

Designing Fabric Promotional Gift (Case Study: Sewing Machine Manufacturer)

Laleh Fadaei^a, Salar Zohoori^{b*}, Mohammadreza Bagherilori^a

^a*Department of Graphic, Yazd Branch, Islamic Azad University, Yazd, Iran*

^b*Department of Fabric Design and Clothing, Imam Javad University College, Yazd, Iran*

Received 30 July 2018; revised 11 August 2018; accepted 04 September 2018

Abstract

The lack of supplies and complimentary products of factories is one of the problems that are being considered in today's world. The souvenir set designs for sewing machine factories can be a better approach for advertisement. Environmental protection is the duty of every human being. The earth is the home of humans and all individuals must be careful in environmental protection and spend their energy and income on green environment for the community. In this context, special promotions to develop a cultural background among people gains importance. In this paper, an attempt has been made to use a fabric base to design accessories and promotional gifts (or complimentary gifts) for sewing machine factories, which can both semantically relate to the factories' final product and be environmentally suitable. Accordingly, after conducting the examination, the designs related to the concept of factory products (e.g. form of yarn or needle) were made with reference to the research objectives, and initial sketches were drawn and printed on the cotton fabric via silk printing technique. The results revealed an improvement of concept transferred to the audience along with advertising and efficiency related to factory products. The designs were consistent with factory products and efforts were made to preserve the environment.

Keywords: Advertisement; Fabric; Complimentary Gift

1. Introduction

Today it can be argued that graphic art is one of the most adverse art disciplines; because it has high artistic skills in different branches with different sections, that the artist with their interest and capabilities are attracted to one of these branches. Advertisement is one of the sub-categories of

* Corresponding author. Tel: +98-9173067942.

E-mail address: s_textile@yahoo.com.

graphic art. Advertising has a role in raising the development of cultural, social and politics of a community. It is a profession that if it is addressed correctly, it has effective role in creating employment and new jobs (Betz, 1982). On the other hand, due to the creation of competition for people who are engaged in this field causes the growth of production, national industry and economic development, and increasing non-oil production. This issue helps for export because of its quality improvement. Advertisement as a huge industry includes various sciences such as psychology, anthropology, sociology, behaviorism, organizational management, economic, industrial management science which is related to production, packaging, graphic design, painting, accounting, etc., each has been important and effective in their respective application area (Pope, 1969; Berryman, 1984).

Today in the west, advertisement is referred in two-dimension. First is the advertisement known as ‘propaganda’ and is known as political and social advertisement. This type of advertisement has no commercial incentive or financial benefits and merely pursuit spiritual or political interests. Perhaps, can be referred as one of the most applicable and first field of advertising to promote religious thoughts. Another type is commercial advertisement or raising awareness (Rahimi, 2016). The term advertisement is an action in which a seller or manufacturer attempts to bring awareness to the buyer through the manufactured product; which is done in various ways. Based on studies done, there is no accurate information of the first sample of advertisement, but in general, advertisement has been divided into before and after the 15th century (invention of printing press by Gutenberg). Before this era, the advertising of goods and services were of three phase: Trademarks; Wall graffiti advertisement; City vendors (Azimi, 2009; Porter and Goodman, 2001).

In the middle age, high-end products were often hand crafted and adhered to the unwritten rules for elegance and beauty. This situation continued till the middle of the 18th century to a time when the industrial revolution jeopardized some of the equations. With the emergence of this revolution and promotion of machinery, the industry of European and United States moved towards mechanization. The mechanization goal was to manufacture more products. Therefore, with the abandonment of handmade products which are now replaced by machinery products, the importance of the advertisement was increased to attract the audience (www.sanitizer.ir).

Whatever we know as new advertisement has its origins in the late 19th and 20th centuries in the United States. As it was felt that advertisement was necessary, therefore advertisement like many other customs entered into trade and business and developed gradually. In advertising history, Gutenberg published the ‘Bible’ and with the advent of printing industry gave rise to a massive revolution in advertisement. The olden day advertisement was simple in comparison with today’s advertisement, but the main purpose of advertisement was awareness which is implemented today. This means that advertising is to create communication to convey information and ideas to a group of people that causes the change or enhancing their behavior (Azimi, 2009).

