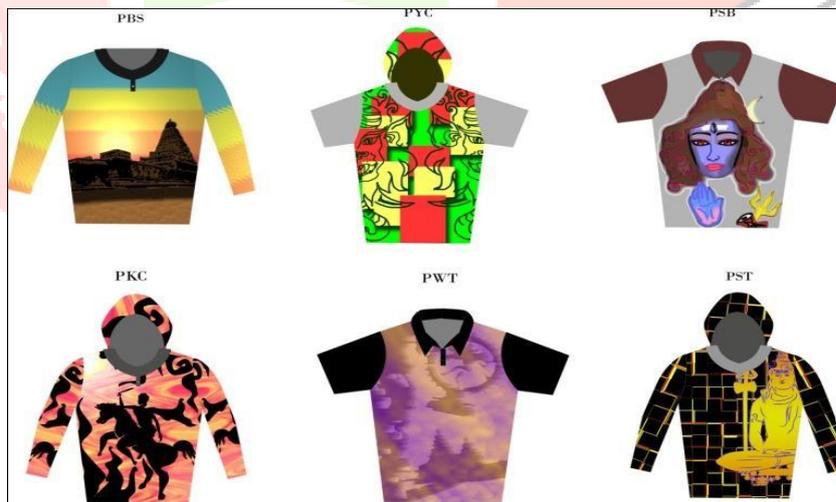


FIGURE – VI

Corel draw T-shirt designs

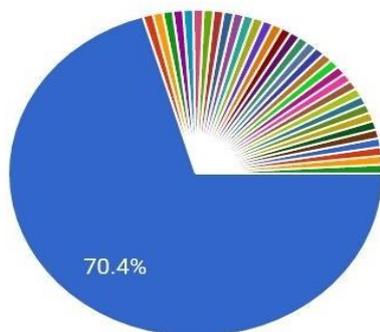


FIGURE – VII

Viewer's Selection - Best Three Designs

Best 3 designs

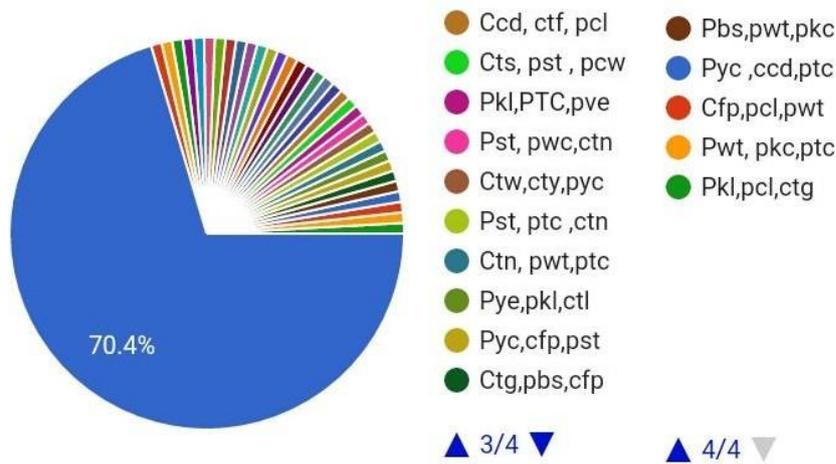
115 responses



- C - corel draw...
- Pst, pyc, ctn
- Pv1
- Pst, ptc, ctn
- 2,3,6
- Cte, pyc, pcw
- Last three
- Pst, cti, ctk
- Cts, ctk, ptc
- Cfp, ctg, pcc
- Pmw, ctl, ptc
- Pbs, pst, ctl
- Pcw, ctn, ctl
- Cfr, pyc, cty
- Ctm, pkg, ctn
- Ctn, ptw, pst
- Ctn, pyc, pst
- Ptc, pst, cte
- Ctn, pwt, pst
- Ptc, ctl, pwt

▲ 1/4 ▼

▲ 2/4 ▼



FINDING OF THE STUDY:

- ❖ The E- survey was collected with the help of Google from 117 Persons who are working under the fashion field in different regions. The selected respondents are from 1- International level, 5- National level, and the other comments are received from the Localregion.

Form the above Table – II, it is shown, that the result of the survey in which

- The Blue colour in the circle denotes the PTC Design which is **50.4% EXCELLENT** in General Appearance, when compared to other designs.
- And also the Red colour denotes the design **PSB** which is **45.3% GOOD**
- Finally, the Orange colour denotes the design **CTN** which is **4% FAIR** when compared to the other designs.
- The Respondents comments are shown in the Appendix –I

CONCLUSION

The Indian textile and apparel sector is known for its traditional products. India is yet to make its presence felt on the global stage with brands, chains, products and processes. Business process innovation, building brands and creating designs should be the immediate priority. Fashion and Design as seen by this survey, consisting mainly of garment design with the theme of Tamil fonts and Tamil traditional temple motifs as the base for design creations. E-survey methods to collect the data's are finally analyzing to find designs creation and comments given the ratings.

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