

Handbook of Decorative Fashion Design Assisted by CorelDraw and Its Effect on Students' Creativity

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Abstract—Decorative Fashion Design course at Universitas Negeri Padang used to not apply the learning that can enhance creativity. Also there has never been a handbook aimed to improve students' creativity. This research aimed to develop a Decorative Fashion Design handbook assisted by CorelDraw program that can enhance students' creativity. This Decorative Fashion Design handbook development following the ADDIE steps: (1) Analysis; (2) Design; (3) Development; (4) Implementation; (5) Evaluation. The result concludes: (1) handbook of decorative fashion design assisted by CorelDraw is very valid with score of 4.49; (2) handbook of decorative fashion design assisted by CorelDraw is very practical with score of 4.41; (3) by using t-test, handbook of decorative fashion design assisted by CorelDraw is effective since $t\text{-empiric} = 2.273$ while $t\text{-table} = 2.145$; and (4) handbook of decorative fashion design assisted by CorelDraw program can improve the creativity of fashion design college student.

Keywords—*handbook; fashion design; CorelDraw; creativity*

I. INTRODUCTION

Expansion of science and technology encourages the appearance of various advancements. Human as subject and object of globalization should have various abilities to adapt with advancement, so do with the college student [1]. The high creativity is one of indicators of good ability. The high creativity also should be achieved by fashion design college student. In Fashion Design program, one of the courses is Decorative Fashion Design. Lecturer used to give the guidance relating to basic concepts and technique only. Then, the college student with his own creativity have to practice and develop the basic concepts become various impressing decorative fashion designs. Creativity in the learning of decorative fashion design can be seen and measured from productivity or quantity of obtained design, also from proficiency in combining or creating the design. More design created by someone means more creative he is and vice versa.

Based on my experience in lecturing Decorative Fashion Design Course about 20 years, practice to create decorative fashion design was used to be held manually by using drawing paper, pencil, coloring pencil, water color, and eraser. It caused appearing of many weaknesses, such as long duration in creating the design, difficulties in erasing the mistakes made by coloring the design, difficulties in

repeating the same design, difficulties in getting ideas or inspiration, etc. These weaknesses were assumed to be problems for fashion design college student in being creative to obtain the qualified designs. In this study, to improve the creativity of fashion college student in obtaining qualified decorative designs for fashion, then I develop the learning of decorative fashion design assisted by one of computer applications i.e. CorelDraw program. I choose the CorelDraw program because I think this program has various features which is easing and helping someone in creating the creative and qualified designs with shorter duration.

General purpose of this study is to develop the handbook of decorative fashion design assisted by CorelDraw program to improve the creativity of fashion college student. Specific purposes of this study are: (1) determine the validity of the handbook of decorative fashion design assisted by CorelDraw program; (2) determine the practicality of the handbook of decorative fashion design assisted by CorelDraw program; (3) determine the effectiveness of the handbook of decorative fashion design assisted by CorelDraw program with following details: (a) describe the creativity of college student studying with the handbook of decorative fashion design assisted by CorelDraw program; (b) determine whether the creativity of college student studying with the handbook of decorative fashion design assisted by CorelDraw program is higher than creativity of college student studying with conventional learning.

II. THEORITICAL REVIEW

The meaning of creativity can be seen from various point of view and experience. Creativity is an ability to create. It is also defined as ability to create something new, either idea or concrete product that is different relatively with the previous one [2]. Creativity is ability to make new combination based on data, information, or previous elements, all experiences and knowledge have been got by someone in his entire life, from family, school, or other environments. Creativity is a thinking pattern or imaginative idea coming spontaneously, artistic, scientific, and freshly new [3]. Based on the definitions by experts above, it can be concluded that creativity is one's ability to create new both ideas and concrete product, new combination, or something

relatively differ with the previous product. Creativity in decorative fashion design can be measured from productivity level or quantity of obtained design and proficiency in combining the design. Creativity is a really important factor influencing the interesting and qualified designs.