Today, with increasing advancement the advertising method has diversified and expanded to attract the audience, which includes print ads, radio, TV, phone calls, SMS, home screening, internet, email, promotional gifts, etc. www.rasanew.com. Another method to attract audience is to use complimentary gifts. The first creation and production of complimentary gifts was registered in the United States, which was related to George Washington election in 1989. In the early 19th century complimentary gifts such as ruler, calendars, tools and woodwork were common, but no organization had the creation of massive promotion for complimentary gifts (Hopper, 2010).

Jastermic a painter from Kusuckton, Ohio, once imagined being the founder of this industry. He was able to convince a shoe-store in his own country to produce painted boxes for keeping the books for local schools with the shoe-store name on it, which would be a type of advertising for the

shoe-seller. Henry Beach and Mike used this idea and began to sell promotional banners, calendars, aprons and hats. In 1904, twelve manufacturers of complimentary gifts decided to launch the first sales association for these products. This organization is known as the International Promotional Product Association (PPAI), which recently has more than 10,000 members worldwide (www.manataz.com).

In Iran, advertisement can be divided into two historical periods, the ancient period and new era. In ancient period the history of advertising dates to back centuries. During the reign of Khashaya Shah, magazines were published on leather and skin in which wars, victory, the statues of enemies, domestic news, such as trade, business and commerce were printed. The most important method for conveying information and awareness in Iran like other ancient countries were commercial symbols, wall writings and vendors. In new era, with the arrival of printing machine in Iran and publication of the first newspaper in the Qajar era, the commercial advertisement slowly found its way in the press. In general, advertisement in Iran's mass media started from wall writing and found its way to periodicals, books, cinema, radio and finally TV (www.karafarinab.ir).

The first newspaper in Qajar era was published in a new method and adapted the version of the European style. Therefore, the experts of the Qajar period were known as the beginning of commercial advertisement and political propaganda in western approach. The first Iranian ad was published in one of the European newspaper. Abbas Mirza Nayeb al Sultaneh, the first Iranian citizen before the publication of the Iranian journal, ordered commercial advertisement to the European press. In the first Iranian magazine publication released at the time of Mohammad Shah had no commercial advertisement (Bahonar and Homayun, 2009).

The Vakaieye Etefaghiye newspaper was the first printed media in Iran turned towards commercial advertisement. This ad was published in the 6th issue of the first year newspaper, ordered by a foreign trader named Musio Rojiyari. In this way, commercial advertisement in Iranian press about 14 years after the country's first newspaper publication gained popularity with advertisement in the western press. The continuous publication of this newspaper attracted public attention to the subject of commercial advertisement and was officially recognized from the 22nd issue of the newspaper (Bahonar and Homayun, 2009).

In Iran, for introducing and conveying information about goods and services, various methods have been used from olden days to date. The most important among these are the stalls in traditional markets, the use of vendors, symbols and commercial symbols (www.rafbillboard.ir).

According to the definition in dictionaries of Omid and Moein complimentary is referred to free commodity as the original product, which is given in small dimension and in small quantity to the customers in order to advertise the main product. The use of complimentary in the Iranian economic market is not new. For example, over the years, the market merchants such as textile shopkeepers or grocery sellers offered a small amount of their commodity as complimentary gift to their customers (for example, rice or tea), this was because the customer ensured itself with the quality of goods and returned back to purchase more. In addition, this method is still used for certain business (such as nuts and pickles), newer methods have been developed to offer customers with complimentary gifts. In this method, complimentary gift is not offered as a sample before purchase, but given as a commemorative or a prize www.sanitizer.ir. Complimentary gifts in Iran are objects that on which logo or company brand is printed and provided to the customers, visitors and organization staff (www.manataz.com).

