

Design Intelligence in Garment Design Between Technical Creativity and Artistic Creativity

Authors : Kanwar Varinder Pal Singh

Abstract : Art is one of the five secondary sciences next to the social sciences. As per the single essential concept in garment design, it is the coexistence and co-creation of two aspects of reality: Ultimate reality and apparent or conventional reality. All phenomena possess two natures: That which is revealed by correct perception and that which is induced by deceptive perception. The object of correct perception is the ultimate reality, the object of deceptive perception is conventional reality. The same phenomenon, therefore, may be perceived according to its ultimate nature or its apparent nature. Ultimate reality is also called 'emptiness'. Emptiness does not mean that all phenomena are nothing but do not exist in themselves. Although phenomena, the universe, thoughts, beings, time, and so on, seem very real in themselves, ultimately, they are not. Each one of us can perceive the changing and unpredictable nature of existence. This transitory nature of phenomena, impermanence, is the first sign of emptiness. Sometimes, the interdependence of phenomena leads to ultimate reality, which is nothing but emptiness, e.g., a rainbow, which is an effect due to the function of 'sun rays,' 'rain,' and 'time.' In light of the above, to achieve decision-making for the global desirability of garment design, the coexistence of artistic and technical creativity must achieve an object of correct perception, i.e., ultimate reality. This paper mentions the decision-making technique as semiotic engineering, both subjective and objective.

Keywords : global desirability, social desirability, comfort desirability, handle desirability, overall desirability

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