CorelDraw program is one of graphic design applications used to create vector design, logo, and page [4]. I choose the CorelDraw program because I think this program has various features easing and helping someone in creating the creative and qualified designs with shorter duration. CorelDraw program has various drawing tools and features that cannot be found from manual drawing tools [5]. The creativity that made the focus of this study is the ability of students to make variation, make combination, and create something new (original creation).

III. METHODOLOGY

The primary concern of this study is to develop the handbook of decorative fashion design assisted by CorelDraw program which is valid, practical, and effective. This study followed five steps of ADDIE model including analysis, design, development, implementation, and evaluation. This study was performed by designing, developing, implementing, and evaluating the handbook of decorative fashion design assisted by CorelDraw program. Analysis in this study consisted of classroom observation and interviewing lecturer and college student taking decorative fashion design class. Numbers of sample used are 30 students. Design used in this quasi experiment is Randomized Control Group Only Design as follow.

TABLE I. RANDOMIZED CONTROL GROUP ONLY DESIGN

| Class | Treatment | Test |
|------------|-----------|------|
| Experiment | x | t |
| Controlled | o | t |

x: learning with decorative fashion design handbook
 o: conventional learning
 t: test

IV. DATA ANALYSIS AND DISCUSSION

Based on the analysis result then be determined the problems need to be revised and developed. It is the basic information in designing the handbook of decorative fashion design assisted by CorelDraw program. The internal consistency of this handbook was tested by four experts of education and decorative fashion design to determine its validity and practicality. The handbook of decorative fashion design assisted by CorelDraw program that has been developed and tested then be implemented in learning process to determine its effect on the college students' creativity. Quasi experiment research was needed to be performed.

Final step of this study is evaluation of the handbook designing process, evaluation of the handbook implementation to determine its strength and weakness, and evaluation of the

effect of handbook uses. Evaluation was performed to the two sample classes by using t-test to determine the difference of the creativity of those two sample classes. By determining it statistically, then effectiveness of the decorative fashion design handbook assisted by CorelDraw program can be detected. Implementation in the learning process was held through quasi experiment in which the research variables can be controlled wholly.

A. Validity

In this study, the handbook of decorative fashion design assisted by Corel Draw program is validated by four experts. The validation result shows that the handbook of decorative fashion design assisted by Corel Draw program is classified as very valid with score of 4.49. Hence, lecturer and college student joining the learning of decorative fashion design can rely on this handbook.

B. Practicality

The practicality data were obtained through observation of learning process and questionnaire. Result shows that the score of practicality is 4.41. Thus, the developed handbook is classified as very practical in improving the creativity of college student. This developed handbook can be used by lecturer and college student joining the learning of decorative fashion design because it gives the eases that cannot be performed in conventional learning

C. Effectiveness

The effectiveness data were obtained through observation of the use of handbook, observation of college student activities, and test. Hypothesis testing of this study is by using t -test. Obtained score of empirical t is 2.273 while score of theoretical t is 2.145. Hence, the hypothesis testing result shows that the creativity of college student studying with handbook of decorative fashion design assisted by Corel Draw program is higher than the creativity of college student studying with conventional learning. Thus, the developed handbook is classified as effective in improving the creativity of fashion design college student.

D. Final Product

Product developed in this study is the handbook of decorative fashion design assisted by Corel Draw program. The result shows that this developed product is very valid, very practical, and effective to improve the creativity of fashion design college student.

V. CONCLUSION

Based on the data analysis and discussion, the conclusions are as follow. First, handbook of decorative fashion design assisted by Corel Draw program is classified as very valid with score of 4.49. Second, handbook of decorative fashion design assisted by Corel Draw program is classified as very practical with score of 4.41. Third, by using t-test, handbook of decorative fashion design assisted by Corel Draw program is classified as effective since t-count = 2.273 while t-table = 2.145. Fourth, handbook of decorative fashion design assisted

by Corel Draw program can improve the creativity of fashion design college student.

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