



## CREATIVE THINKING IN FASHION DESIGN

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**Annotation:** The paper indicates the main aspects of the development of creative thinking and its sources. The relationship between color, word, lines and music. The role of creative sources in costume design.

**Keywords:** Clothing design, costume, thinking, intuition, imagination, fantasy, design, interconnection.

The creative process is a search for the unity of form and content. Sometimes traditional design methods do not provide interesting new solutions.

The creative process is an extremely diverse and complex phenomenon. The development of creative imagination, finding original ways to solve creative design problems, overcoming psychological inertia makes it possible to use various heuristic methods. Modern designers often use the simplest heuristic techniques based on analogy, association, combination, inversion, etc.

The use of a variety of methods allows a future designer to awaken the initiative, the logic of thinking, to reveal his individual creative possibilities. The basis of creativity of designers is bright creative thinking. In a suit, this is the result of associative ideas about objects and phenomena of the real world, recreated in memory. A clothing designer can take absolutely everything from the environment that can be transformed, styled, transformed into a costume: an element, a motive, an object or a source of inspiration.

Creative sources in designing clothes can be: natural phenomena, historical events, works of art, personal emotions and fantasies, music, painting, architecture, arts and crafts, historical costumes and much more.

For example, folk art, culture, traditions of national costumes of different peoples have always remained an unattainable source of inspiration for a clothing designer. Designers are interested in the shape of the object, color combination, lines, volume ratio and much more.



In the process of creating conditions that allows stimulating the creative abilities of design students, it promotes the development of intuitive thinking.

There are such relationships as:

- color and word;
- color and lines;
- color and sound.

- The interaction between sound and color enhances the function of the visual receptors, enhancing perception. The information impulse determines the reaction of the subject to the received musical information, while invoking the psychological ... .. - sensation, imagination, representation, which is the fundamental principle, builds compositions (color, line shape, spots, their location and ratio).

-Connection between color and word (color-graphic compositions made for their figurative perception of psychological and emotional categories).

The connection between color, line and components of reality is a color-graphic composition inspired by the imaginative perception of objects of the real world.

The designer must have the ability to think abstractly, have a large number of ideas, be able to find the most original solutions, find a connection between the object and the designed image.

Abstract thinking - develops the creative side of a person, creativity helps to come up with new ideas, projects, look for solutions to complex tasks. A creative approach improves the overall quality of a person's life and increases its efficiency. Abstract thinking is considered a new advanced skill. A person who uses abstract thinking, operates on the accumulated knowledge and adds it to a certain system.

Swiss psychologist Jean Piaget argued that abstract thinking is formed at the age of 11-16. They can build complex logical chains. For example, they draw conclusions about good and evil based on fairy tales. Thinking is formed on the basis of the accumulated knowledge, experience, and the surrounding culture.

The more various associations arise, the wider the range of the designer's capabilities, the more original and interesting his ideas, which are embodied in sketches and models.

In the design of clothes, as it was said, methods are used: combinatorics, analogy, transformation, kineticism, etc. Recently, a method of destruction has appeared, which destroys the usual methods of modeling and designing clothes.



The models use torn edges, cuts, holes, pockets on the back, outside seams, etc. The use of these methods allows one to develop the logic of thinking, regulate, and intensify the professional search.

The form of thinking is concepts, judgments, inferences. National culture and art have a huge impact on modern design. For example, Lyuba Popiva, a professor from Italy, prefers one of the areas - natural style, individual freedom.

Shinigi Kushigemachi from Japan has created a bright, beautiful kimono using the features of Japanese culture.

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