2. Discussion and Practical Work Process

In this paper, design was based on the nature of the sewing machine manufacturer and these designs were printed on the fabric base, to be used as advertising complimentary for sewing machine manufacturers. Accordingly, the design sketches are of yarn and needle form. The respective designs are of two types, the first type is made manually and the second type if designed by software.

2.1. First Type

The work base is with wooden glue and white plastic color. Then, with respect to the type of work the colors used are ecoline, water color, gouache and Vitra paste and each are separately defined.



Fig 1 Four created design of fabrics

- After the base is dried, the mixture of wooden glue and white color, and small amount of ecoline yellow color and golden gouache was applied to the canvas surface. All colors are not completely mixed with wooden glue and plastic color. Textures are created with a scraper. After drying, some areas have been used by ecoline yellow color, yellow watercolor and golden gouache color. Then with vitra paste dots were create on the work.
- After the base is dried, the mixture of wooden glue and white plastic color and small amount of green, blue, yellow and ecoline blue was applied to the canvas surface. All colors are not completely mixed. Textures are created with a scraper. At some places the colors are removed to make the white base prominent. After drying, dots are created in red gouache color.
- After the base is dried, the mixture of wooden glue, white plastic color and large amount is prepared and applied on the work. Some of the areas are removed by a scraper. After the work is completely dried, the empty spaces are painted with ecoline paint.
- The vitra paste is made of wooden glue material, white plastic color, green ecoline color and golden color. First, wooden glue and plastic color is made in large amount and applied on the fabric canvas. Then with a sharp pointed object texture are created in circular motion on the fabric. After the work is dried completely the entire work is brush washed and ecoline green color is poured at different areas. The work is moved in different direction so that the color spreads all over. After drying, vitra golden mixture has been applied for the desired dots to be created.

2.2. Second Type

Three works was created with Coral and Photoshop software. Initial design are drawn manually on paper and then implemented in Coral software and in Photoshop the color and final design was created.

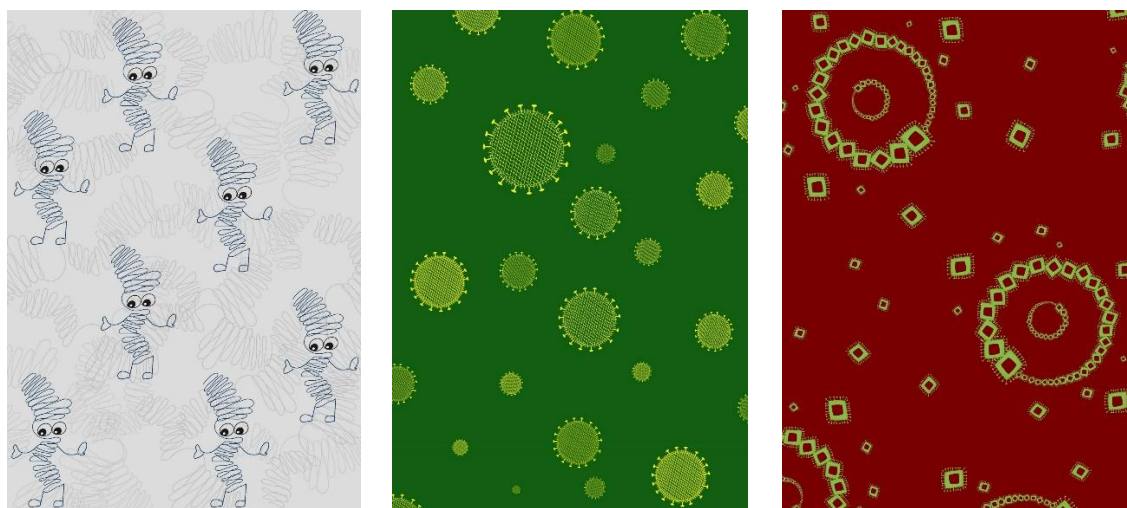


Fig 2 Designs of fabrics which used yarn motif

Finally, using the design created on cloths the set of accessories and complimentary gifts are designed. It should be noted that the design implemented with the final printed designs are different in terms of color contrast, which is due to the laboratory errors and lack of sufficient facilities for printing purpose. Therefore the designs presented in this paper are based on the above designs and the photographed items and quantitative photography differs in terms of color.



Fig 3 Sample work key store

The Fig 8 is used as a bookmark for a book, that on one side is the key and on the other side is the booklet. The booklet can be used to note down the tailoring measurement or sewing tips.



Fig 4 Sample work for embroidery

Special embroidery machine have different embroidery patterns. The handbook for embroidery has been a good option for the tailor (Fig 4).



Fig 5 Sample work of needle placement

The Fig 5 has been used as yarn. The inside part and body of the machine are used as needle placement. In the following examples, the photographs displayed it clearly.



Fig 6 Sample work of needle holders

In this design the body of table lamp is wrapped with the cloth. Small cushions are used for needle holders.

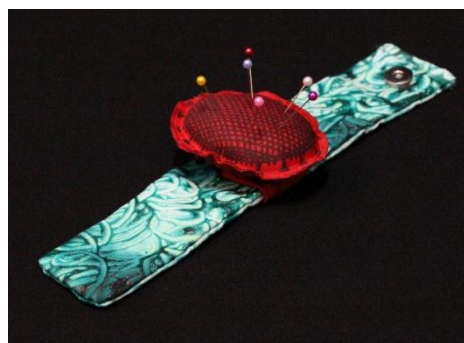


Fig 7 Sample work of needle holder

This design displays a wristband needle holder for the needles.



Fig 8 Sample work of notebook

The notebook is used to keep the sewing tools. At the end of the notebook a booklet is there which is used for taking down the notes.



Fig 9 Sample work of needle placement

The referred sample has the efficiency of sample number 5 and the fabric design is different.



Fig 10 Sample work of cushions and bag

The cushions are offered for tailors suffering with back pain.



Fig 11 Sample work of bag

Double-sided bag with two different designs which can be used for carrying the sewing accessories.

3. Conclusion

In this paper, an attempt was made to use the fabric material that is environmentally compatible and as a base for advertisement. Therefore, factories manufacturing sewing machine are considered as case samples. The elements of yarn and fabric are used for designing; and cotton fabrics that are environmentally compatible have been used as base for advertising. Finally, designs developed for sewing and application and accessories and complimentary gifts of sewing machine manufacturers were designed and presented related to the factory products.

References

- Azimi, S. H. R. (2009). World history of advertisement. Bachelor's thesis, Islamic Azad University, Yazd Branch, Yazd, Iran.
- Bahonar, N., & Homayun, M. H. (2009). Commercial advertising passage from beginning to Islam. Olomejtemaee publisher.
- Betz, W. E. (1982). Graphic materials: rules for describing original items and historical collections. Library of Congress.
- Berryman, G. (1984). *Notes on graphic design and visual communication*. Crisp Publications.
- Hopper, L. J. (Ed.). (2010). *Graphic Standards Field Guide to Hardscape* (Vol. 2). John Wiley & Sons.
- Pope, A. U. (1969). *A Survey of Persian art, from prehistoric times to the present: new studies 1960-1969 in memoriam*. Asia Institute of Pahlavi University.
- Porter, T., & Goodman, S. (2001). *Manual of graphic techniques 3: for architects, graphic designers, & artists* (Vol. 3). Macmillan Reference USA.
- Rahimi, L. (2016). Decision making on promotional gift. Master's thesis, Islamic Azad University, Yazd Branch, Yazd, Iran.
- Retrieved from: <http://www.rasanew.com>
- Retrieved from: <http://www.manataz.com>
- Retrieved from: <http://www.karafarinenab.ir>
- Retrieved from: <http://www.rafbillboard.ir>
- Retrieved from: <http://www.sanitizer.ir>